

## Pharmacy—Best Practice for Stop Smoking Services

Getting your whole team involved is the key to a successful stop smoking service. All staff have a valuable part to play in making the stop smoking process more cost effective and increase your clients' chances of stopping successfully.

**Increase footfall • Increase Quit rates • Increase payments • Reduce DNA's**

### What to aim for:

- At least 6 clients setting a quit date per year
- At least 50% quit rate
- At least 85% CO monitoring at 4 weeks
- less than 20% lost to follow-up

### Advertise to your clients that you offer a stop smoking service:

Get everyone involved — counter staff are a valuable first port of call for clients purchasing over the counter NRT or e-cigs. Staff can say, "Do you know we offer a free NHS stop smoking service here. You're 4 times more likely to stop for good if you come along and see one of our Stop Smoking Advisors. Would you be interested in booking an appointment?"

- Advertise the service at point of sale.
- All staff could wear a badge.... Want to quit smoking? Ask me
- Display the blue "Quit Here" resources—till wobblers, tent cards, posters, have a counter top sticker where clients sign their prescriptions
- Use the brief intervention tear off pad
- Have a cube of tar by the till to stimulate conversation
- Ask every client "Do you live with a smoker?" or "Do you smoke at all these days?" If yes, let them know about your stop smoking service.
- Display posters and door sticker
- Use banner stand to promote—borrow one from the Stop Smoking Service
- Put a message on prescription labels
- Use the labels for prescription bags available from the Stop Smoking Service

### Hand out an information pack:

When a client makes their first appointment to stop smoking give them the "It's so much easier since I quit" support guide, registration form, My Smokefree Formula and Products Guide leaflet before their appointment. These can be given out at the counter when the appointment is made.

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### **Book a 30-minute appointment:**

For the initial visit a 30-minute appointment must be booked (as per contract). This is vital for the patient to get the full information about quitting and for the Stop Smoking Advisor to assess motivation. Time invested at this stage is well worthwhile as it will increase your patient's understanding of quitting and ensure only those patients who are ready to quit actually progress to a quit attempt. This will maximise your quit rates.

### **Call or text stop smoking patients before their appointment is due:**

Ideally call to text the client the day before, or morning of, their appointment to check they are attending. We suggest this is before all appointments but as a minimum before the first 30-minute appointment. This will reduce DNA's, free up staff time if cancelled appointments are known in advance and increase availability of appointments for other patients.

### **Ask patients their smoking status:**

When counter staff are speaking to patients who have cancelled or decided not to attend for their follow up appointments, ask the client if they are still quit or have started smoking again - tell the Stop Smoking Advisor of the outcome, thereby ensuring no time is wasted on another call to find out the patient's smoking status. Quit Manager or the monitoring forms can then be completed and posted off for payment.

### **Remember!**

#### **The quit attempt is the client's responsibility**

Clients should be given a "My SmokeFree Formula leaflet", emphasising that the quit attempt is their responsibility, explain that it is a 12 week course and that they must attend appointments or cancel if they are not attending. There is also a "tips" sheet in your guidelines pack that gives practical examples.

### **Follow WSSS guidelines (updated Nov 2012)**

Use your guidelines for information to ensure a consistent and quality service is given. Call your Specialist Smoking Cessation Advisor for advice or information.

### **We are here to support you**

We offer FREE tailor made training for your practice staff, e.g. for counter staff training to fit in with your scheduled meetings. Contact your local Specialist Smoking Cessation Advisor for more details:

|                            |                  |               |
|----------------------------|------------------|---------------|
| Rural North Warwickshire   | Claire Ford      | 07900 228976  |
| Nuneaton and Bedworth      | Zoe Jennsion     | 07766 696170  |
| Rugby                      | Bev Avis-Dakin   | 07900 228978  |
| Warwick                    | Betty Lanek      | 07917 227004  |
| Stratford                  | Lesley MacKinnon | 07900 228975  |
| Or contact the main office |                  | 0800 085 2917 |

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