Scottish smoking cessation conference

Increasing reach and success with priority groups

Tuesday 24 November
Grand Central Hotel, Glasgow

2015
Scotland’s national smoking cessation conference is a unique opportunity to network with smoking cessation and tobacco control colleagues, hear about the latest developments in smoking cessation and improve your practice.

The focus of the conference is increasing reach and success with priority groups, particularly in service development, and working in partnership to deliver effective stop-smoking services. Priority groups are classified in the *Review of NHS smoking cessation services* – advisory group report 2014 (available at: [www.healthscotland.com/documents/23527.aspx](http://www.healthscotland.com/documents/23527.aspx)) as pregnant women, young people, people with mental health problems, prisoners and those living in disadvantaged areas.

The conference aims to provide a motivating and inspiring day for those working in the field of smoking cessation, to share good practice, to network and to debate some of the key challenges and solutions in continuing to reduce smoking prevalence throughout Scotland through a coordinated smoking cessation service.

**By attending the conference you have the potential to:**

- Increase your confidence in order to participate in discussion about the latest thinking on how to motivate smokers to stop smoking and stay stopped.
- Improve your personal knowledge by hearing from leading professionals focusing on service improvement, e-cigarettes and partnership working.
- Improve your understanding of how NHS Boards are being supported locally and nationally to meet the national Scottish Government target and Tobacco Control Strategy actions.
- Share practice and learn innovative ways in which to increase the reach and success of local NHS stop-smoking services that reflect the needs of the service user.

The learning outcomes have the potential to link to the following KSF criteria:

- Communication C1 Level 2
- Personal and people development C2 Level 2
- Service improvement C4 Level 2
- Learning and development G1 Level 2
- Promotion of health and wellbeing HWB1 Level 2
09:00  Registration, coffee, marketplace and poster presentations

09:30  Welcome and introduction from the Chair
       Gerard Hastings

09:40  Keynote address
       Dr Catherine Calderwood, Chief Medical Officer

10:00  Plenary – increasing reach and success with priority groups

       Attitudes of smokers and recent ex-smokers in SIMD 1 and 2 areas
       Rebecca Campbell, NHS Greater Glasgow & Clyde

       Smokeline: Evaluation and redesign of Scotland’s national smoking cessation service
       Louise Bennie, NHS 24

       Q&A

10:45  Coffee break, marketplace and poster presentations

11:15  Parallel session 1

12:15  Lunch, marketplace and poster presentations

13:15  Parallel session 2

14:15  Interactive table discussions: increasing reach and successes with priority groups

15:15  Closing remarks from the Chair

15:30  Networking over coffee and tea

Electronic delegate pack
Please print off and take with you to the conference. No hard copies will be provided on the day.
1. Increasing reach and success with those living in disadvantaged areas (A)

Room: Clyde
Chair: Catriona Davies

Locality based working in Shetland
Elsbeth Clark & Melanie Smith, NHS Shetland

Delegates will gain an insight into how the health improvement team in Shetland have used a locality based model of working to reach those most in need of our services, particularly smoking cessation.

Asset based approach to increase awareness of smoking cessation services
Brenda Friel & Alison King, Inverclyde HSCP

Through a worked example, delegates will gain an insight into how asset mapping, and utilising individuals within communities, can increase awareness and access to services.

2. Improving cessation services in an acute setting

Room: Wellington
Chair: Shirley Mitchell

Maximising engagement and efficacy of smoking cessation interventions in people with COPD in the acute setting
June Walker, NHS Lothian

This presentation focuses on enhancing personal understanding of the links between smoking and COPD and explores the engagement with this priority group within the acute setting.

Exploring attitudes to smoking behaviour change among NHS Fife lung cancer patients who continue to smoke post-diagnosis, and the health care professionals who care for them
Fiona Duff, DCE Lung Cancer Strand Project Manager & Dr Rachel O’Donnell, Freelance Research Consultant

Delegates will gain a unique insight into the attitudes of lung cancer patients who smoke to changing their smoking behaviours, including their expectations of the health professionals caring for them. Delegates will also gain insight into the health professionals’ perspective of challenging smoking behaviours among lung cancer patients.
3. Increasing reach and success with prisoners

Room: Queens
Chair: Helen Sweeting

**Supporting the implementation of the specification for a national prison smoking cessation service in Scotland**

This workshop is an opportunity to discuss what is currently working well, along with a local case study from Claire Murphy from NHS Greater Glasgow & Clyde on ‘Working with clients in Greater Glasgow & Clyde who were not able to be fully abstinent within the first four weeks of their quit, but went on to be smoke-free’. Delegates will hear how NHS GG&C used this experience to develop and shape their service delivery to offer a more person-centred service and to help increase their contribution to national targets.

There will also be discussions on:

- Delivering a service that is ‘person-centred’.
- What are the barriers for attending the service?
- How do we manage drop out / non-attendance?
- Through care: linking to community services, etc.

4. *Increasing reach and success with people with mental health problems*

Room: Great Western
Chair: Gillian Bruce

**Smoking and mental health: working with the community**

Mary Grace Burinski & Linda Bates, ASH Scotland

Delegates attending this workshop will have the opportunity to hear about ASH Scotland’s new projects supporting community organisations who work with people with mental health conditions. The session will be interactive and will allow delegates to discuss the role of alternative approaches in engaging this client group on the issue of smoking and tobacco use.

**Smoking Cessation Intervention for Severe Mental Ill Health Trial (SCIMITAR)**

Dr Tim Bradshaw, University of Manchester

Smoking is the single largest cause of premature mortality in people with severe mental ill health. In this presentation we will describe a bespoke model of smoking cessation that we evaluated in a pilot randomised controlled trial in which over a third of participants successfully stopped smoking.

* This session will be repeated in the afternoon.
5. *E-cigarettes*

**Room:** Grand Ballroom

**Chair:** Sheila Duffy

**One Year On: how going e-cig-friendly made a difference in Leicester**

Louise Ross, Stop Smoking Service Manager at Leicester City Council & Andy Morrison, vaper

This interactive session is intended to provide an opportunity for delegates to address practical issues that may come up in their own clinics, such as how to answer client questions, increasing advisers’ knowledge around vaping, safety issues and longer-term recreational nicotine use.

6. *Second-hand smoke message*

**Room:** Buchanan

**Chair:** Katrina Henderson

**Involving children in protecting their peers from second-hand smoke: results from the Lothian Smoke-free Homes and Zones Project**

Laura Sharp, Fast Forward

Michelle Sutherland, West Lothian Drug and Alcohol Project

Colin Lumsdaine, NHS Lothian

Delegates will gain an understanding about how this project has worked with primary schools, learn about the results from the evaluation of the original pilot study, and have an opportunity to discuss in detail the practical steps involved in setting up and delivering this particular approach to achieve smoke-free homes.

* This session will be repeated in the afternoon.
1. Increasing reach and success with those living in disadvantaged areas (B)

Room: Clyde
Chair: Lizzie Lenegan

Supporting money advice services to raise the issue of smoking with clients and improve access to smoking cessation services in NHS Greater Glasgow & Clyde

Donald Lockhart, ASH Scotland

Delegates will hear about the findings from ASH Scotland’s evaluation of NHS GG&C’s Smoking and Money Advice Service project. Highlights will include:

- The experiences of money advice service advisers in raising the issue of smoking and referring clients on to NHS stop-smoking services.
- How appropriate has it been for money advice service advisers to raise the issue of smoking as part of their money advice role?
- Client reactions to being asked about smoking when they have accessed money advice services.

East Dunbartonshire Smoke-free Credit Union Incentive Scheme

David Radford & Cathy Williamson, NHS Greater Glasgow & Clyde

From this presentation delegates will understand how to maximise opportunities for smokers to quit through the medium of personal financial gain.

2. Increasing reach and success with pregnant women

Room: Wellington
Chair: Lynda Glover and Lesley Allan

Barriers and facilitators to smoking cessation during pregnancy and in the postpartum period from three perspectives: pregnant and postpartum women, the significant others of pregnant women, and healthcare professionals

Lesley Sinclair (on behalf of study team)
Institute for Social Marketing, University of Stirling

This presentation covers what helps and hinders pregnant women to quit from multiple perspectives in developing innovative interventions that encourage pregnant smokers to engage with stop-smoking support services. The work presented builds on findings from systematic reviews conducted by our team and identifies and explores barriers and facilitators that influence smoking behaviour during and immediately following pregnancy from the perspectives of pregnant and postpartum women, their significant others (i.e. partners, family and friends), and healthcare professionals.
3. Increasing reach and success with young people

**Room:** Buchanan  
**Chair:** Diana Martin

**A social influence approach to reducing risk behaviours**  
Theresa Campbell, NHS Forth Valley

This presentation consists of results from a six-month follow-up programme in three secondary schools in Forth Valley (S2 and S3 pupils):

- Of the 84 S3 pupils who participated, 11 self-reported smokers were identified; at follow-up this number reduced to 4 smokers.
- Of the 111 S2 participants, 1 reported regular smoking; at follow-up the number was 0.
- Reductions in alcohol, cannabis and NPS use were also reported.

**Results from a pilot to deliver smoking prevention and cessation workshops to young people aged 16–24 in vocational training settings**  
Avril Browne & Colin Lumsdaine, NHS Lothian

Delegates will gain information about how the interactive workshop has been delivered to young people, learn about the results from the pilot study and have an opportunity to consider implications for practice.

4. *Increasing reach and success with people with mental health problems*

**Room:** Great Western  
**Chair:** Diane Clayton

**Smoking and mental health: working with the community**  
Mary Grace Burinski & Linda Bates, ASH Scotland

Delegates attending this workshop will have the opportunity to hear about ASH Scotland’s new projects supporting community organisations who work with people with mental health conditions. The session will be interactive, and will allow delegates to discuss the role of alternative approaches in engaging this client group on the issue of smoking and tobacco use.

**Smoking Cessation Intervention for Severe Mental Ill Health Trial (SCIMITAR)**  
Dr Tim Bradshaw, University of Manchester

Smoking is the single largest cause of premature mortality in people with severe mental ill health. In this presentation we will describe a bespoke model of smoking cessation that we evaluated in a pilot randomised controlled trial in which over a third of participants successfully stopped smoking.

* This session also takes place in the morning.
5. *E-cigarettes*

**Room:** Grand Ballroom  
**Chair:** Sheila Duffy

**One Year On: how going e-cig-friendly made a difference in Leicester**  
Louise Ross, Stop Smoking Service Manager at Leicester City Council & Andy Morrison, vaper

This interactive session is intended to provide an opportunity for delegates to address practical issues that may come up in their own clinics, such as how to answer client questions, increasing advisers’ knowledge around vaping, safety issues and longer-term recreational nicotine use.

* This session also takes place in the morning.

6. **Smoke-free environments**

**Room:** Queens  
**Chair:** Katrina Henderson

**What challenges will NHS Greater Glasgow & Clyde face as they implement a new smoke-free protocol: investigating staff attitudes**  
Vivienne Tennant, NHS Greater Glasgow & Clyde

Delegates will hear about the views of NHS Greater Glasgow & Clyde staff who smoke on the adoption and implementation of the No Smoking Policy and the supporting smoke-free protocol.

**Challenges and outcomes of implementing smoke-free grounds policy in a mental health setting within NHS Lothian**  
Fiona Kean, NHS Lothian & Michelle Rennie, NHS Greater Glasgow and Clyde

An insight into the challenges faced in implementing the smoke-free policy in a mental health setting from both staff and patients and the ongoing difficulties in ensuring adherence to the policy. There will also be a discussion about the benefits of the policy for some patients and the results of a mapping exercise on how implementation has gone from a charge nurse’s point of view.
In the afternoon there is time set aside for interactive table discussions. The key question for these discussions is around smokers wishing to use e-cigarettes to help them give up smoking:

*As a smoker thinking about using an e-cigarette to quit, why would you come to services?*

*What can and what should services offer?*
**Professor Gerard Hastings**

Gerard Hastings is Professor of Social Marketing at Stirling University, the Open University and L’École des Hautes Études en Santé Publique, Rennes. His academic career has focused on researching the impact of marketing on society – both for good and ill. This has involved him in advising Government and working with policy makers and civil society nationally and internationally. He has also acted as an expert witness in litigation against the tobacco industry. He was awarded the OBE for services to health care in 2009.

In 2014, he was appointed as an expert member on the WHO Ad Hoc Working Group on Science and Evidence for ending childhood obesity and joined the British Medical Association Board of Science. He also accepted the Queen’s Anniversary Prize for Higher and Further Education on behalf of the University of Stirling for the groundbreaking critical marketing research conducted by the Institute for Social Marketing.

Before completing her specialist training in obstetrics and gynaecology and maternal medicine in SE Scotland and St Thomas’ Hospital London.

She became a medical adviser to Scottish Government in 2010 and has been instrumental in the work on reducing stillbirths and neonatal deaths in Scotland and in reducing avoidable harm in maternity services. Her role has expanded recently and now includes major trauma services and the introduction of robotic surgery for prostate cancer to Scotland. Until her recent appointment as CMO, Catherine was also the National Clinical Director for maternity and women’s health for NHS England.

Her research interests include thromboembolic disease in pregnancy and she is an investigator on the AFFIRM study in hospitals throughout the UK and Ireland, which will monitor the effect of the introduction of a standardised education and management plan for the care of women presenting with decreased fetal movements.

Catherine is chair of the UK maternal, newborn and infant Clinical Outcome Review Programme – the new process for confidential enquiries into maternal, newborn and infant deaths and severe morbidity run by MBRRACE-UK. She is Chair of the Scottish Government Stillbirth Working Group and is a member of the RCOG Stillbirth Clinical Studies Group. She was the obstetrician on the panel of the Morecambe Bay inquiry into maternity and neonatal services and is a member of the recently formed Review of Maternity and Neonatal Services in England.

**Dr Catherine Calderwood**

Scottish Government

Catherine was appointed Chief Medical Officer for Scotland in March 2015. She is an obstetrician and gynaecologist and continues to have a maternal medicine antenatal clinic at the Royal Infirmary in Edinburgh.

Catherine qualified from Cambridge and Glasgow Universities. As a junior doctor she worked in medical specialities in both Glasgow and Edinburgh’s Royal Infirmaries before completing her specialist training in obstetrics and gynaecology and maternal medicine in SE Scotland and St Thomas’ Hospital London.
**Rebecca Campbell**  
Health Improvement Lead (Tobacco)  
NHS Greater Glasgow & Clyde

Rebecca has worked with Smoke-free Services since 2003 – originally as part of the team overseeing the stop-smoking groups in the city, then she spent eight years as trainer and is now the lead for Tobacco Control work across NHS Greater Glasgow & Clyde. Her main areas of responsibility are development and co-ordination of stop-smoking services within the acute and pregnancy settings and prisons, as well as the development and delivery of tobacco and generic health behaviour training and focusing on smoking and inequalities. Rebecca is also currently on secondment with Scottish Government as National Tobacco Control Adviser.

Rebecca graduated with a BSc (Hons) in Biology from the University of St Andrews in 1997 and is currently studying for a Master of Public Health at the University of Glasgow.

---

**Louise Bennie**  
NHS 24

Louise is currently General Manager for NHS 24 Health Information Services (HiS), leading the delivery, content development and maintenance teams across their rapidly developing area of digital services. They deliver a range of national services within HiS including Smokeline, NHS Inform and Care Information Scotland. Louise has worked for NHS 24 for the last 14 years, and in that time she has also gained a postgraduate qualification in NHS Leadership and Management, APM Project Management certification and Advanced LEAN practitioner status.

Louise gained a BA (Hons) in Applied Music, specialising in Business, from Strathclyde University.
NHS Health Scotland

NHS Health Scotland’s Learning and Workforce Development team will be available in the marketplace. They will be showcasing their newly revised HBC1 eLearning module which is due for launch in January 2016.

Come along for a sneak preview of the brand-new Health Inequalities eLearning modules, one for general awareness raising and one for health and social care professionals. Stop by and pick up the new learning opportunities brochure which details all the learning resources offered by Health Scotland with a view to reducing health inequalities.

For further information contact nhs.HealthScotland-LWDTeam@nhs.net

ASH Scotland

ASH Scotland’s Information Service provides reliable, evidence-based information on tobacco and the harm it causes to Scotland’s health, society and economy. Whether you are looking for information on smoking rates, need background information for a project or want the evidence behind smoke-free public places or smoking in cars, our information team can help.

Visit the ASH Scotland stand to speak to our Engagement Team about how to support the new initiative to help deliver a Smoke-free Generation by 2034: Scotland’s Charter for a Tobacco-free Generation.

NHS 24

Come and meet some of the Smokeline advisers and find out about the kinds of calls we receive. Pick up some ideas on how we could support your service users and let us know your thoughts on what should be included on the Smokeline web pages.

Chest Heart & Stroke Scotland

The mission of CHSS is to improve the quality of life for people in Scotland affected by chest, heart and stroke illness, through medical research, influencing public policy, advice and education and support in the community.

CHSS have recently developed a wallet-sized card that highlights the risk factors for developing COPD to help raise awareness.

British Heart Foundation

For over 50 years the British Heart Foundation (BHF) has pioneered research that has transformed the lives of people living with heart and circulatory disease. They are dedicated to promoting cardiovascular health and the prevention of cardiovascular disease, and every year the BHF provide a lifeline to help hundreds of thousands of people who want to reduce their risk.

The BHF’s successful No Smoking Day campaign, ‘Proud to be a Quitter’, continues in 2016 featuring new stories from reformed smokers and a wide range of materials to help support smoking cessation activity in the lead up to 9 March 2016.
NHS Greater Glasgow & Clyde

The North East Youth Tobacco Alliance, which consists of NHS, Glasgow Life, ASH Scotland and youth organisations, set up a youth consultation/dance energy event where over 100 young people in the northeast of Glasgow were consulted on smoking. This included interviewing young people on their thoughts of tobacco and the development of a video clip, which will play within the marketplace. More details of the project are within the poster presentation.

Samples of the NHS Greater Glasgow & Clyde: Illicit Tobacco Toolkit will be available in the marketplace.
Increasing reach and success in deprived communities (or those living in disadvantaged areas)

1. ‘One Stop Shop’ smoking cessation programme for low-paid supermarket employees
   Anne Clark, NHS Ayrshire & Arran

2. We listened, we changed, but did we make a difference? A team approach to continuous improvement in West Dunbartonshire Smoke-free Community Service.
   Jo Winterbottom, NHS Greater Glasgow & Clyde

Increasing reach and success with pregnant women

3. Comprising service delivery of smoking cessation within Ayrshire maternity services
   Fresh Air-shire, smoking prevention/cessation service, NHS Ayrshire and Arran

4. Improving Scottish antenatal care services for women who smoke during pregnancy
   Dan Harley, Healthcare Improvement Scotland

Increasing reach and success with young people

5. Award Winning Partnership Working
   NHS Ayrshire & Arran – Fresh Air-shire Team
   East Ayrshire Council – Doon Academy
   Police Scotland – Campus Police Officer

6. QUITeen – a stop smoking support programme for young people
   Catriona Appolinari, NHS Fife

7. North East Youth Tobacco Alliance
   Jemma Cassidy & Rob Kelly, NHS Greater Glasgow & Clyde
   Debbie McGowan, Urban Fox
   James Dean, Platform
   Scott Spence, Glasgow Life
   Donald Lockhart, ASH Scotland

8. Joined-up working to increase engagement within a priority group of young people
   Avril Browne, NHS Lothian

Increasing reach and success with prisoners

9. Raising awareness of the impacts of tobacco use in the prison population: World No Tobacco Day activities at HMP Addiewell
   Sabina McDonald, Diana Martin, Kelly Hamilton and Gillian Rowan, NHS Lothian
   Lisa Purdie, Kate Piper and Lynn Kinstrie, Sodexo Justice Services

Improving cessation services in community pharmacy

10. Collaborative working smoke-free services/pharmacy
    Claire Gunner, NHS Highland
11. A stop smoking nurse specialist drop-in clinic within community pharmacy
Sheila MacFadyen, NHS Lanarkshire
Mehvish Ashraf, Charteris Pharmacy, Kilsyth

**Improving cessation services in an acute setting**
12. A management of smoking service within secondary care
Valerie Logan & Jillian Connell, NHS Ayrshire & Arran

**Smoke-free environments**
13. Smoke-free Lothian policy – the impact two months on!
Dr Nupur Gandhi, Dr Kim Ooi, Mrs SeetaDevi Kheda, NHS Lothian
Dr Sibel Turhan, NHS Fife

**Improving services**
14. Smokeline: evaluation and redesign of Scotland’s national smoking cessation service
Health Information Services Team, NHS 24

**E-cigarettes**
15. Mental health staff’s attitudes, knowledge, social awareness and intentions of e-cigarette use by patients
Vanessa Albrecht (MSc researcher), University of Glasgow
Conference planning group

Lesley Allan, NHS Lanarkshire
Matt Barclay, Community Pharmacy Scotland
Kate Barlow, NHS Health Scotland
Gillian Bruce, NHS Forth Valley
Mary Grace Burinski, ASH Scotland
Catriona Davies, NHS Borders
Mark Feeney, Community Pharmacy Scotland
Celia Gardiner, NHS Health Scotland
Lynda Glover, NHS Dumfries & Galloway
Liz Grant, NHS Greater Glasgow & Clyde
Katrina Henderson, NHS Greater Glasgow & Clyde
Claire Hendry, NHS Health Scotland
Jane Hoeflich, NHS Health Scotland
Diana Martin, NHS Lothian
Shirley Mitchell, NHS Lanarkshire
Kara Noble, NHS Health Scotland
Sean Semple, University of Aberdeen
Lynn Soutar, NHS Health Scotland
Helen Sweeting, University of Glasgow

www.ashscotland.org.uk
www.healthscotland.com