Scottish Smoking Cessation Conference

Tuesday 25 November
Grand Central Hotel, Glasgow

09:00  Registration, coffee, marketplace and poster presentations

09:30  Welcome and introduction from the Chair
       Dr Andrew Fraser, NHS Health Scotland

09:40  Keynote address
       Professor Amanda Amos, University of Edinburgh

10:00  Plenary – linking with other health behaviours
       Professor Adrian Taylor, Plymouth University

10:30  Coffee break, marketplace and poster presentations

11:00  Parallel session 1

12:00  Lunch, marketplace and poster presentations

13:00  Parallel session 2

14:00  Plenary – disadvantaged parents’ accounts of the national second-hand smoke media campaign
       Neneh Rowa-Dewar, University of Edinburgh

14:30  Interactive discussions with panel: reaching and engaging with smokers

15:15  Closing remarks from the Chair
       Dr Andrew Fraser, NHS Health Scotland

15:30  Networking
**Parallel session 1**

**11:00–12:00**

*Sessions being repeated*

### Reaching and engaging with smokers*

#### Presentations

**Health inequalities and lung cancer – engaging with at-risk communities**

Fiona Duff, NHS Fife

Delegates will gain a greater understanding of the prevalence of lung cancer within areas of deprivation, together with its strong correlation with smoking, its late detection and poor survival rates. Learn about Fife’s unique inequalities-focused lung cancer suspicion pathway and its aim to meet the challenge of engaging with those most at risk, setting them on the road to either prevention or earlier detection.

**Money advice and smoking cessation – addressing the priorities for disadvantaged communities experiencing financial difficulties**

Karen Gray, NHS Greater Glasgow & Clyde and Linda Bates, ASH Scotland

This session will give an insight into the work that ASH Scotland and NHS Greater Glasgow & Clyde took forward, in partnership, to pilot and evaluate a project that aims to deliver training and facilitate partnership working in order to increase dual referrals between stop-smoking services and money advice services across NHS Greater Glasgow & Clyde.

### Engaging with smokers

**Workshop**

**Smokeline – we want it to work for you**

Louise Bennie, NHS24

What is your opinion of Smokeline?

Smokeline is the national service and we want it to work for you. We are developing the service and would like to hear your thoughts to help us prioritise our work.

We would like to talk about the reasons that callers give for refusing referrals to local services, and possible responses.

This is an opportunity for discussion about the user experience of the service and involvement in our plan for the future:

- What do you want?
- What do your service users need?
- Your ideas for how we can engage and interact with local smoking cessation services across Scotland.

Throughout our engagement work, we will be inviting people to send us their views on twitter using the hashtag #Smokeline. We want to hear from you.

The challenge: the development of the Smokeline service to truly support quitters across Scotland and to complement existing local services.
Engaging with young people

Workshop

Workshop on perceptions, potentials and practicalities: using a social norms campaign to address smoking among college students

Colin Lumsdaine, NHS Lothian, Lesley Brogan, West Lothian Drug and Alcohol Service and Micole Robertson, West Lothian College

NHS Lothian, West Lothian Drug & Alcohol Service and West Lothian College have collaborated over a 3-year period to deliver a multimedia campaign based on a social norms approach to promote a mix of smoking prevention and cessation messages to students. This workshop will report on campaign results and take delegates through the practical steps of organising a campaign of this type.

Innovative ways of engaging with smokers*

Presentations

A community engagement approach to smoking cessation within an alcohol and drug recovery café

Alison King, NHS Greater Glasgow & Clyde

Establishing a stop smoking service within a recovery café required engagement with service users and a local voluntary organisation. The processes, benefits, challenges and learning of this approach will be presented.

Mindfulness training for addictions – a prison setting

Heather Gillespie and Pat Harris, NHS Ayrshire & Arran

Mindfulness-based smoking cessation aims to provide the participants with insight into habit formation and behaviour change through participation in experiential mindfulness practices. The course supports participants to explore the idea of ‘automatic pilot’, identify triggers and explore their thoughts, emotions and cravings. They will then move on to explore their motivation, aspiration and resolve to change their smoking habits for good. The pilot project ran in a local prison with long-term prisoners who had previously had unsuccessful smoking cessation attempts.

Harm reduction – cutting down to quit*

Presentations

Implementing the NICE guidance on harm reduction – examples of work in England

Hazel Cheeseman, Action on Smoking and Health (London)

E-cigarette Insight Scheme in Leicestershire

Louise Ross, Leicestershire NHS Trust

Delegates can find out how England is implementing the NICE guidance on harm reduction along with a focus on the E-cigarette Insight Scheme, which is delivering stop smoking and e-cigarette-friendly services in Leicestershire. The second session will also include discussions with Andy Morrison, a vaper who will share his experience of vaping.
Delivering the smoking cessation service through pharmacies

Presentations

Specialist cessation services working in partnership with community pharmacies to enable patients to benefit from intensive cessation support in a new drop-in service

Katrina Henderson and Robbie Preece, NHS Greater Glasgow & Clyde

Taking a targeted approach to reducing health inequalities, a number of local pharmacies agreed to promote and refer new and returning patients directly to a specialist drop-in service. This enabled these patients to receive intensive support from specialist advisors with the aim of increasing the quit rate. Did the referred pharmacy patients engage with the drop-in service? Did this approach lead to an increased quit rate?

Partnership working with community pharmacies to implement the recommendations of the revised Pharmacy Specification for Smoking Cessation Services

Sheila MacFadyen, NHS Lanarkshire and Andrew Millar, NHS Lanarkshire

Delegates attending the session will hear about the close working relationship the specialist service has with the community pharmacy service and how we set up a specific office to provide support and training for local pharmacies engaging with smokers.

Delivering a community pharmacy smoking cessation service

Michael Walsh, Walsh's Pharmacy, Northern Ireland

Details the delivery of a community pharmacy smoking cessation service in rural Northern Ireland including working with GPs, economic implications and being customer focused.
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Tobacco control

Workshop

Workshop on selling the idea of a generation free from tobacco to organisations and communities
David Robertson and Kirstin McKenzie, ASH Scotland
Delegates will strengthen their understanding of the coordinated effort required for Scotland to become tobacco free by 2034 and explore the changes in culture required to reach this goal.
In an interactive workshop, participants will examine the elements of ASH Scotland’s Charter for a Smokefree Generation and contribute to its development by imagining its use in support of local strategy, exploring avenues of engagement and contributing improvements before its launch. Prepare to collaborate and work quickly!

Working with GP practices

Presentations

Using a local enhanced service agreement with primary care to improve referral rates to specialist smoking services
Suzanne Baird, NHS Orkney
Despite achieving higher than average quit rates, Orkney has struggled to get smokers to engage with the specialist smoking service. The presentation will explain how information from a survey of smokers was used to target activity and
funding to increase engagement. The issues and barriers that this addressed will be discussed, along with an assessment of how successful it has been in increasing referrals.

**Working with GP practices to reduce NRT prescribing**

Robbie Preece and Connie Williamson, NHS Greater Glasgow & Clyde

Patients prescribed NRT directly through GP practices are unlikely to engage with specialist cessation services, have poorer outcomes, and are therefore not counted as part of the HEAT target. Analysis of prescribing data showed a wide range of prescribing and referral levels. Access to this data has supported engagement with individual practices. Over a six-month period a cessation specialist worked in partnership with patients and staff at Milton Medical Centre to reduce the level of NRT prescribing from the highest to lowest in the north-west sector of Glasgow City Community Health Partnership.

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Achieving a smoke-free NHS

Presentations

Smoke-free NHS
Sharon Rankine, NHS Lanarkshire
The presentation will cover maintaining smoke free premises, promoting immediate NRT access through use of ICP, documenting patient safety and treatment plan.

Step change approach to developing an NHS Smoke Free Grounds Policy
Elaine Young, NHS Ayrshire & Arran
At this session delegates will hear about the approach that NHS Ayrshire & Arran has taken in relation to their smoking policy since the ban on smoking in public buildings in 2006. Particular emphasis will be given to the extensive engagement exercise which has recently been undertaken in developing the NHS Ayrshire & Arran Smoke Free Grounds Policy, due to be launched in March 2015.