

## Example of Best Practice—Kasli Pharmacy, Nuneaton

High throughput, high quit rate, low lost to follow-up, high satisfaction

Kasli Pharmacy, Nuneaton have delivered a stop smoking service for many years. Over the last few years they have been the most successful pharmacy to do this in Warwickshire. In 2015-16 they delivered the highest number of quit dates across all pharmacies (118) and had a very high quit rate of 69.5% (Warks average was 49.19%, the average for pharmacies was 50.52%).

Kasli's success can be put down to a number of factors including a team approach, flexibility, a focus on quality, enthusiasm and dedication to helping smokers to quit. Kasli recently presented the secrets of their success at an best practice event on stop smoking services for pharmacies in May 2016 using the following:

**S**hop—advertise, use your environment  
**U**talise—set up NRT near counter with a promotional stand  
**P**romotion—take key times in the year and push the service  
**P**ro-active—ask customers open questions  
**O**ppportunity—every contact counts  
**R**espond—give out all information including financial benefits  
**T**alk—chat to the client and encourage them  
**E**mpower—give the client faith in themselves  
**R**eady—be ready to book consultation  
**S**tart—begin their journey

**Q**uestion—start with open-ended questions

**U**se—use the reaction

**I**nform—of all aspects of the service

**T**alk—benefits, including financial

**T**reat—every opportunity is positive

**E**mpower—the person to have the courage to quit

**R**eady—book the person in for a consultation or if possible see them there and then

**S**upport—weekly consultations, help by phone, flexible with appointments, more than one Advisor, weekend appointments, couples quitting together



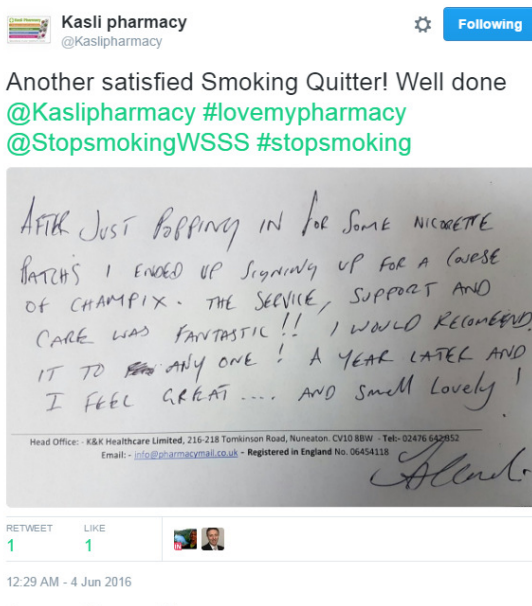
Kelly Leaney (L) and  
Kirstie Armes (R),  
Stop Smoking Advisors  
at Kasli

## Example of Best Practice—Kasli Pharmacy, Nuneaton (2)

Kasli take every opportunity to promote their stop smoking service and one of the main events they focus on is No Smoking Day every March. For the past 2 years they have been awarded first prize in the "Best Pharmacy Activity" in the national Organiser of the Year Awards.



No Smoking Day 2016—coverage in Nuneaton News



←  
Comment from a quitter on Twitter/Facebook

→  
A successful 12 week quitter with Kasli's own certificate of achievement



At the best practice event participants said they felt inspired to implement some of the elements of Kasli's effective approach, with comments including, "I will grab every opportunity, too many are being overlooked" and "Absolutely amazed by enthusiasm and passion of Kasli team – well done!"

The Kasli team consistently deliver a quality stop smoking service and are always pro-active in developing this further, so the NHS Warwickshire Stop Smoking Service was delighted they shared their experiences and activities with other pharmacies to encourage them to aspire to this level of success.

Warwickshire Stop Smoking Service  
quit4good.warwickshire.gov.uk

