

Report of the Community Pharmacy Delivery of the Public Health Campaigns 2018 – Stop Smoking

1. Purpose

The purpose of this paper is to provide a report of the public health campaigns for community pharmacy for 2018. It relates to the delivery of the Stop Smoking Campaign through community pharmacies as part of national Stoptober from the 1st to 31st of October 2018 and provides further background to the work of the GM Pharmacy Local Professional Network in relation to supporting stop smoking more widely.

2. Introduction/context

Community pharmacy contractors are required, as part of the Pharmaceutical Services to deliver up to six health campaigns per year. The Pharmacy team based within the Health and Social Care Partnership engage with a number of stakeholders to agree the campaigns each year prior to their delivery. A campaign calendar for 2018 was developed and distributed to all community pharmacies in late November 2017 in preparation for commencing the campaigns in January 2018.

In September 2017, members of the pharmacy team, together with Public Health, Public Health England and the Local Representative Committees for community pharmacy agreed the campaigns to be delivered in 2018. Stop Smoking was to be one of the campaigns. The choice of this campaign is to support the GM Making Smoking History programme and the population health plan more widely. Further information can be found at:

<http://www.gmhsc.org.uk/wp-content/uploads/2018/04/Tobacco-Free-Greater-Manchester-Strategy.pdf>

3. Background

In the summer of 2018, members of the pharmacy team met with colleagues from the population health team together with, the Pharmacy Local Professional Network (PLPN) including the Local Pharmaceutical Committees to scope the support materials for community pharmacy and decide on the most appropriate format to deliver training. After some discussion it was agreed that this should be a webinar with resources to be delivered to community pharmacies and a web-based recording audit to capture the interventions.

4. Training and Development

The scope of the webinar session is outlined below;

- An introduction to Making Smoking History and ambition
- GM and locality statistics

- Stoptober overview and what pharmacies can deliver including how approach Stoptober, how to raise a conversation with people and encourage participation and make a conversation successful.
- Resources to be made available to community pharmacies
- How to record the conversations
- Delivering stop smoking advice and prescribe NRT if applicable and whether e cigarettes are being used as part of a quit attempt.

The webinar was delivered by the GM Population Health Programme Manager, Public Health England and members of local Pharmaceutical Committees.

The community pharmacy teams were also provided with a recording template to capture the outcomes of very brief intervention with patients presenting in the pharmacy. The template was also made available electronically via the web based platform – PharmOutcomes. The results presented here have been drawn from the electronic recording and will be an underestimate of the number of interventions delivered during the campaign month.

The community pharmacy teams were also provided with resources and a briefing to support delivery of the campaign (Appendix 1).

5. Results

| | |
|--|------------|
| No. of community pharmacies in GM as of 30th November 2018 | 696 |
| No. of pharmacies who recorded information on PharmOutcomes | 301 |
| No. of Provisions/Personal Interactions from pharmacies | 3642 |
| The range of interactions per pharmacy | 509 -1 |
| Average per pharmacy | 12 |

Breakdown of the staff members interacting with patients:

| Staff member | Number of patient interactions |
|------------------------------|---------------------------------------|
| Health Champion | 1004 |
| Pharmacist | 1361 |
| Counter Assistant | 570 |
| Dispensing Assistant | 512 |
| Accuracy Checking Technician | 7 |
| Pre-Reg Pharmacy Student | 99 |
| Other | 89 |
| TOTAL | 3642 |

Results of the audit from questions posed by the pharmacy teams

| Analysis of does the customer smoke | |
|--|------|
| Yes | 1254 |
| No | 1624 |
| Smoke and use and e-cigarette | 410 |
| Use an e-cigarette only | 354 |

| Analysis of would the customer like to stop smoking | |
|---|-------------|
| N/A | 1563 |
| No | 532 |
| Unsure | 481 |
| Yes | 1063 |
| TOTAL | 3642 |

Examples of Types of Intervention

| | |
|--|-------------|
| No intervention provided | 1201 |
| Brief Advice / Intervention; Stoptober Leaflet | |
| | 772 |
| Brief Advice / Intervention | |
| | 328 |
| Stoptober Leaflet | |
| | 326 |
| Brief Advice / Intervention; Stoptober Leaflet; Referral to GP for Stop Smoking Support | |
| | 164 |
| Brief Advice / Intervention; Stoptober Leaflet; Pharmacy Stop Smoking Service (if commissioned) | |
| | 147 |
| Brief Advice / Intervention; Stoptober Leaflet; Referral to local Specialist Stop Smoking Service | |
| | 100 |
| Brief Advice / Intervention; Stoptober Leaflet; Referral to GP for Stop Smoking Support; Provided with GM Stop Smoking Advice Line Number | |
| | 49 |
| Referral to GP for Stop Smoking Support | |
| | 40 |
| Stoptober Leaflet; Referral to GP for Stop Smoking Support | |
| | 30 |
| Total of interventions provided | 1956 |

The top eleven pharmacies who recorded information on Pharmoutcomes:

| Pharmacy Contact details | Number of Interactions |
|---|------------------------|
| Nash Pharmacy Ltd | 509 |
| Sykes Chemists Ltd (St Helens Road) | 133 |
| Strand Pharmacy | 101 |
| Wilkinson Pharmacy (321 Moston Lane, Moston) | 92 |
| Cartwrights Chemists Ltd (Moorcroft) | 46 |
| Bradshaw Street Pharmacy | 45 |
| Newmass Ltd | 40 |
| Sykes Chemists Ltd / Marsden Road Pharmacy | 38 |
| Asda Pharmacy (Branch: 4565 - Barton Dock Road, Trafford Park) | 36 |
| Tesco Instore Pharmacy (Branch: 2699 - Middlebrook) | 30 |
| Superdrug Pharmacy (Branch: 0564 - Mersey Square) | 27 |
| Well (branch 224490) Greenfield – Chew Valley | 27 |

A sample of how the pharmacies promoted the campaign is outlined below:

We promoted the campaign by having relevant conversations and lifestyle advice with patients. We used numerous resources and leaflets to help educate and signpost to suitable services available

Promotional campaign material displayed in shop. Leaflets and posters. Staff trained and encouraged to start conversations about Stoptober. Stop smoking service available as part of NHS service.

We set up a display for the Stoptober Campaign. This display included leaflets and information about the campaign. Our staff proactively engaged with customers to promote the campaign and discuss ways to stop smoking.

We have the Stoptober leaflets displayed on the HLP advertising shipper. Health Champion to identify potential customers who purchase the Nicotine products from the pharmacy, to take part in the campaign

We have displayed Stoptober leaflets and smoking wheels on the counter and made a display with posters from Stoptober, Nicorette and Niquitin on the health zone board

Displayed the promotional posters and leaflets in the HPZ and on the counter. Actively promoted the NHS Stop Smoking service.

Discussed the smoking status of a patient during an meds use review and she smoked 20 per day but was not willing to give up but I discussed the health benefits of even cutting down

We changed the HLP notice board reflecting Stoptober. We made an artificial cigarette as a feature. We used our trained stop smoking advisor instore for advice when prompted. Leaflets given out with respiratory prescriptions

We put posters on our healthy living board. Spoke to patients about smoking cessation although we don't offer the service. Tasked each patient during MUR and NMS conversations. Took pictures as evidence. displayed statistics and leaflets

6. Discussion

The community pharmacy teams embraced this campaign and provided the highest number (3642) of recorded personal interactions with patients/customers of any campaign this year. Many community pharmacies have previously delivered either stop smoking campaigns or have been commissioned to provide a stop smoking service, either brief advice and supply of Nicotine Replacement Therapy (NRT) or more in depth support coupled with NRT supply.

Of the number of patients/customers spoken to 1624 stated that they did not smoke; 410 patients/customers both smoke and use e cigarettes; 354 use only e cigarettes; 1254 do smoke. The combined total of patients/customers who both smoke and use e cigarettes is 2018.

In questioning whether people would like support to quit smoking, 532 stated that they did not want any support, 481 were unsure and 1063 people stated that they did want support. Of the 2018 people who smoke and use e –cigarettes around 52% wanted support with quitting.

The pharmacies were able to provide (1956) a range of support/interventions, from brief advice and a leaflet, to referral to other services e.g. GP or specialist stop smoking service.

147 patients were referred to the community pharmacy stop smoking service and a number were signposted to the GM stop smoking advice line.

The percentage of people referred to the pharmacy stop smoking service is around 7.5% which is reflective of the reduction of stop smoking services through community pharmacy.

The pharmacy teams used a variety of materials to promote Stoptober, from posters, leaflets, smoking wheels, to making a model cigarette as a feature for a display. Pharmacists also took the opportunity when conducting medicines use reviews or new medicines reviews to discuss stop smoking. Pharmacists had the most interactions with patients with health champions a close second.

The Stop Smoking campaign through community pharmacy also involved the highest number of pharmacies (301) this year completing an electronic record for a patient interaction. This is an encouraging progression and community pharmacy teams are being supported to improve their recording for the campaigns in 2019.

7. Future Opportunities

This campaign demonstrates that community pharmacy teams are well placed to interact with patients and customers to provide both brief advice and signposting and if commissioned to do so, provide a stop smoking service.

Commissioners of community pharmacy and their representative committees will continue to work closely with population health commissioners to develop future campaigns and services to include community pharmacy within the commissioning cycle to deliver a Greater Manchester stop smoking service.

8. Next steps

In terms of next steps:

- Development of a GM service specification for community pharmacy
- Development of a bespoke training package for both community pharmacy and other primary care providers.
- Work with Local Authority commissioners to embed a community pharmacy locally commissioned service in each locality to provide a standard offer for patients/public across Greater Manchester.

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21 December 2018

Appendix 1

The community pharmacy teams received both resources and a briefing to support delivery of the campaign.

How can you actively promote smoking cessation in your area?

Where can you get further resources from?

GMHSCP provided pharmacy list and resources were delivered directly from PHE
<https://campaignresources.phe.gov.uk/resources/campaigns/6-stoptober>

E-resources

- 10 self-help tips to stop smoking - NHS.UK <https://www.nhs.uk/live-well/quit-smoking/10-self-help-tips-to-stop-smoking/>
- Quit smoking with Stoptober - NHS Choices Home Page <https://www.nhs.uk/oneyou/stoptober/home>
- NHS Smokefree - Official Site <https://www.nhs.uk/smokefree>
- PHE Campaign Resources <https://campaignresources.phe.gov.uk/resources/campaigns/6-stoptober/resources>
- My City Health <https://mycityhealth.co.uk/smoking>
- Making Smoking History A Tobacco Free Greater Manchester <http://www.gmhsc.org.uk/wp-content/uploads/2018/04/Tobacco-Free-Greater-Manchester-Strategy.pdf>
- Greater Manchester Mental Health – Smokefree <https://www.gmmh.nhs.uk/smokefree>
- NHS Smokefree App <https://www.nhs.uk/tools/pages/smokefree.aspx>
- PHE Health Harms Campaign <https://campaignresources.phe.gov.uk/resources/campaigns/29-health-harms/resources>
- PHE – Stoptober *further resources* <https://campaignresources.phe.gov.uk/resources/campaigns/6-stoptober/resources>