Promoting Stoptober: How pharmacy teams can help Make Smoking History in Gtr Man

Webinar: Monday 17th September 2018, 7.30pm

Developing teams, enhancing care for future generations
GM Healthcare Academy

Founding members

• Greater Manchester Health & Social Care Partnership
• Greater Manchester Pharmacy LPN
• Greater Manchester LPC
• Bolton LPC
• CPGM Healthcare Ltd (CHL)

We are supported by CPPE (Centre for Postgraduate Pharmacy Education)
Tonight’s presenters

Fin Mc Caul, GMLPC
Liz Benbow, Making Smoking History in Greater Manchester, GMHSCP
Alex Trewhitt, Public Health England
Dipesh Raghwani, GMLPC
Louise Gatley, Bolton LPC
Platform

Thank you to NPA for letting us use this platform
Technical guidance

Join audio

This is a web-only service, i.e. you must listen through your computer.

If you have any problems please use your mouse to open the “?” in the top right-hand side of the screen.
Problems with sound

• If you can see the slides but can’t hear any audio, check the **status** shown underneath the presenter’s picture:
  • If it shows as **Connecting**, click on the Refresh button.
  • If it shows as **Playing**, check your volume level.

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Check you don’t have any system messages awaiting action, such as Java updates.
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You can use the ‘pop-out’ option to view the slides at full-screen if you prefer.

To view them full-screen, click the arrows at the top-right of the slides.

To go back to normal view
Click the same arrows again.
Resources

You can download a copy of the slides, along with other relevant materials, by clicking on Resources (bottom-left of the screen).

You can also do this with the webinar recording – follow the same URL you used to access the live version.
Submitting questions

You can submit questions and comments using the Questions panel.

The questions will be answered individually below.
Promoting Stoptober – How pharmacies can help Make Smoking History in Greater Manchester

Developing teams, enhancing care for future generations
What we’ll cover tonight

Setting the scene – Liz Benbow, Programme Manager, Greater Manchester Health & Social Care Partnership
- GM and locality smoking statistics
- Our ambition
- History makers survey results

Stoptober overview – Alex Trewhitt, Social Marketing Manager, Public Health England
- Last year’s Stoptober outcomes
- Overview of this year’s Stoptober campaign
- The role of pharmacy in the campaign
- Stoptober resources for pharmacy
What we’ll cover tonight

Stoptober in pharmacies – Dipesh Raghwani (GMLPC) & Louise Gatley (Bolton LPC):

Brief conversations within pharmacies
• Three questions to customers
• Recording your conversations
• The smoking cessation offer

Approaching Stoptober and smoking cessation
• How to raise a question
• How to encourage people to participate
• How to make a conversation successful
• The use of e-cigarettes as part of a quit attempt
## Smoking prevalence

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<td>14.9</td>
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<td>18.4</td>
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<td>-0.9</td>
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<td>-1.8</td>
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<td>22</td>
<td>0.3</td>
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<tr>
<td>Rochdale</td>
<td>19.4</td>
<td>17.8</td>
<td>-1.6</td>
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<tr>
<td>Oldham</td>
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<td>20.3</td>
<td>21.2</td>
<td>1.2</td>
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<td>14.3</td>
<td>2.1</td>
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<td>Tameside</td>
<td>22.1</td>
<td>17</td>
<td>-4.5</td>
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<tr>
<td>Trafford</td>
<td>12.6</td>
<td>12.7</td>
<td>0.1</td>
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<tr>
<td>Wigan</td>
<td>17.7</td>
<td>15.6</td>
<td>-2.1</td>
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Our GM ambition

To be the first global city to
Make Smoking History

Current adult smokers in Greater Manchester
393,000

Adult smokers who must quit by 2020
to achieve 13%
115,000

Reduce smoking prevalence by
1/3 by 2021 and 5% by 2035
Why?

• 4,500 deaths per year associated with smoking, equating to **13 people** dying early every day
• Roughly **1 in 2** long-term smokers die of a smoking-related disease
• Smoking costs the Greater Manchester economy **£675.6m** each year, therefore reducing smoking in our communities would significantly increase disposable household incomes and benefit the local
• The fiscal return on investment from this programme for our NHS is strong at **£3.13** for every pound invested
• Reducing the numbers of smokers by one-third will keep 62,133 people and 34,131 households above the poverty line, saving a total of **£1bn**
• We know **7 in 10** smokers are actively planning to quit
How?

- Grow a social movement for a Tobacco Free Greater Manchester
- Monitor tobacco use and prevention policies
- Protect people from tobacco smoke
- Offer help to quit
- Warn about the dangers of tobacco
- Enforce tobacco regulation
- Raise the real price of tobacco
GM BELIEVES SMOKING SHOULD BE MADE HISTORY

When asked if they want to make smoking history in GM

4/5

(79.2%) participants overwhelmingly agreed

“I FULLY ENCOURAGE MAKING SMOKING HISTORY.”
Female, non-smoker, Stockport

“It would be fantastic to make Greater Manchester a smoke free zone.”
Female, non-smoker, Manchester

Importantly, looking at the different Local Authorities (LAs) in GM, there was also strong agreement across all 10 LAs to MSH in GM.
49.8% of smokers want to MSH

And only 23.2% Disagree

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There are multiple reasons why Greater Manchester (GM) would like to Make Smoking history

Protection from harmful effects
- I want to protect children by banning smoking in front of or very near to places like schools, youth clubs and children’s sporting clubs: 79.4%
- I am worried about the harm caused by second hand smoking to myself and others: 77.6%
- I want to make more public spaces like parks and city squares smoke-free: 67.1%

Concern for the environment
- I want to clean up our streets because I am concerned about tobacco related litter: 46.8%
- I am concerned about the effect to the environment caused by tobacco: 40.9%
- A loved one of mine died from a smoking related disease: 35.2%

Personally impacted by smoking
- I am worried about a loved one and would like them to quit: 29.8%
- I am a smoker and I want to quit: 8.3%
- I am a ‘social smoker’ and want to quit: 4.4%

Against the tobacco industry
- I don’t want the tobacco industry to continue to make enormous profits selling a drug that kills: 60.3%

Not concerned or other reasons
- I am not concerned about smoking in Greater Manchester: 2.4%
- None of the above: 1.4%
- Other (please specify): 8.5%

Total n=4629 (Main n=3509, VCSE n=1120)
Q2: Please tick one or more of the following statements that help explain WHY you want smoking to be made history in Greater Manchester.

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STRONG AGREEMENT ACROSS GM THAT SMOKEFREE SPACES SHOULD BE EXTENDED

8/10 people agreed with the statement that extending smokefree public places is a good idea.

78.1%

This suggests the people of GM appreciate the need for more smokefree public spaces such as parks, entrances to public buildings and family friendly spaces to create a healthier city region.
The most agreed upon smokefree spaces were children’s spaces, NHS grounds, outside public buildings and green spaces.

<table>
<thead>
<tr>
<th>Children’s areas</th>
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<tbody>
<tr>
<td>Children’s playgrounds</td>
<td>92.9%</td>
</tr>
<tr>
<td>School and nursery entrances</td>
<td>91.9%</td>
</tr>
<tr>
<td>GP surgeries and hospital grounds</td>
<td>81.8%</td>
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<table>
<thead>
<tr>
<th>Outside public buildings</th>
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<tbody>
<tr>
<td>Building entrances and exits</td>
<td>79.0%</td>
</tr>
<tr>
<td>Outside of public buildings (e.g. libraries and town halls)</td>
<td>71.6%</td>
</tr>
<tr>
<td>Public parks</td>
<td>64.7%</td>
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<tr>
<td>Outdoor public events (e.g. stadiums, activity clubs, touchlines)</td>
<td>60.0%</td>
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<table>
<thead>
<tr>
<th>Public spaces</th>
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<tbody>
<tr>
<td>Outdoor areas in restaurants</td>
<td>57.0%</td>
</tr>
<tr>
<td>Outdoor areas in pubs</td>
<td>45.9%</td>
</tr>
<tr>
<td>Supermarket car parks</td>
<td>44.4%</td>
</tr>
</tbody>
</table>

Q4: Which, if any, of the following public places would you like to see as smoke-free environment: (Please tick all that apply).
A LARGE MAJORITY OF PEOPLE IN GREAT 
MANCHESTER (GM) WANT TO SUPPORT SMOKERS TO QUIT

86.9% were in strong agreement that smokers should be given support to quit (with only a very small proportion disagreeing (4.8%).

“AS AN EX-SMOKER I THINK NON-SMOKERS OFTEN FAIL TO UNDERSTAND HOW ADDICTION DRIVES BEHAVIOUR AND LACK EMPATHY WITH THOSE STILL SMOKING. THERE’S A LIMIT TO HOW MUCH IMPACT PROHIBITION APPROACHES CAN MAKE.”

Male, Ex-Smoker, Manchester
Strong support for tobacco licensing

8/10 (80.7%) agreed that tobacco sellers should have a valid license.

Smokers are also strongly supportive of tobacco licencing

69.0% vs. 83.5% non-smokers

However, there were some concerns from the verbatim responses that licenses might impact on small business owners;

“DO NOT GO DOWN THE 'license NEEDED TO SELL CIGARETTES ROUTE' SMALL BUSINESSES HAVE ENOUGH TO RED TAPE TO DEAL WITH.”

Female, non-smoker, Bolton
9/10 people believe in continued efforts against illegal tobacco

88.5% Agreed

32.1%

7.4%

4.1% Disagreed

I work in areas of Stockport where I know that people buy illegal tobacco from ‘friends’. More should be done to restrict duty free tobacco and tobacco that people bring back from holiday. Airlines should stop selling them on flights and they should not be sold at airports.

Female, non-smoker, Trafford

I believe the greatest impact of reducing smoking will come from awareness campaigns, education and legislation limiting the places people can smoke. I don’t think focusing resources on illegal tobacco will make a difference if someone wants to get their hands on Tobacco they’ll find a way to do so.

Male, non-smoker, Manchester
86.3% AGREED THAT THE TOBACCO INDUSTRY PROFITS SHOULD CONTRIBUTE TOWARDS QUITTING

“I DON’T WANT THE TOBACCO INDUSTRY TO GET ANY SUPPORT FOR ITS EXPLOITATIVE MARKETING PRACTICES ANYWHERE”

Male, non-smoker, Trafford

Interestingly, there was a vocal minority who discussed their belief that the government benefits more from taxation of tobacco, then the costs to society / health, therefore things cannot change:

“HAVE A PLAN TO MAKE IT ILLEGAL WITHIN 10 YEARS! IT’S AN OBVIOUS SOLUTION TO DRASTICALLY REDUCING SMOKING ALTHOUGH I KNOW THIS WON’T HAPPEN DUE TO THE LOSS IN TAXATION FROM TOBACCO COMPANIES”

Female, non-smoker, Bolton
Campaign approach for 2018
Highlights from last year

• Stoptober 2017 was another extremely successful year in driving quit attempts, which held at 16%
• Successful quit attempts increased from 6% to 8%
• The campaign also successfully promoted e-cigarettes as part of the quitting journey for the first time
• Even though the core focus for Stoptober is no longer to drive ‘sign-ups’, we still see some smokers signing up to get e-mail support as well as downloading the app and engaging with the campaign on social media
• We know there are falling levels of self efficacy; smokers are reporting less confidence that they could give up smoking if they tried
• Mirrored by an increase in the number of smokers going “cold-turkey” – round 55% of smokers try to stop without using any form of quit-aid
An approach that is focussed on supported quit attempts – “supporting you all the way from start to finish”

**Problem**
Smokers are opting for cold turkey

**Solution**
Provide smokers with information that is easy to find and understand, that explains the quitting options and the best way to use them

**Problem**
People are more apathetic and confused about the quit aids available

**Solution**
Swift & coordinated launch across multiple touchpoints to give scale and drive motivation. Encourage smokers to take the triage* to find their best supported quit

**Problem**
People aren’t confident that they can quit and often lapse

**Solution**
Provide support throughout October via familiar, relatable & regular touchpoints. Up-weight in first 5 days when smokers are most likely to relapse

All content to feel relatable to increase relevant messaging

**PRIME & EDUCATE**

**LAUNCH & SCALE**

**SUPPORT & RE-ENGAGE**
New for 2018: Personal quit plan

• An online tool helping smokers find their best stop smoking aid, hosted on Stoptober website but can be embedded on local websites
• 3 questions establishing smokers’ level of addiction and quit aids previously used
• The tool is based on the Fagerstom test for nicotine dependence
National activity

• Launches on 20\textsuperscript{th} September, encouraging people to prepare to quit on 1\textsuperscript{st} October
• New TV advert promoting the personal quit plan, similar look and feel to 2017
• Focus on social media and digital channels
• New film content with Jeremy Kyle exploring different quitting aids
• Links with football clubs
Key messages

1. England’s 6 million smokers are being encouraged to take part in this year’s Stoptober, the 28-day stop smoking challenge from Public Health England, starting on 1st October

2. Quitting smoking is easier with the right support, so this year Stoptober has developed a free online Personal Quit Plan to help smokers find the support that’s suitable for them

3. Stoptober’s new free online Personal Quit Plan helps smokers find a combination of stop smoking support that’s right for them based on their level of tobacco dependency and any quitting support used previously

4. Stoptober has supported over 1.7 million people on their quit journey - if you can make it to 28 days smokefree, you’re 5 times more likely to quit for good

5. Each year 1000’s quit smoking successfully with Stoptober, so join them on the 1st of October. Search ‘Stoptober’ and get your free Personal Quit Plan
6. 6 out of 10 smokers want to quit, & Stoptober is a great time to quit with others
7. The most successful quit attempts are made with a combination of effective quit methods
8. People who get expert support from local stop smoking services are up to 4 times as likely to quit successfully as those who try to quit unaided
9. GPs and pharmacists can also give advice and tips to help smokers quit, including what prescription medicines might be right for them.
10. Stoptober offers a range of free quitting support including a Stoptober app, Facebook messenger bot, daily emails and Stoptober online communities
Partner resources

**PRINTED**

We will provide printed materials tailored for the following settings:
- Local authorities (and local stop smoking services)
- Pharmacies
- NHS and healthcare professionals
- MOD (artwork only)

**DIGITAL & SOCIAL**

- Digital banner
- TV Screen
- Social media posts for Twitter and Facebook
- Unique URLs to track local online activity
- Ability to embed personal quit plan tool onto your own website

**GUIDES**

- Information overview on e-cigarettes
- Campaign activation guide
- Paid social media guide

Note: resources pictured are from 2017
Pharmacy resources

• Pharmacies across GM will receive resource packs automatically
• Well, Asda and Rowlands pharmacies should receive materials from their HQ

• 2 x A4 posters
• 50 x A5 leaflets
• 1 x A5 leaflet dispenser
• 1 x window cling
• 2 x shelf wobblers
• 1 x activation brief
How to approach Stoptober

• Very Brief Advice (VBA)

• Ask, Advise and Act

• The odds of quitting are 68% higher if stop-smoking medication is offered and 217% higher with offer of support!
The use of e-cigarettes during a quit attempt

- 95% less harmful than cigarettes
- Most popular quit aid
- CRUK support a balanced approach, which maximises the potential of e-cigarettes to support people to quit smoking, whilst minimising risks of unintended consequences that could promote smoking

**THE EVIDENCE SO FAR SHOWS THAT E-CIGARETTES ARE MUCH LESS HARMFUL THAN SMOKING**

1. E-cigarettes contain nicotine but not cancer causing tobacco
2. Nicotine is addictive, but does not cause cancer
3. Tobacco is the biggest cause of preventable death in the UK: Over 100,000 deaths per year
4. Passively breathing vapour from e-cigarettes is unlikely to be harmful
5. Growing evidence shows e-cigarettes are helping people to stop smoking

Let’s Beat Cancer Sooner
cruk.org

Greater Manchester Healthcare Academy

Developing teams, enhancing care for future generations
Salford Swap to Stop

- GMHSCP funded pilot
- Targeted people living in Social Housing
- 1,022 people took up the offer, 69% from least deprived quintile.
- 60% of people returned for a follow-up. Of those, 63% had stopped smoking (compared to 43% in the same quarter in the previous year) – Salford most increase nationally
- Interim evaluation due September 2018
Stoptober within the Pharmacy

• Mandatory health campaign
• Utilise Health Champions
• Link services – Flu, MUR and NMS
• Link to LTC
• Referrals to own smoking cessation service
• Support staff can be trained as advisors
• Know local data – Fingertips
• Support local practices
Asking the right question

• Ask all customers – utilise counter sales time
• You can ask ‘Does anyone in the family smoke?’ – may capture more than one person
• Supported quits both professionally and with family have better quit outcomes
• Encourage quits – most people know the harmful effects of smoking but planting the idea of a quit can get someone to start thinking
• Make it relevant – cost savings / health benefits
• Optimise PharmOutcomes for recording
Health promotion display examples
Health promotion display examples
Stoptober within the Pharmacy

• Mandatory Health Campaign
• Utilise Health Champions
• Link services – Flu, MUR and NMS
• Link to LTC
• Referrals to own smoking cessation service
• Support staff can be trained as advisors
• Know local data – Fingertips
• Support local practices
PharmOutcomes & Data Recording

During Stoptober we are asking pharmacies to ask patients and customer 3 questions and record the answers.

• Ask ‘Does the customer smoke / use an e-cig / use an e-cig & smoke?’
• If the customer replies ‘yes they smoke’, ask ‘Does the customer want any support to quit smoking?’

We also want to record advice / support given:

• Brief Intervention
• Stoptober Leaflet
• Pharmacy Stop Smoking Service (if commissioned)
• Referral to Specialist Stop Smoking Service
• Referral to GP
• Provided with the GM Stop Smoking Advice Line Number
PharmOutcomes & Data Recording

• We’ve developed an easy to use Tally Chart to help you with data recording – this can be downloaded from the LPC websites or PharmOutcomes, and has also been sent out by email/newsletters

• The module is under the Greater Manchester Mandatory Health Campaigns Section of PharmOutcomes with the title Stoptober 1st – 31st October 2018

• Don’t forget to save pictures of your displays in your campaign
# Mandatory Pharmacy Health Campaign 2018 Tally Chart for HLP Pharmacies

**Stoptober 1st - 31st October 2018**

<table>
<thead>
<tr>
<th>Date</th>
<th>Staff member</th>
<th>Does the customer?</th>
<th>Would the customer like support to quit smoking? (Yes/No)</th>
<th>Customer provided with - tick all that apply</th>
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<td>Smoke - No</td>
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<td>Brief advice / intervention</td>
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<td>Smoke - Yes</td>
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<td>Stoptober Leaflet</td>
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<td>Pharmacy stop smoking service (if commissioned)</td>
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<td>Referral to GP for stop smoking support</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>Referral to local specialist stop smoking service</td>
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<td></td>
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<td>GM stop smoking advice letter phone number</td>
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Please add each intervention to PharmOutcomes.

This record should be safely stored with evidence of the campaign (e.g. photographs) in the pharmacy for contract monitoring purposes.
Scroll down the list of services
<table>
<thead>
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<td>Active</td>
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<td>Stop Smoking Voucher - Bump The Habit</td>
<td>Jackie</td>
<td>Claimable</td>
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<td>Healthy Living Pharmacy Greater Manchester</td>
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<td>Health Conversation Recording Form</td>
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<td>HLP Non-Manadatory Health Campaign / Initiative Recording</td>
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<td>Inhaler Service 2017</td>
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<td>Improving Inhaler Technique Service. (First Consultation)</td>
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</table>

Select the Stoptober Campaign
Complete this box once only.
Intervention Outcome

Smoking status - Does the customer?
- Smoke - No
- Smoke - Yes
- Smoke & use an e-cigarette
- Use an e-cigarette only

Would the customer like support to quit?
- Yes
- No
- Unsure

Support provided? (Tick all that apply)
- No intervention provided
- Brief Advice / Intervention
- Stoptober Leaflet
- Pharmacy Stop Smoking Service (if commissioned)
- Referral to GP for Stop Smoking Support
- Referral to local Specialist Stop Smoking Service
- Provided with GM Stop Smoking Advice Line Number

Notes

Please give any further information regarding the intervention here.
Delivering commissioned stop-smoking services

Top Tips to help you deliver a Stop Smoking Service in your local area:

• Delivering MURs? Include CO Monitoring for all clients who smoke and offer the stop smoking service

• Ensure all staff promote the in-house stop smoking service to any clients looking at or purchasing NRT products and electronic vaporisers

• Ensure your stop smoking service is visible and promoted using available local resources and link in with National Campaigns (Quit Kits, Stoptober etc)

• Check current smoking status on clients receiving prescriptions for any respiratory drugs
Delivering Commissioned Stop Smoking Services

Top Tips Continued:

• Ask clients purchasing cough medicines or similar products who you think may smoke “Does anyone in the household smoke?” Remind clients that smoking could be exacerbating the cough for the smoker themselves and those breathing in secondhand smoke.

• Tell clients you will check their CO reading regularly – this help motivate clients to attend their appointments.

• Always confirm next follow-up appointment – don’t leave it open for client to “just pop in”. Create appointment cards recording the date of the next appointment and their CO reading.

• Can’t contact your clients? Check you have the correct contact number for them during their appointment and test the number. Make sure the client has the pharmacy number.

• Ask clients to promote the service and tell other smokers about the great support service they received!
Contact your local LPC with queries or for support

Bolton – louise.gatley.boltonlpc@gmail.com / 07515 285178

Greater Manchester – enquiries@gmlpc.org.uk / 0161 228 6163

Developing teams, enhancing care for future generations
Best of luck with STOPTOBER

Developing teams, enhancing care for future generations
Questions
Summary

Stopping smoking is best thing people can do for their health – lots of help & support available

Personalise interventions & advice (e.g. NRT, e-cigs) – don’t forget your 3 questions

Don’t forget to record what you do on tally chart and enter it on PharmOutcomes!
Next events

GM Community Pharmacy Conference & GMLPC AGM

Sunday 23\textsuperscript{rd} September (9am-2.30pm), Manchester Conference Centre, Sackville Street, M1 3BB

Full agenda & booking: https://gmlpc.eventbrite.co.uk/

• Keynote speech by Simon Dukes, CEO of PSNC
• Revalidation session
• Contract compliance & improving your bottom line
• Free CPD: Sexual health & EHC; Consulting with children; Dermatology/Eye health; Simplifying your NMS Process
Next events

Bolton: Mandatory Stop-Smoking Training
All pharmacists & pharmacy staff that want to provide Bolton’s stop-smoking service must attend one of these training sessions:

• 9th October 2018
• 23rd October 2018
• 20th November 2018
• 28th November 2018

Registration & refreshments 6.30pm; training 7pm
Book at https://www.eventbrite.co.uk/e/stop-smoking-training-for-the-pharmacy-team-tickets-48866715662
Optimising MUR Delivery

**Open to all GM pharmacies** *(Stockport pharmacies – please book event below)*

- Wed 3rd October – Leigh. [https://murleigh.eventbrite.co.uk](https://murleigh.eventbrite.co.uk)
- Thu 11th October – Eccles, Salford. [https://mursalford.eventbrite.co.uk](https://mursalford.eventbrite.co.uk)
- Mon 29th October – Bury. [https://murbury.eventbrite.co.uk](https://murbury.eventbrite.co.uk)

**Stockport pharmacies only**

- Mon 8\textsuperscript{th} October – Stockport. [https://murstockport.eventbrite.co.uk/](https://murstockport.eventbrite.co.uk/)

**For all events:** Registration & refreshments 6.30pm, training 7pm-9pm
Contact details

GM Healthcare Academy

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Your LPC

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