



British
Thoracic
Society

Webinar – Session 4

A guide to delivering a successful tobacco dependency treatment service

Thursday 31st March 2022

Speakers – Webinar 4, 31st March 2022

How to be a Visible Champion and Make the Project Sustainable

- *Dr Ruth Sharrock, Consultant Respiratory Physician, Clinical Lead for Tobacco, NENC*
- ruthsharrock@nhs.net
- *Vandana Khurana, Prevention Program Project Manager – James Paget University Hospitals*
- vandana.khurana@jpaget.nhs.uk



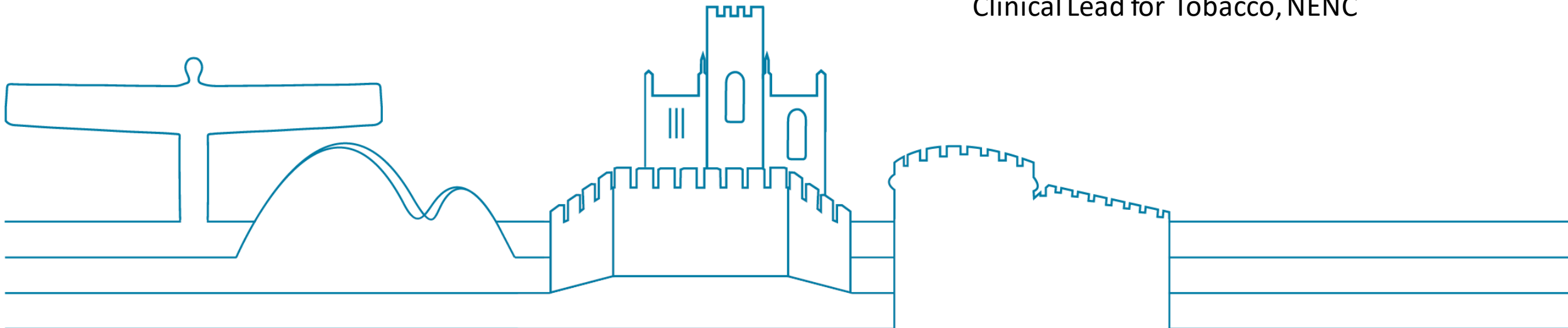


“Being a Visible Champion”

Tobacco Dependency Webinar Series

31.03.2022

Dr Ruth Sharrock – Consultant Respiratory Physician
Clinical Lead for Tobacco, NENC



What it
isn't...

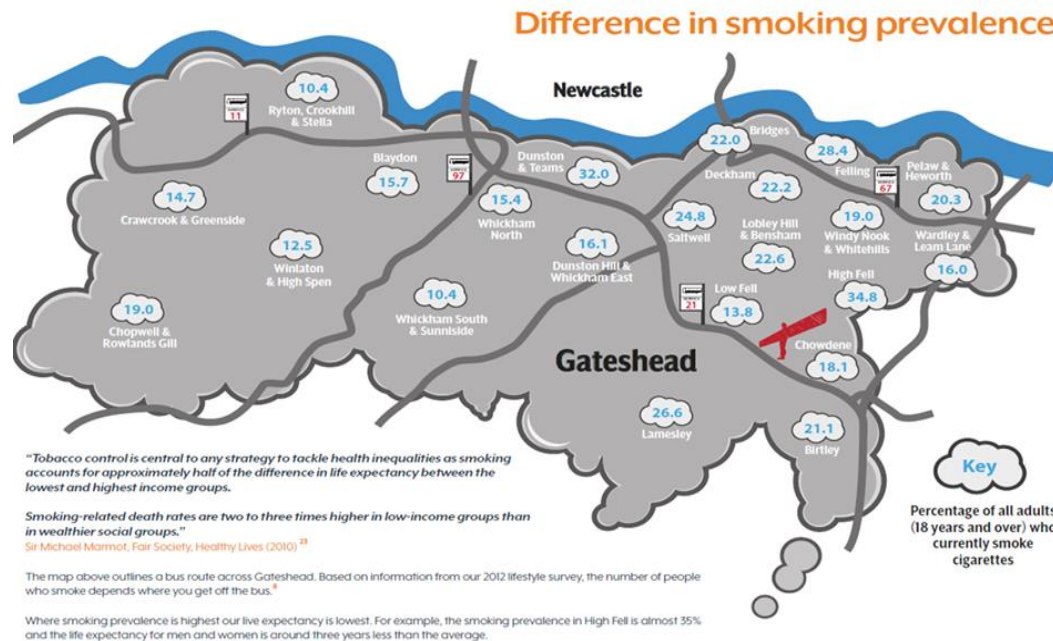


NHS worker diagnosed with lung cancer

Diane Gaffling is urging people not to ignore symptoms and seek treatment during the

SHARE   

By **Nathalie Gannon** Commercial Writer
12.50, 15 FEB 2021 | UPDATED 12.06, 24 FEB 2021



What it is..

being a voice for our

- Patients
- Communities
- Colleagues

What it became...



Sustained Mass Media Campaigns



Multi agency support

Led by Regional Tobacco
Control Programme

Launched by our ICS
Prevention Board



Results



Don't Wait was viewed overwhelmingly positively and with a record number of actions taken

- 51% recalled Don't Wait, with TV advertising having highest recall
- 87% found it easy to understand
- 83% found it believable
- 76% found it supportive of smokers
- 90% said it was aimed at someone like them

- 90% said it carried an important message
- 77% said it made them wish they didn't smoke,
- 74% were more concerned about their smoking
- 68% said it made them want to try to quit more than previously

81% of smokers who saw it did something as a result

2 out of 5 smokers in total did something and **1 in 6** successfully quit or reduced smoking

...and over **1/3** were asked to quit by someone else - suggesting it also helped mobilise communities

Over **39,000 clicks** so far to the national NHS Smokefree website and **490,000** video views /engagements from Facebook paid activity

Visibility and voice within Trust - facilitates recruitment, mobilises resource



TTDS



ICS funded at
scale
implementation

Implementation
within trust and
across region

Regional Staff Tobacco Offer



**FREE SUPPORT
TO HELP YOU
STOP SMOKING**



SCAN TO FIND
OUT MORE AND
TO REGISTER:



A regional NHS pilot offer for staff working in Foundation Trusts to receive **free Nicotine Replacement Therapy (NRT)** or a **refillable E-Cigarette**, as well as access to motivational support for a 12-week programme starting in January 2022.

You've worked hard for your NHS. Let us give something back to you this New Year.

For further information or to sign up, please call 07980 969259

**Extending the
principles..**

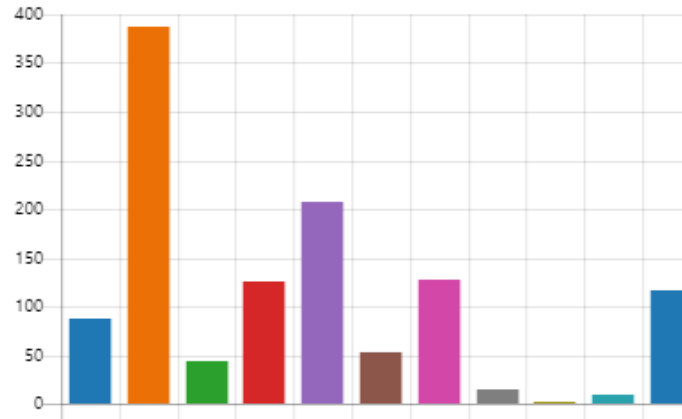
**using many
'Visible
Champions'**



Current Uptake Per Staff Group

Data correct as of 29/03/2022

Allied Health Professionals	88
Nursing and Midwifery	388
Community Services	43
Clinical Support Staff	125
Admin and Clerical	208
Portering and Estates	52
Domestic Services & Catering	127
Corporate Services	14
Directors & Senior Manageme...	1
Medical Professional	10
Other	116



Total: 1172

**Empowering everyone to become
Visible Champions**

‘Word of Mouth’ – sign ups >50% R+M colleagues

Staff Feedback...

"If I can give this a go anyone can, so easy to sign up
Feeling more determined than ever"

"I've been looking to stop smoking for a while but didn't know where to start. To know this opportunity and support is available to me through my workplace is fantastic and I can't wait to get started. It's exactly what I need. Thank you so much!"

"They're so pleased, I'm embarrassed to admit I hadn't realised just how passionate they felt about me stopping until I had."
(NHS Staff Member talking about their children's response to quitting smoking)

'As if stopping smoking wasn't hard enough you had the stress of spending all your spare time trying to sort out how and where you were going to get the tablets from. It was easier to walk to the corner shop and buy cigarettes.'
(NHS Staff Member talking about a previous quit attempt)

National Platforms – advocate for region



Fresh - Making Smoking History
@FreshSmokeFree

On national BBC Breakfast this morning - more action needed nationally to protect more people like North East cancer survivor Sue from smoking - watch it at 6.09am with interviews from Sue and NE respiratory consultant Dr Ruth Sharrock [#Smokefree2030](#)
bbc.co.uk/iplayer/live/b...



North East Smokefree NHS Taskforce
@SmokeFreeNHS_NE

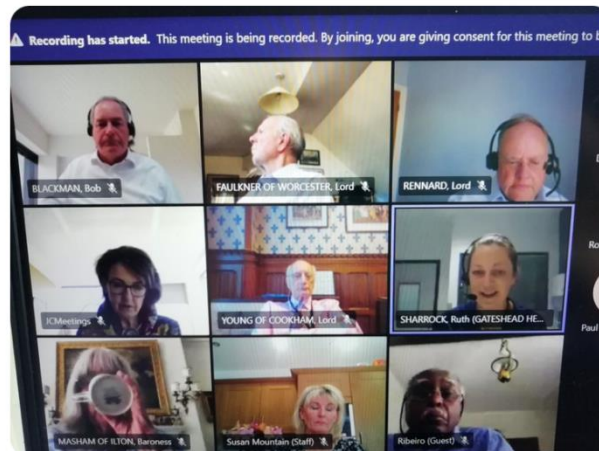
Fantastic passionate speech from our Joint Chair Consultant Respiratory Doctor [@RuthSharrock6](#) and [@NENC_ICS](#) clinical lead at a packed APPG on Smoking meeting this am for the launch of important report. Very impactful. [#Smokefree2030](#)
[@Jochurchill4](#) [@MattHancock](#)
[@AshOrgUK](#)



I don't want my grandchildren to go through what I did from smoking.



Sue Mountain **THE HARM STOPS HERE**



Visible Champions

- Tangible, believable, inspiring
 - Empowered by systems approach
 - Helps media campaigns and comms to reach the right audience – vital in tobacco and health inequalities work
-
- Advocacy for those that need it most

Tobacco Dependency Roadmap-Project Sustainability

Vandana Khurana

Prevention Program Project Manager - JPUH

OUR TRUST AMBITIONS

1 Deliver
outstanding
care for our
patients



2 Work with and
support our
people to deliver
the best for our
patients



3 Make the
best use of
our physical
and financial
resources



4 Be a leader of
collaboration and
partnership
working locally and
across the system



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I Dream of ...Walking Into Smoke Free Health Service



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Tobacco Dependency Roadmap

Step1-Identify the Funds

Step 2-Identify Your Partners

Step 3- Plan The Programme

Step 4 – Education and Training

Step 5 – Delivery of the Programme

Step 6 – Be a Visible Champion

Step 7- Make the project Sustainable

Tobacco Impact on the NHS



This costs the NHS and society
£12.5 Billion ever year.

In 2020 there were 94,000
deaths due to tobacco.



While there were 80,000
deaths due to Covid19.



NHS England & Improvement has identified the JPUH as a Tobacco Dependence
Early Implement Site (EIS) in 2020/21.

NHS Long Term Plan- Prevention Program

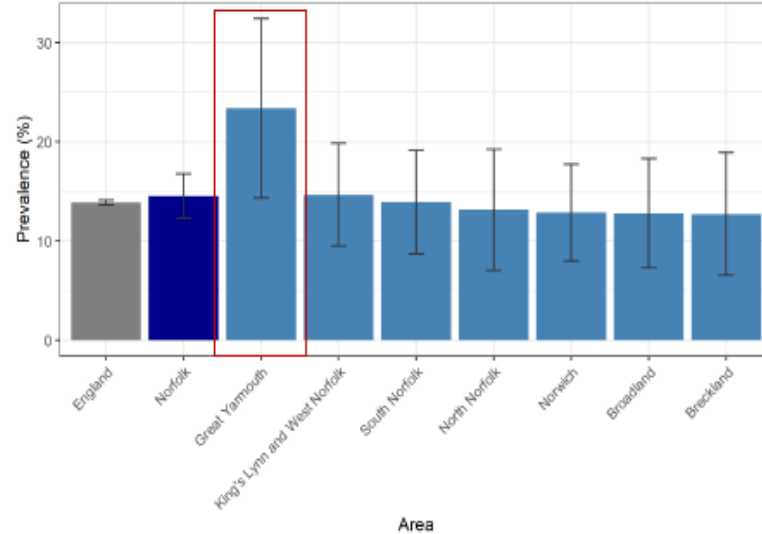
- The NHS Long Term Plan sets clear commitment for NHS action to address Health inequalities. It is our opportunity to not only treat people, but also prevent them from getting ill in the first place.
- NHS England and Improvement has identified the JPUH as an Early Implementer Site (EIS) for Tobacco Dependence treatment and Specialist Alcohol Care Teams. ACT in 2020/21.
- We endeavor to support our patients and staff to Quit and lead a healthier lifestyle.

Geographical Inequalities

Geographical Inequalities

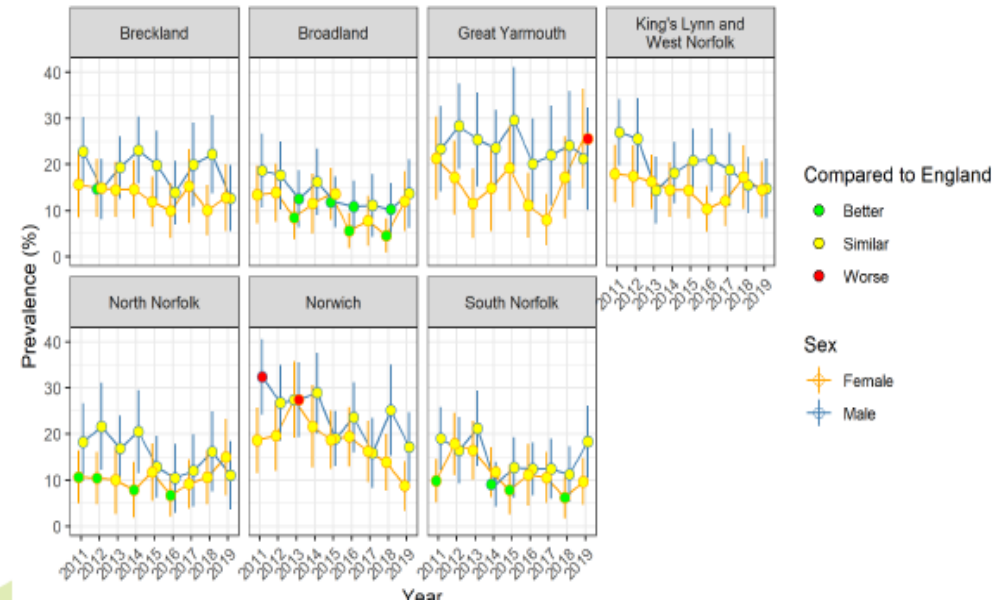
Prevalence varies across Norfolk with the highest in **Great Yarmouth...**

Smoking Prevalence in adults (18+) across Norfolk, 2019



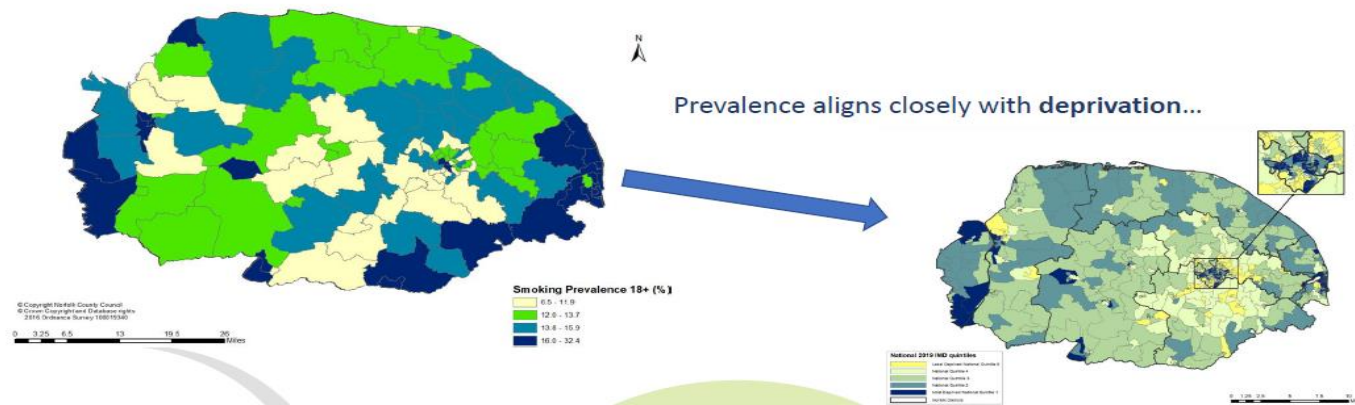
...where it has more than doubled between 2017 and 2019 for adult women.

Trend in Smoking Prevalence in Norfolk districts, 2011-2019



Health Inequalities

Inequalities



Scope & Statement of
Intent



Project plan



STAKEHOLDER MANAGEMENT



**Communications and
engagement**

Our Responsibilities

**EVALUATION AND
SUSTAINABILITY**

Sharing Knowledge

Risk Assessment and Management

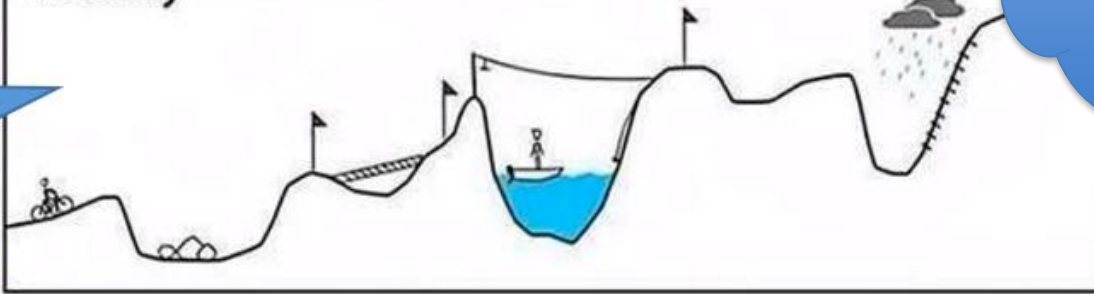
Cost & Budget Control

Be Agile

Your plan



Reality



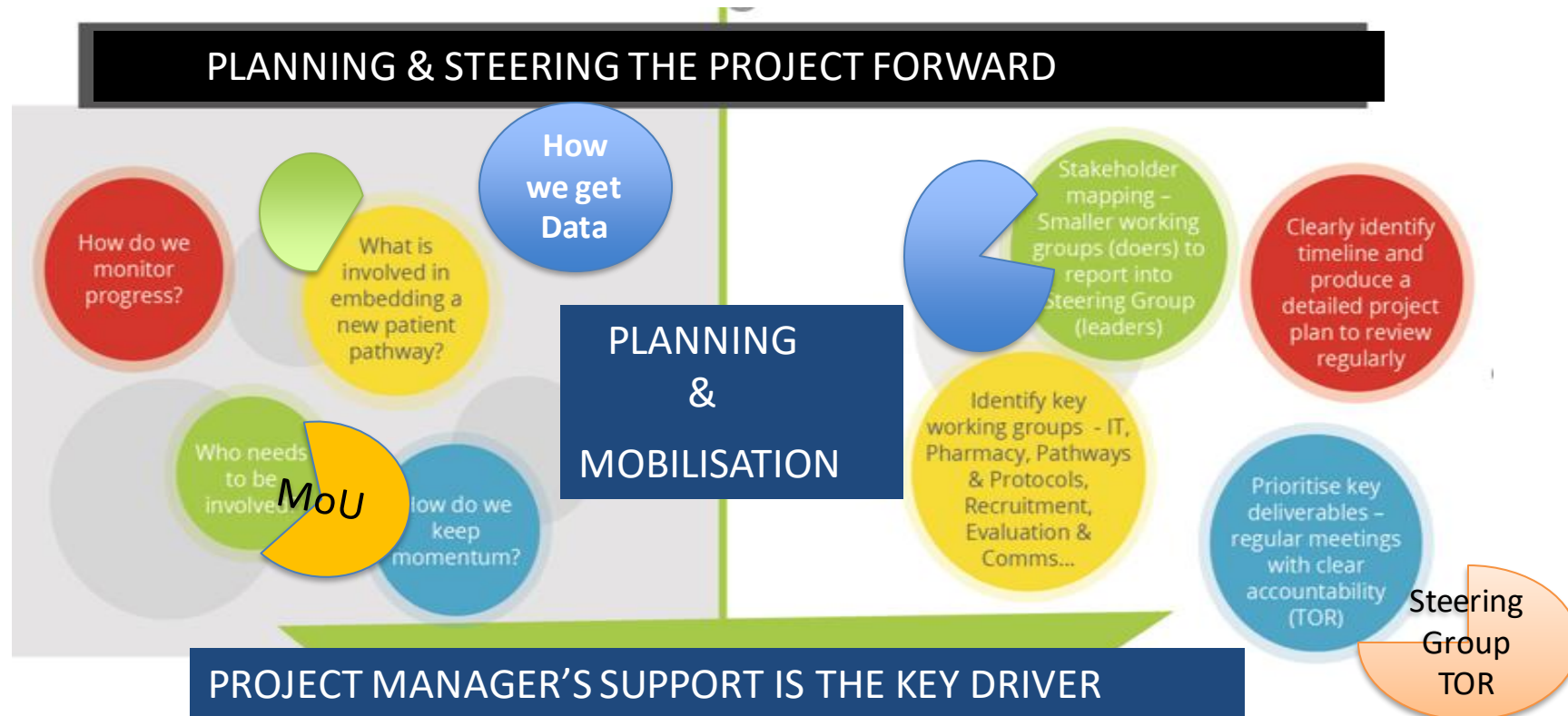
Never be
scared to
ask
questions

Take a Step
Back
Rethink
Reset

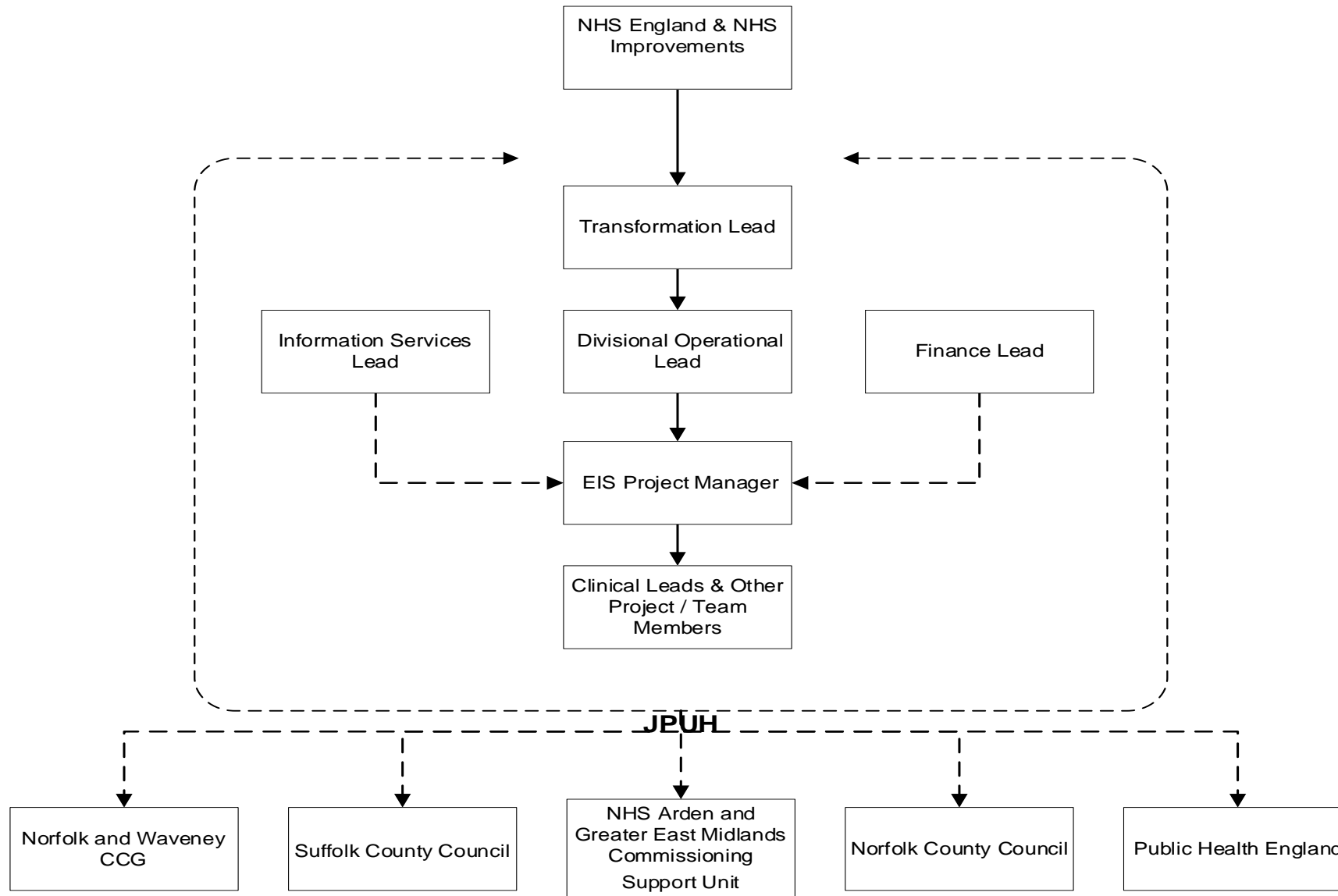
Challenges To Start

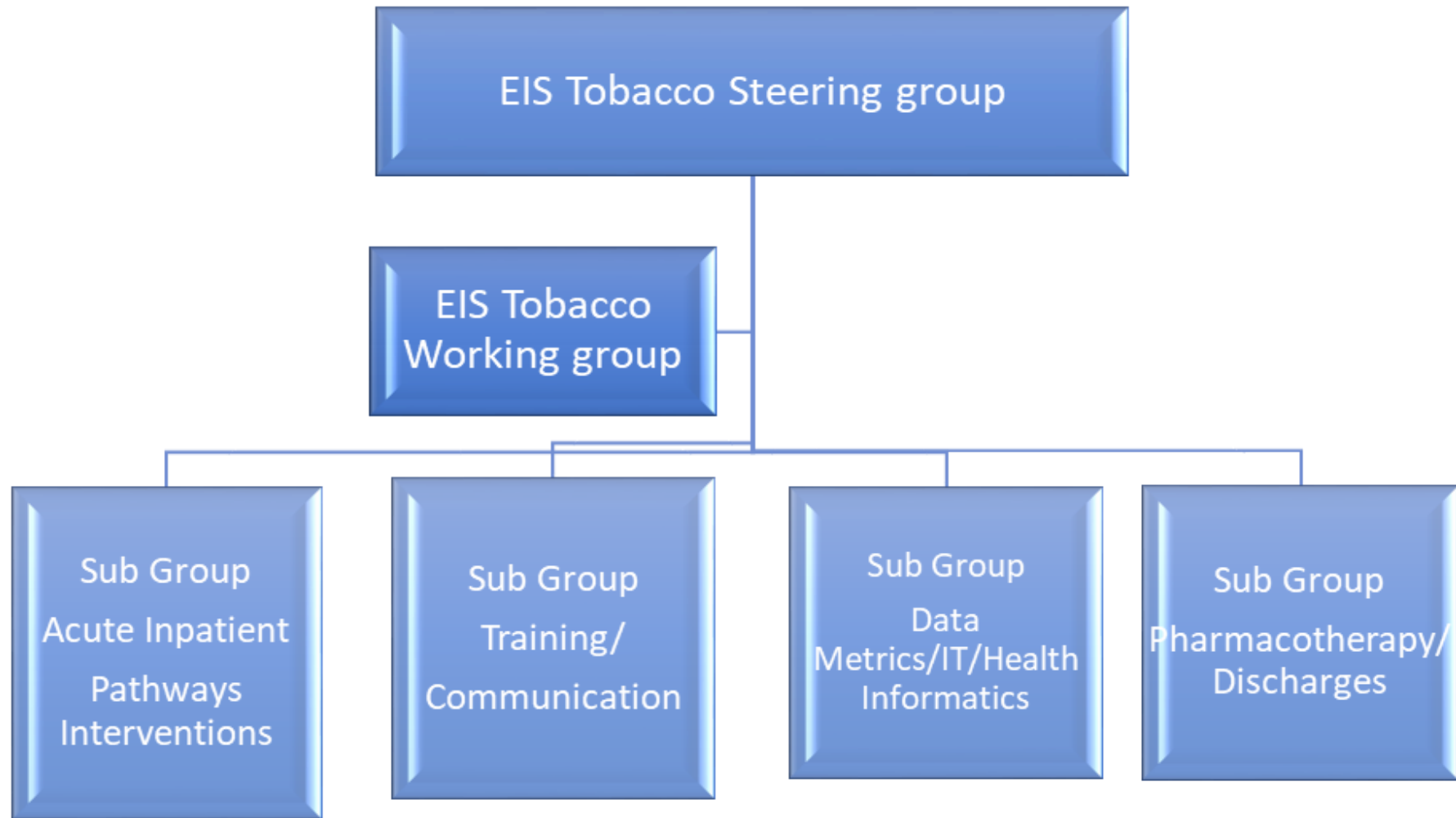
- COVID-19
- Lack of baseline data/ records
- Stakeholder Mapping- Internal and external
- Recruitment Challenges
- Ward staffing shortages
- Identifying any parallel work in Trust & Key Working Groups
- Disruption to local Stop Smoking Services/ relocations
- Staff attitude -other aspects of health care given priority over treatment for tobacco dependence.
- Culture change , bias -staff viewing smoking as a lifestyle choice rather than as an addiction.
- Reluctance to starting Conversations and prescribe NRT

Challenges – Where to Start



Steering Group Structure Flow Chart



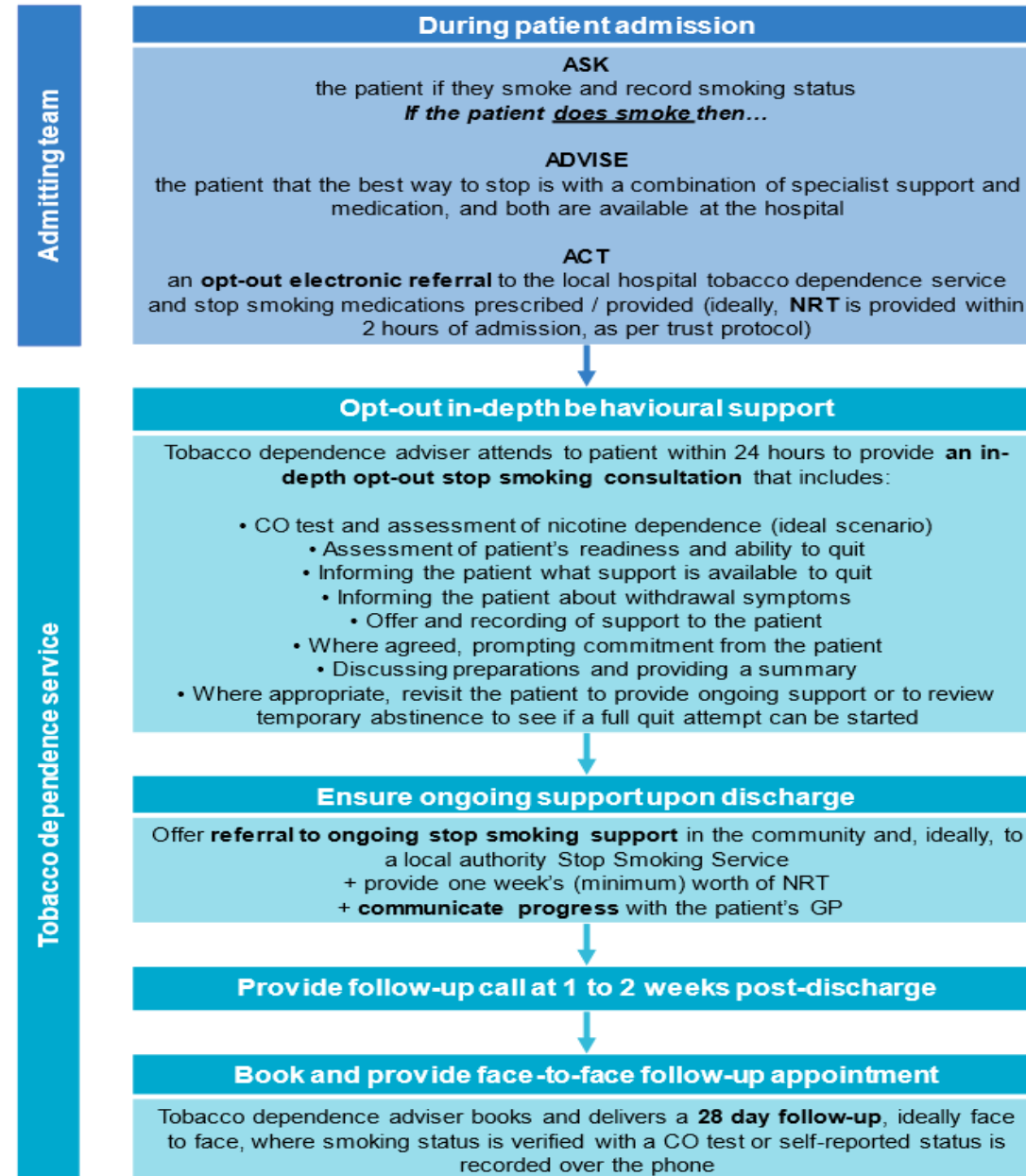


Think Sustainability from the beginning

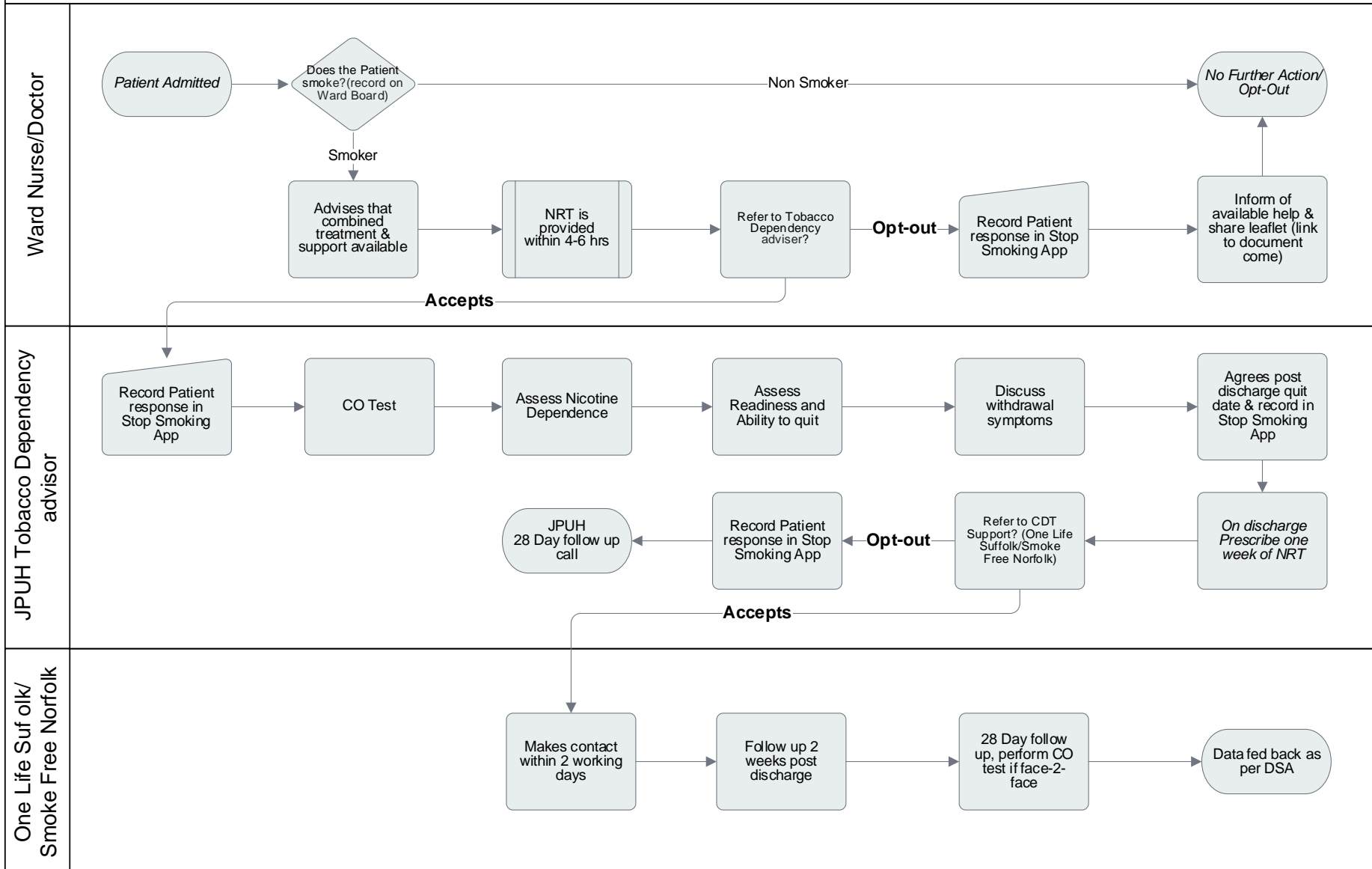
ESSENTIAL MEASURES FOR SUCCESS

- **OPERATIONAL MEASURES**
- **Mandatory training programme for tobacco dependence advisers**
- **Generic training programme for all frontline staff**
- **Availability of NRT and other pharmacotherapy.**
- **Capacity of and encouragement to all staff to provide VBA and support**
- **Discharge package and ongoing support**
- **Data sharing agreements**
- **Communications plan**
- **STRATEGIC MEASURES**
- **Executive leadership**
- **Clinical leadership**
- **Local authority engagement and cross organizational pathways**
- **Multidisciplinary Project Steering Group**
- **Established protocols**
- **Governance processes**
- **Data systems**
- **New funding**

Smokefree pathway for acute and mental health patients



EIS Tobacco Project Delivery Model Inpatient Pathways





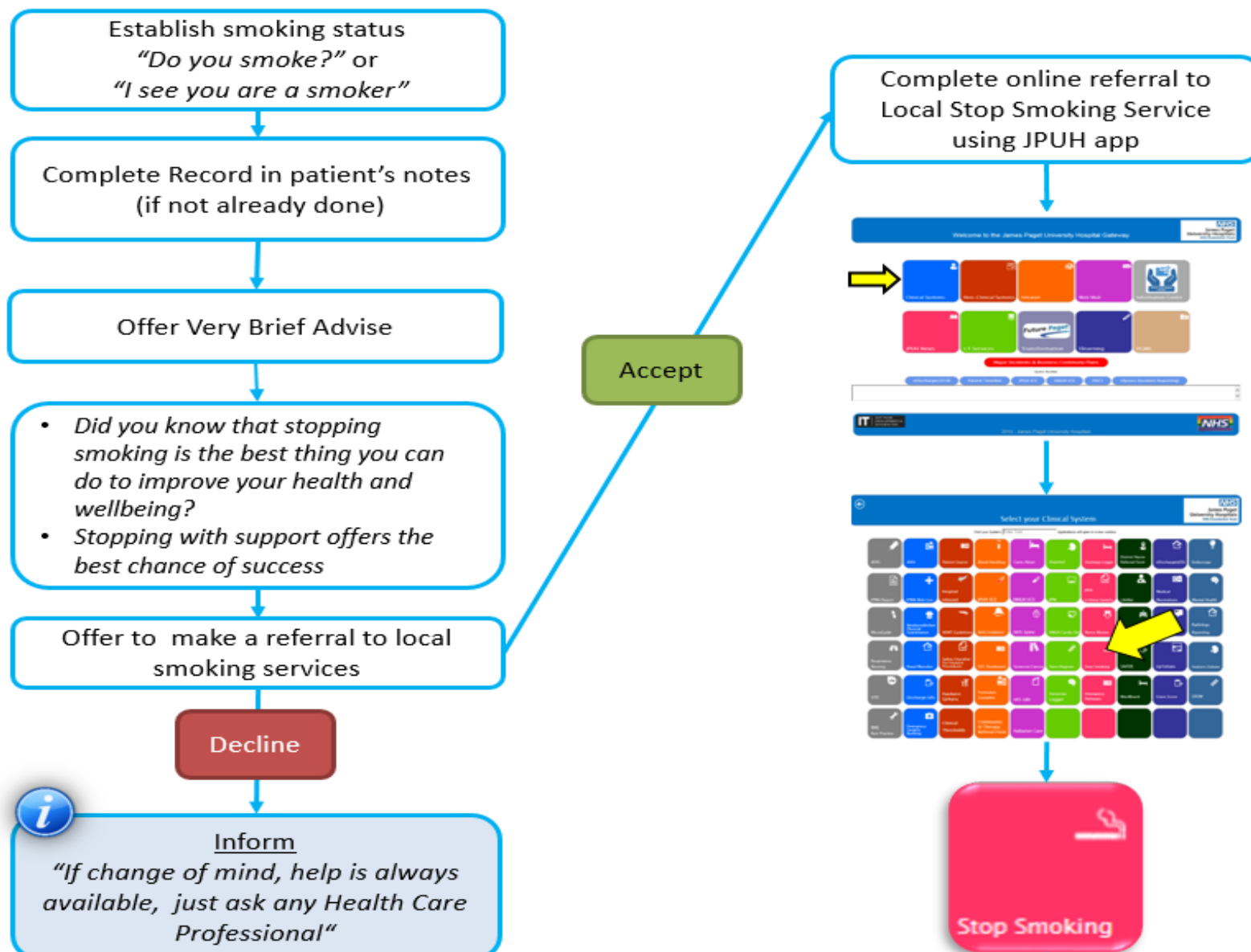


Prevention Program JPUH Early
Implementation Site Projects
-Tobacco Dependence Treatment

Is My Data Valuable ?



Engaging a Smoker and Referring Process



Results

RESULTS

DATA + ANALYSIS = INFORMATION

INFORMATION + CONTEXT = INSIGHT

INSIGHT + ACTION = OUTCOME

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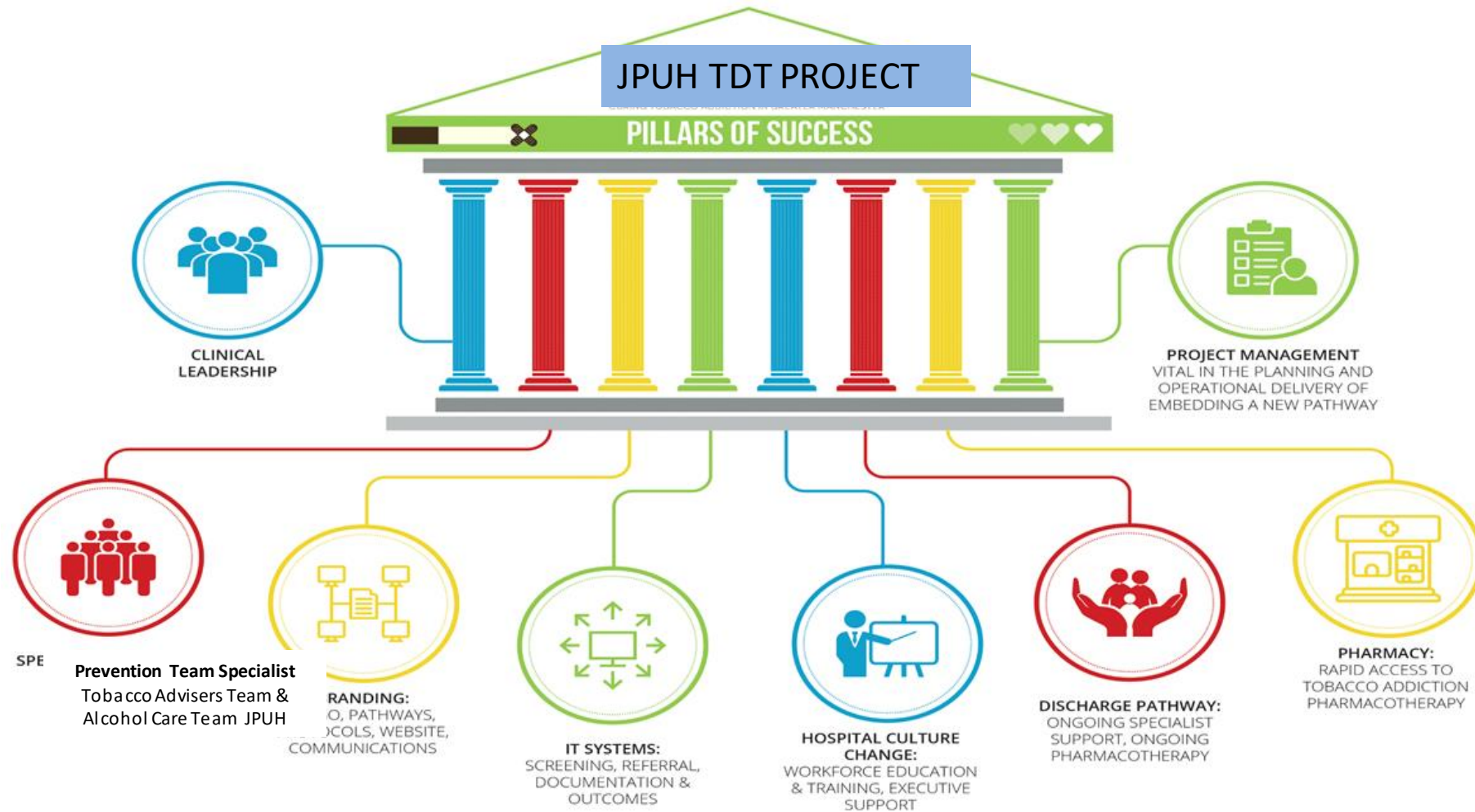


4 Be a leader of
collaboration and
partnership
working locally and
across the system



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Pillars of Success Tobacco Dependence Treatment (TDT) Project JPUH



Summary of what is working well

- Collaboration and Connections with stakeholders for active engagement from early onset as it helps with resource allocations and system wide trajectory
- Data Recording/ Capturing from Ward board to App
- Communication Plan –Regular updates Resources e.g. leaflets and posters
- Campaigns and marketing e.g. Stoptober, No smoking day, World COPD day
- Use internal comms/screen savers to promote the team and their work
- Feedback to wards on performance and activity
- Engagement BI & IT colleagues –
- A presence on the ward every day
- Utilizing audits to help develop services, e.g. NRT prescribing levels
- Work with Community Teams/Local Authority to ensure effective training delivery.

•

1

Deliver outstanding care for our patients



Flexible approach

2

Work with and support our people to deliver the best for our patients



3

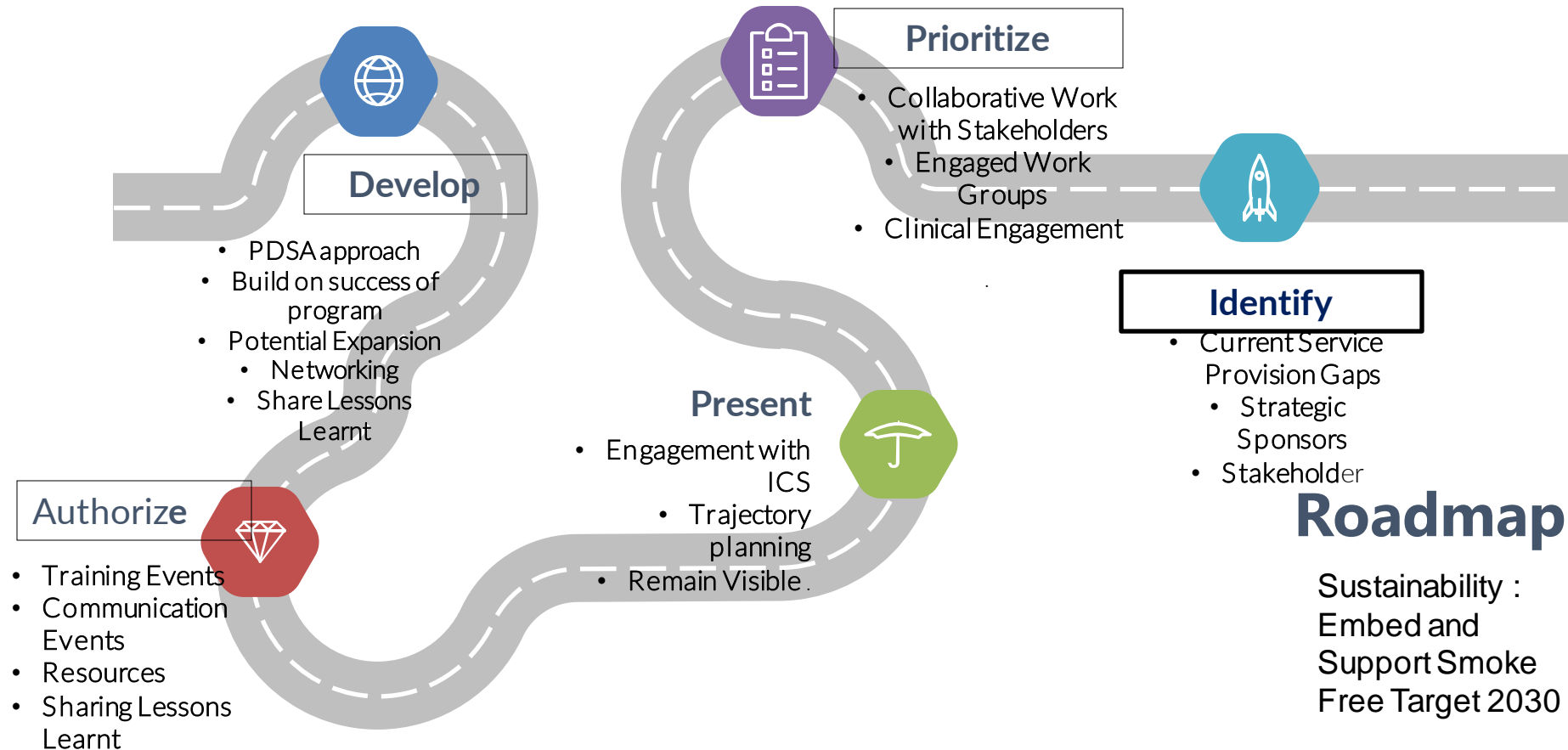
Make the best use of our physical and financial resources



4

Be a leader of collaboration and partnership working locally and across the system





Imagine --- Walking Into Smoke Free Hospital



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Thanks

Q & A

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IN PARTNERSHIP WITH



British
Thoracic
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Many thanks for your time and attention

