



British
Thoracic
Society

Webinar – Session 3

A guide to delivering a successful tobacco dependency treatment service

Monday 21st March 2022

Speakers – Webinar 3, 21st March 2022

Delivery and Implementation of the Programme from an Early Implementor Site Perspective

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BTS Webinar 3

Delivering the programme

Sanjay Agrawal

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The 7 Steps

Step 1 - Identify the funds

Step 2 - Identify your partners

Step 3 - Plan the programme

Step 4 - Education and training

Step 5 - Deliver the programme

Step 6 - Be a visible champion

Step 7 - Make the project sustainable

1

Admitted



- Pilot wards
- Phased roll-out (funding & HR)
- IT identifier
- I process

2



Screened for smoking & dual NRT prescribed

- Nurse assessments
- Pharmacist support
- Formulary (funding)
- E-prescribing/ PGD
- Teaching – iterative (TDA's + prompts)
- IT system
- Communications
- QI process

3

Smoking recorded electronically with automated opt-out referral to in-house * TDA



- IT team engagement
- IT system changes
- TDA in place
- Email accounts for TDA
- Computers for TDA
- IPADS for TDA
- QI process

4

Bedside TDA support



- Hire & train TDAs (pay range)
- Office space
- Clinical space
- IT access
- F2F/ phone pathways
- Short stay patients
- Branding
- Relationship & teams
- Teaching
- QI process

5

App't with ** LG SSS set-up prior to discharge NRT on discharge meds



- Clear discharge pathway
- Seamless for patient
- TTO's – Dr. training
- IT data transfer
- IT recording interventions
- Patient contact details
- Data administrator
- QI processes

6

Discharge home



- Successful transfer of care?
- Patient contact details
- On-going pharmacotherapy
- IT data transfer
- Outcome recording
- Funding – NHS vs Public Health
- QI process

7

On-going pharmacotherapy & 12 weeks of behavioural support from ** LG SSS



8

4-week quit recorded & reported



- IT systems
- Data admin
- Data quality
- Assurance process
- QI process

You will need resilience





Implementation of the EIS at BFWFT

An overview of our service

Charlotte Winder – Public Health Midwife

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ABOUT US



THE HARDSHIPS

ABOUT US

The Fylde Coast is a coastal plain in western Lancashire containing the towns of Fleetwood, Cleveleys, Blackpool, St Annes and Lytham, with Thornton and Poulton-le-Fylde not far inland.

The central part of the Fylde Coast includes the smaller towns of Kirkham and Garstang. The rest of the Fylde Coast is mainly rural with many villages and hamlets.

We provide health and care services for approximately 354,000 people across the Fylde Coast. Understanding the needs of our people is so important if we are to effectively address the challenges we face and improve patient outcomes and quality of care.

The Fylde Coast has a vast amount of heritage and local attractions, making this a desirable place to live and to visit.

Yet beneath all of this, we are facing some major challenges with the health and wellbeing of our residents.



OUR POPULATION

We will see continued growth in the elderly population resulting in a change in the type of services that are needed

32%

By 2041 the over 65s will make up around a third of the population of the Fylde Coast

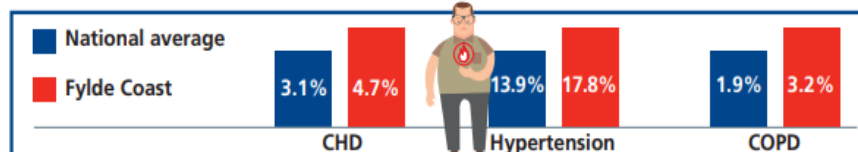


We have significant levels of deprivation in some areas of the Fylde Coast which has an impact on population health, lifestyle and health inequalities.



DISEASE PREVALENCE

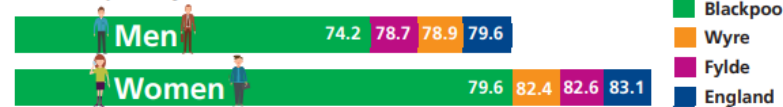
We have high levels of disease prevalence across the Fylde Coast, particularly for coronary heart disease (CHD), hypertension, cancer, diabetes, and chronic obstructive pulmonary disease (COPD)



HEALTH

We have poor life expectancy in some areas of the Fylde Coast.

Life expectancy at birth (2015-17)

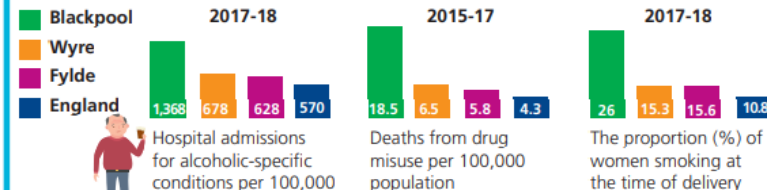


We have poor healthy life expectancy. This means people are living much of their lives in poor health. Healthy life expectancy in Blackpool is only 55 for males and 59 for females.

The overall burden of disease is increasing – more than half of premature deaths are associated with potentially preventable risk factors.

LIFESTYLE

We have significant levels of alcohol and illicit drug consumption, along with high smoking rates, particularly smoking in pregnancy



WELLBEING

We have significant levels of overweight adults and children, with a gradual worsening trend year on year

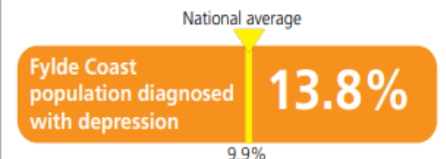
By age 10-11, approximately a third of Fylde Coast children are overweight

1/3

Approximately two-thirds of adults are overweight or obese on the Fylde Coast.



Significant levels of depression, severe mental illness, suicide and self-harm across the Fylde Coast.



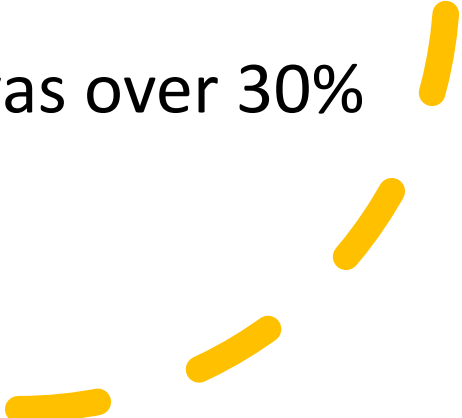
10.4% of the population report having a long term mental health problem



SMOKING AT TIME OF DELIVERY 2017- 2018

26%

In some months of this year this was over 30%
1 in 3 women.



WHAT HAVE WE DONE ?

- Due to our high SATOB and SATOD rates in 2017 Blackpool Council commissioned a maternity based stop smoking service for Blackpool.
- Fylde and Wyre service continued to be run via Quitsquad
- Midwifery Health Trainers were employed as stop smoking advisors offering community based support **IF** referred.
- Community midwives encouraged to take CO monitoring's at Booking and 36 weeks

WHERE WE CURRENTLY SIT

20.34% OF WOMEN SATOB Q1
Women who booked April 2021

18.81% OF WOMEN SATOD Q1
Women who delivered April 2021

16.33% OF WOMEN SATOB Q3 Women
who booked December 2021

16.76% OF WOMEN SATOD Q3 Women
who delivered December 2021

COMMENCEMENT OF EIS (LTP)

- The Fylde Coast (BF&W) needed a full Public Health approach to our families
- Decision made to employ a Public Health Team rather than a project manager and stop smoking advisors.
- PAN LANCS board, PHE, council, LMS
- Employed 1 band 7 Public Health Midwife
- Employed 5 new Midwifery Health Trainers
- Took full control of all pregnancy related smoking cessation **OPT** out service
- Commencement of service August 2021



HOW HAS BLACKPOOL DONE IT DIFFERENT


- Referrals of all pregnant women go straight through to our MHT's who pick up those that admit to smoking prior to booking.
- MHT's conduct 'First Stage' an appointment full of all public health messages needed for pregnancy including **smoke free home/smoke free car**.
- Midwives book pregnancies prior to 12+2 ideally and refer any women who are not already referred at this point.
- All midwives receive in house VBA training on Safeguarding training each year, 'round the teatray', 121 and the training is available via intranet sharepoint.

HOW HAS BLACKPOOL DONE IT DIFFERENT

- Midwives, MSW, Doctors all undertake the NCSCT training per year-although we plan to review this to be included in our local training.
- Recently commenced CO monitoring at EVERY clinical contact whether in the hospital or the community other than labour.



National Incentive Scheme



Stop Smoking Services and Incentive Scheme
National Incentive Scheme for women to stay smoke free in their pregnancy.
Women are given a personal ICO monitor which attaches to a phone app
Vouchers are posted to them when they fulfil the criteria



USE OF ICO's

- Women love the freedom of using the ICO in virtual appointments
- Brilliant to be used with our Incentive Scheme Women
- Easy way to validate partners

WHAT WE HAVE DONE WELL

Training

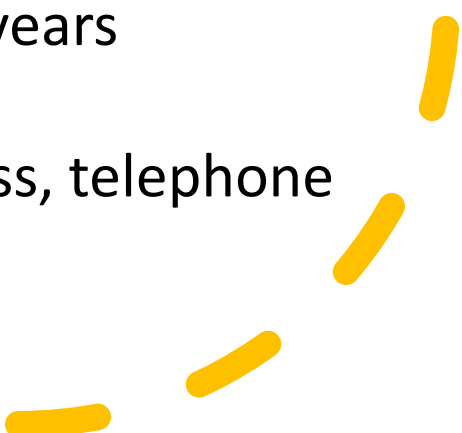
Communication with our team
and the wider trust

Getting commissioning services
on board

Being present

A large orange circle on the left side of the slide, partially cut off by the edge.

WHAT WE WISH WE COULD CHANGE

- Data
 - Lack of data collection availability
 - System incompatibility with collection for EIS
 - Out of date server awaiting new system in 2022
 - Our SS service does not link with our maternity service
 - Staff Culture
 - Many staff don't view CO monitoring as important as BP, Urine, Palpation
 - Covid restrictions made the last 2 years complicated
 - Staff pressures-lack of staff, sickness, telephone consultations
- 
- A series of yellow dashed lines in the bottom right corner, forming a curved shape.



Conclusion

- Challenging
- Continuing our work, bringing it in line with the rest of the country
- The model needed to be changed to meet our service need.
- We are trying to constantly think of ways to implement our service
- For families and staff education is the key



IN PARTNERSHIP WITH



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Many thanks for your time and attention

