



# No Smoking Day

**Wednesday 10 March 2010**

**A guide for pharmacies**

[nosmokingday.org.uk](http://nosmokingday.org.uk)

Registered charity no 1006714 (England) SC039318 (Scotland)

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## INTRODUCTION

No Smoking Day 2010 will be on Wednesday 10 March. This document provides information about the campaign and outlines ideas about how pharmacies around the UK can get involved and support their customers who want to stop smoking.

### **What is No Smoking Day?**

No Smoking Day is a registered charity funded and supported by an alliance of 15 organisations including national health education agencies, professional bodies and charities – all with a commitment to reducing smoking-related diseases.

No Smoking Day has been successfully running for 26 years. No Smoking Day tries to help those smokers who want to quit; around three in every four UK smokers would like to stop smoking. Every year on No Smoking Day over a million smokers make a quit attempt.

No Smoking Day helps smokers who want to stop smoking by providing access to the best and most appropriate support, information and advice available, and offers smokers an opportunity to give up in the company of millions of others.

The campaign is UK-wide and is held every year on the second Wednesday of March. The next No Smoking Day will be held on Wednesday 10 March 2010.

### **What is PharmacyHealthLink?**

PharmacyHealthLink is an innovative, independent charity that champions improvements in public health through pharmacy, and a supporting member of the No Smoking Day charity.





No Smoking Day and PharmacyHealthLink are working together to help people stop smoking with support and advice from the pharmacy team.

Pharmacy guidance cards to help patients stop smoking along with patient information leaflets are available to download [here](#) or for hard copies please download an order form [here](#)




## HOW NO SMOKING DAY WORKS

No Smoking Day aims to help smokers stop smoking by raising awareness, increasing motivation, and by encouraging smokers to stop on a specific date. In aid of the Day a network of local organisers run local events and activities in a supportive environment throughout the UK.

### **No Smoking Day aims to...**

-  Encourage and assist smokers who want to quit
-  Create awareness of the campaign
-  Involve as many people as possible
-  Help achieve national and local health targets

### **The campaign messages are...**

-  No Smoking Day is a good opportunity to quit
-  There are health and other benefits to stopping smoking
-  Smokers can get help when they want to quit

### **What is achieved?**

About three quarters of smokers in the UK want to give up smoking and each year on No Smoking Day over 1 million of them attempt to quit. Research shows that every No Smoking Day over 100,000 of these will stay smoke-free for good. Over the last 26 years we have helped more than 1 million smokers give up smoking for good!

The campaign generates fantastic coverage in national, regional and local media. In 2009 over 1,900 media cuttings were generated and lots of these had information about the help available for smokers who want to stop, and about the benefits of quitting. The media coverage helps to generate awareness of the opportunity to quit and the chance to join in on the Day.

## THE EFFECTS OF SMOKING

There are around 12 million adult smokers in the UK and smoking is still the largest preventable cause of death and disease in the UK today.

Smoking is associated with around 50 diseases today, including:

- ✎ Coronary heart disease
- ✎ Lung cancer
- ✎ Stroke
- ✎ Chronic bronchitis and emphysema
- ✎ Shortness of breath
- ✎ Increased coughing and sneezing
- ✎ Gangrene
- ✎ Reduced fertility
- ✎ Defective vision

One out of every two smokers will eventually die from a smoking-related disease. Tobacco is the only legally available product that kills people when it is used entirely as intended.

## THE BENEFITS OF STOPPING SMOKING

Stopping smoking is the single best thing a smoker can do to improve their health. Not only will it reduce the risk of all the illnesses noted in this guide but it will have numerous other benefits as well:

- ✎ A twenty a day smoker could save over £2,000 a year
- ✎ Breathing can become easier within just 72 hours
- ✎ Improved taste and smell after just 48 hours
- ✎ Fresh smelling clothes, house and car
- ✎ Running for the bus and playing sports with the kids will be easier
- ✎ A fresh tasting mouth – and reduced risk of oral cancer
- ✎ An extra two hours of time every day – a twenty a day smoker can spend two hours a day smoking

# WHY SHOULD PHARMACISTS GET INVOLVED IN NO SMOKING DAY?

No Smoking Day is a great opportunity for pharmacists and their staff to highlight the help that they can offer their customers year-round. There are a number of reasons why you should get involved:

## **Smoking cessation shouldn't be an extra**

Many people who smoke think the risks are acceptable but in practice smokers often underestimate those risks. Amongst those who accept that the consequences can be severe, there is a tendency to think it will never happen to them. However, one in six of all annual deaths in the UK can be attributed to smoking. It is therefore important that smoking cessation is integrated into all parts of health care to get the message across. Over a million smokers are expected to quit this No Smoking Day. That's a million smokers who may be coming to your pharmacy for another reason and would appreciate having someone to talk to about quitting smoking.

## **We can work together to highlight the issue in a light hearted way**

Any activity you plan for NSD won't stand alone – hundreds of pharmacy staff and other health professionals around the country will be joining in to raise awareness of the help they can provide to smokers on No Smoking Day and beyond. And your activities won't come as a surprise to smokers – the NSD office will have done the groundwork for you in terms of promoting the Day and the help available in national, regional and local media.

## **It's fun – really!**

Lots of people around the UK see No Smoking Day as the most fun health campaign to be involved with – as well as highlighting the issue of smoking you can get your hat and T-shirt on and have some fun!

# HOW CAN PHARMACISTS USE NO SMOKING DAY TO HELP THEIR CUSTOMERS TO STOP SMOKING?

Using a popular national campaign such as No Smoking Day is a great way to highlight the help you can offer your customers year-round. It doesn't have to take up much of your time (or budget!). Below are some practical ideas and activity ideas to get you started:

## Pre-No Smoking Day Promotion

- ✎ Register for a free NSD information pack on [www.nosmokingday.org.uk](http://www.nosmokingday.org.uk) and use the handbook in it along with this guide to generate ideas
- ✎ Get best value from your NSD work by putting up the poster from the information pack in late January or February. This gives smokers time to prepare to quit
- ✎ Download extra campaign images and fact sheets from [www.nosmokingday.org.uk](http://www.nosmokingday.org.uk)
- ✎ Look at the whole range of No Smoking Day promotional materials and place an order via the website – lots of inexpensive goodies to use as giveaways!
- ✎ Use the materials you've collected and downloaded in a display in the store. Use balloons to draw attention to the NRT shelf.
- ✎ Your local newspaper or radio station will be looking for a local angle for their No Smoking Day story. Get in touch with them and tell them about the help that you offer your customers
- ✎ Log onto [www.nosmokingday.org.uk](http://www.nosmokingday.org.uk) and register your NSD activities – that way we can tell the media and smokers about what's going on in their area

## On No Smoking Day

- ✎ There are lots of ideas for activities to do on the Day. The main point is drawing attention to the help that you can offer in a light-hearted way:
- ✎ Give out No Smoking Day stickers to children
- ✎ Create a display in your pharmacy. Focus on the benefits of stopping – financial, beauty, health etc. Try and have someone 'manning' the display so that they can respond and give advice to interested parties
- ✎ Put leaflets around the pharmacy where people can see them easily. Not everyone is confident enough to ask for one-to-one advice and this may encourage them

- ✎ Get staff to wear stickers, t-shirts or badges so customers know you can help them to stop smoking
- ✎ Offer carbon monoxide testing to smokers who are interested in stopping
- ✎ If you can offer one-to-one advice on an ongoing basis then make sure your customers know that

### **Post-No Smoking Day Celebrations**

- ✎ Congratulate everyone who gave up on the Day – keep in touch with smokers who asked for advice and see how they're getting on and whether you can offer any other support
- ✎ Think about how successful your event was. How could you have improved it? What would you do differently next time?

## SMOKING CESSATION SUPPORT THAT PHARMACISTS CAN OFFER YEAR-ROUND

It is vital to understand the importance of cigarettes to smokers and to realise that despite this around two-thirds would like to stop. Pharmacists and their staff are in an ideal situation to talk to smokers about NRT and support them through their quit attempt. You can make your customers think about why they smoke and what is keeping them from stopping. By encouraging a smoker to stand back and think about the reasons they smoke you will be helping them take important steps towards quitting. The essential features of individual smoking cessation advice are:

### **Ask – about smoking**

“Do you smoke?” “How do you feel about your smoking?” “Do you have any worries about the health implications of smoking?”

### **Advise - all smokers to stop**

“Have you ever considered giving up?” “I’m worried that smoking may be affecting your ability to get over the cold you have, what do you think?”

### **Assist - the smoker to stop**

“Would you like some information or help now?” Help set a quit date. Explain what the withdrawal symptoms will be like and discuss how to prepare for these.

### **Arrange – help and follow-up to monitor progress**

“Did you manage to stop smoking after our last visit?” Congratulate success and if lapsed encourage them to see it as a learning exercise. Smokers who need additional help should be referred to a specialist support service.

Points to note:

Stopping smoking is a process, not a single event. For many smokers, it takes months or even years to get into the right frame of mind to stop. Most smokers take several attempts before they stop for good. This is quite normal and should not be considered failure. It is crucial to encourage smokers through this process at their own pace – if they are not ready to stop they won’t. This is why NSD is only aimed at helping those who want to stop.

Advising a smoker to cut down won’t work in the long run. Cutting down doesn’t lead to health benefits and is very hard for the smoker to maintain long-term – one cigarette always leads to another. Try to find out why the smoker is unwilling to quit and help build their motivation to quit. For some people, cutting down may be seen as a more

achievable short-term goal: in this context, as a step to stopping, it can usefully be supported.

If your patient has a go at quitting, they will need most support during the withdrawal phase, which lasts about a month after quitting.

### **Pregnant smokers**

Let smokers know the advantages of not smoking during the last three months of pregnancy, i.e. the baby will still reach its true birth weight by 40 weeks.

It is easy to focus on the dangers of smoking during pregnancy and benefits the baby will receive, but it is important not to miss out the benefits the mother will gain and the importance of staying smoke-free after the birth.

For someone who has continued to smoke through the pregnancy, explain the advantages of not smoking for 48 hours prior to delivery, i.e. the birth will be safer as there will be more oxygen available for the baby.

After delivery when many new mothers relapse, support from the midwife and health-visiting team is invaluable.

## OTHER STOP SMOKING SUPPORT

No Smoking Day offers you a chance to raise the issue of stopping smoking with your patients in a fun and light-hearted way. If they decide to stop they will need continuing support from you and others and this section gives you more information about the help that you can signpost your patients towards:

### **Nicotine Replacement Therapies**

NRT is used to wean a smoker off nicotine by replacing the very high concentrations of nicotine they get from smoking with much lower doses delivered more slowly. It reduces the cravings for cigarettes and the withdrawal symptoms associated with quitting.

Research has shown that used correctly, NRT can more than double a smoker's chances of quitting, and is most effective when used in conjunction with behavioural support.

There are several forms of NRT available, such as chewing gum, patches, tablets, lozenges, nasal spray or inhalers and these are all available on NHS prescription. They can also be purchased over the counter at pharmacies and some supermarkets.

### **Zyban®**

Zyban® works in the brain to help break the addiction to nicotine, and helps reduce the craving for cigarettes and the withdrawal symptoms associated with quitting.

Research has shown that used correctly, Zyban® can more than double a smoker's chances of quitting. It should only be used in conjunction with behavioural support.

Zyban® comes in tablet form, is taken as a two-month treatment course and is available only on NHS prescription under medical supervision. Zyban® is not suitable for women whilst they are pregnant but their partners may like to consider this. It is safe for most healthy adults but some people may experience side effects whilst taking Zyban®.

### **Varenicline (Champix®)**

This is a non-nicotine treatment that works by providing relief from cravings and withdrawal symptoms, and reducing the pleasure of from smoking if the smokers does smoke while using it. Studies have shown that it can increase the odds for stopping successfully by up to four times.

Champix comes in tablet form as a 12 week course of treatment. It is available on prescription only and should be taken under medical supervision.

## NHS Stop Smoking Services

Research has shown that participating in stop smoking groups or intensive individual face-to-face support can increase smokers' chances of quitting by up to four times.

Some smokers may benefit from NHS Stop Smoking Services as groups can help you to feel less alone in your attempt to quit.

Groups are usually run over a period of about 6 weeks and take smokers through the different stages of stopping. Information and contact details for local NHS stop smoking clinics can be obtained from local GPs, local Health Promotion Units, or by calling one of the NHS Helplines.

To get information and contact details for your local stop smoking service please see the details below:

Country	Helpline	Website
England	0800 169 0 169	<a href="http://smokefree.nhs.uk/">http://smokefree.nhs.uk/</a>
Northern Ireland	0800 85 85 85	<a href="http://www.spacetobreathe.org.uk">www.spacetobreathe.org.uk</a>
Scotland	0800 84 84 84	<a href="http://www.canstopsmoking.com">www.canstopsmoking.com</a>
Wales	0800 169 0 169	<a href="http://www.stopsmokingwales.com">www.stopsmokingwales.com</a>

These helplines are a source of help and advice on smoking and giving up. Specialist advisors are available, with information services out of hours.

### Smokers' helplines and email Services

There is a range of helplines available to provide information and advice to help smokers to stop. Helplines can also send out free leaflets and other information to smokers.

Quitline® - 0800 00 22 00

QUIT offers free ongoing telephone and email support to smokers. By dialling 0800 00 22 00 or emailing [stopsmoking@quit.org.uk](mailto:stopsmoking@quit.org.uk) smokers will reach a trained stop smoking counsellor who provides help, motivation and individual advice. Counsellors are available from 9.00am to 9.00pm, seven days a week.

Websites

There are a wide range of helpful websites with help and advice for stopping smoking. You could start by visiting the following:

[www.nosmokingday.org.uk](http://www.nosmokingday.org.uk)

[www.quit.org.uk](http://www.quit.org.uk)

[www.ash.org.uk](http://www.ash.org.uk)

## CONTACT DETAILS

For more information about No Smoking Day contact the campaign office:

No Smoking Day

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London E2 7DJ

T: 020 7739 5110

F: 020 7739 8176

E: [enquiries@nosmokingday.org.uk](mailto:enquiries@nosmokingday.org.uk)

W: [www.nosmokingday.org.uk](http://www.nosmokingday.org.uk)

For more information about PharmacyHealthLink contact the office:

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28 Portland Place

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E : [info@phlink.org.uk](mailto:info@phlink.org.uk)

W: [www.phlink.org.uk](http://www.phlink.org.uk)