

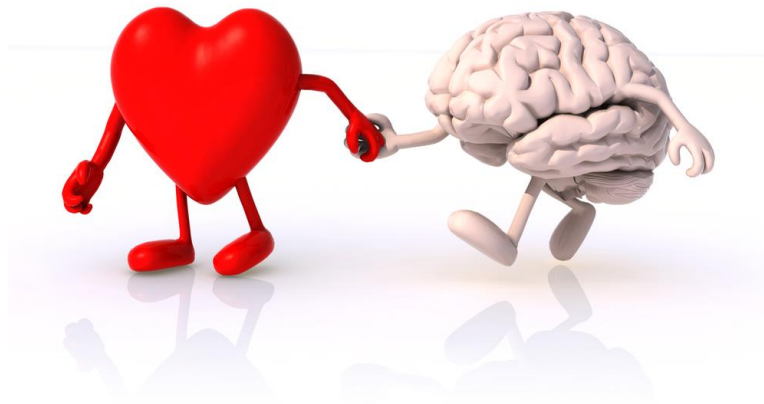


Communication about the Smoke free policy

Mary Yates, Nurse Consultant

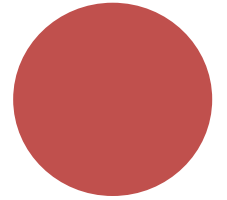
Overview

- Initial engagement – 5 Steps to Smoke free ready
- Implementation – collect good quality data & creative response to challenges
- Where we are now – celebrate the good times, maintain momentum towards smoke free 2030 and leave no one behind



Step 1. Attracting

- Make time for active listening
- Focus / community meetings
- One to one meetings
- Road shows / Market stalls
- Respond promptly to complaints
- Posters / Banners / Leaflets
- Web page / Advert / twitter
- Smokefreeready e-mail



Step 2. Persuading

- Sharing evidence
- Providing reassurance
- Demonstrating
- Use success stories
- Build hope



Step 3. Bridging

- Find common ground
- Share aspirations
- Develop joint plans
- Recognize this is not just a clinical issue
- Find opportunities
- Give control



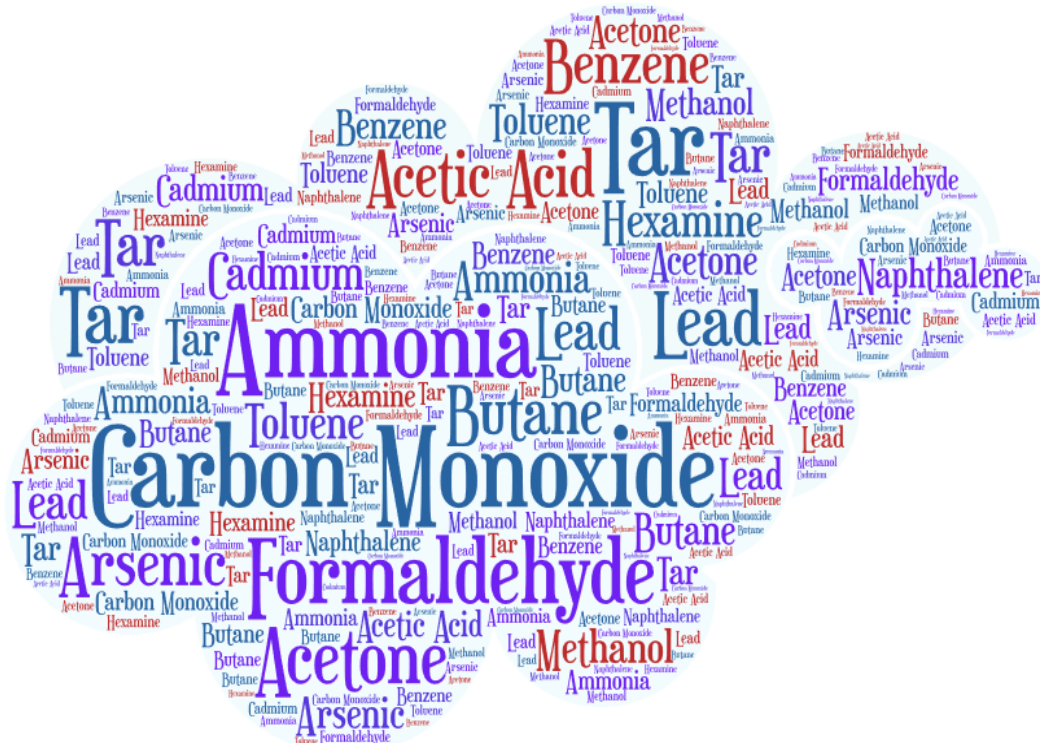
Step 4. Asserting

- Protocols
- Templates
- Checklists
- Clinical guidelines
- Action Plans
- Care Pathways



Step 5. Disengage

- Pause / step back / reflect
- Understand & accept resistance
- Study patterns to inform action
- If you make promises keep them
- Own shortfalls and seek solutions
- Be brave / resilient / persistent





You can do it.

We're here to help

Overview

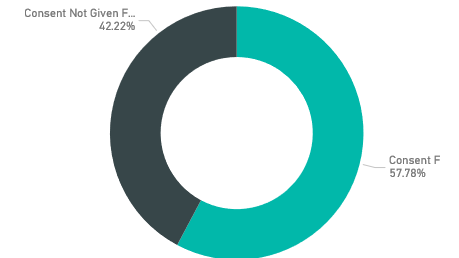
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Collect and share good quality data

- Integrated referral system
- Live dashboard
- CQUIN updates / actions
- Datix Incident reports / actions
- Publications – e-news/journals



Consent for Specialist Advice - Current or Past Smokers



Creative response to challenges



SMOKER – remember

Assess nicotine withdrawal
Offer NRT varenicline or E-cig
Check Carbon Monoxide
Provide behavioural support



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Celebrate the good times share success stories, blogs, vlogs, news briefings etc.

Maintain momentum

- Evolve practice smoking has fallen to ~ 6% for young people the focus for CAMHS is now on ensuring smoke free homes
- By 2023/24 NHS Long Term Plan promises all smokers admitted to hospital will be offered NHS-funded tobacco treatment with the option to **switch to e-cigarettes** for those in inpatient mental health settings.
- PH48 advocated a site based advisor in hospital settings this is not enough, we now have 12 full time advisors integrated across the care pathway

of campaigns



More than 250,000 signed up for Stoptober in 2014 - 62% were smokefree at 28 days
PHE's marketing initiatives triggered 778,000 people to quit in 2013-14





Thank you

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