

Smokefree Newsletter Autumn 2024

**Better
Health**

North
Somerset

Smokefree Support

Welcome to the Autumn 24 Edition Smokefree North Somerset News. In this issue you will find information on:

1. Blog
2. Meet the team/ Anna
3. Quote
4. Podcast
5. Stoptober
6. Vaping, the facts webinar
7. Training
8. Swap to Stop
9. New varenicline/cytisine
10. Advisor questions

CJ's Smokefree Blog

Hope you all had a good summer and managed a break away from work, now it's Autumn! It seems as if summer went too quickly, either that or we had so much rain it was hard to make plans, I know my outdoor cushions never seemed to dry out completely!!!

Autumn brings with it, longer cosy evenings, warmer clothes, pumpkins and ghouls, fireworks and kids back to school. I'm also starting a floristry course one evening a week so lots of good things to look forward to. Autumn also brings us **Stoptober**, the yearly month where we encourage tobacco users to try 28 days smokefree and hopefully keep going, more on that later.

This quarter I thought I'd chat a little about **Boosting Quit Success** as Stoptober approaches, using a method we have covered in one of our updates.

How to Motivate Others Using the COM-B Method

Helping someone quit smoking is incredibly rewarding but often challenging. As smokefree practitioners, one of the most powerful tools we have is the COM-B model. COM-B stands for Capability, Opportunity, Motivation, and Behaviour, and it's a simple yet effective way to understand and enhance a person's readiness to quit.

1. Capability: Empower Through Knowledge and Skills

The first step is ensuring the person feels capable of quitting. This involves providing them with the knowledge about why quitting is beneficial and the skills to manage cravings and triggers. Educate them on the health benefits, the financial savings, and the improvement in quality of life that comes with being smoke-free. Equip them with strategies for managing stress, coping with withdrawal symptoms, and navigating social situations where they might be tempted to smoke. Advise them that past 'failure' are not failures but rather opportunities to learn. Quitting is a numbers game, the more past attempts equals more likely to succeed eventually and so they should not be downhearted about their previous attempts. Every attempt is a step in the right direction. Sometimes you need to take one step backwards to take two steps forward so reframing how they view past attempts can be hugely beneficial.

2. Opportunity: Create a Supportive Environment

Opportunity is about the external factors that make quitting easier or harder. Encourage your clients to seek a supportive environment—whether that's friends, family, or online support groups who can cheer them on and hold them accountable. Additionally, discuss ways to avoid or manage situations that could trigger a relapse, like social gatherings where smoking is common. Helping them identify and modify their environment can significantly boost their chances of success. Implementing 'if-then' plans or implementation intentions has been shown to be an effective technique in changing behaviour. It simply means looking forward to situations that may arise and then deciding what they will do or say in that situation for example, "IF my friend offers me a cigarette, THEN I will decline and remind them not to ask me again". These plans sound incredibly simple however thinking about and preparing them in advance has been shown to be very effective.

3. Motivation: Ignite the Desire to Quit

Finally, motivation is the driving force that gets someone started on their quit journey and keeps them going. Work on tapping into their personal reasons for wanting to quit, whether it's for health, family, or financial reasons. Motivation can be tricky because it fluctuates, so it's essential to keep reinforcing those reasons throughout their journey. Remind them of their progress, celebrate their milestones, and help them visualize the smoke-free life they're working towards.

By addressing each aspect of the COM-B model—enhancing capability, creating opportunity, and boosting motivation—you can provide comprehensive support that meets your clients where they are. It's not just about getting them to quit; it's about helping them stay quit for life.

Remember, every step forward is a victory, and your support is invaluable in their journey to a healthier, smoke-free future.

See you soon

Chris J

Meet the team



Hello, I'm Anna, My role is Children, Young People & Families 0-19 Public Health Specialist. I deliver the health, exercise, nutrition ([HEN](#)) antenatal course and help raise awareness of the [Healthy Start](#) food card and free vitamins. I have been working for Smokefree North Somerset since I started helping at the evening drop-ins we used to hold in Weston supermarket cafes, back in 2019.

Here, I felt particularly passionate to support those motivated to quit because they have a newborn baby and/or other children in the home. I follow up referrals from health visitors, children's centres and other family contacts. I enjoy helping children to have the best start in life, with a smokefree home. This has been very rewarding particularly with the success of offering vapes through the Swap to Stop Scheme. My role is evolving to include 0-19 year olds with a particular focus on supporting schools with the growing issue of underage vaping.

Healthy Start

Also, if your client has a child under 4yrs (or is pregnant), they may be eligible for a 'Healthy Start' chip and pin card that is automatically topped up with funds every 4 weeks. This can be used towards buying healthy food and milk. The card also gives them access to free [vitamins](#) for mum and child. Income eligibility applies, more information and online application [here](#). No signatures needed.



What is it like to be tobacco dependent whilst experiencing food insecurity?

This article is about Dr. Kerry Brennan-Tovey's study examining the experiences of adults who are both tobacco dependent and food insecure, particularly during the UK's cost-of-living crisis. The research found that participants, despite understanding the harms of smoking, used tobacco as a coping mechanism for stress and anxiety caused by financial struggles.

Many had attempted to quit but relapsed due to ongoing pressures, often budgeting for both food and tobacco by skipping meals or purchasing illegal cigarettes. Smoking was seen as a small personal treat amid their difficult circumstances, making cessation efforts challenging.

Read the full article [here](#)

[community food map](#)



Podcast: Let's talk e-cigarettes

Jamie Hartmann-Boyce and Nicola Lindson discuss emerging evidence in e-cigarette research interview Louise Ross from the National Centre for Smoking Cessation and Training (NCSCT).

[Listen Here](#)

Inside Health: What should we do about vaping?

BBC Radio 4 program 'Inside Health' discusses vaping. Interviewing Dr Sarah Jackson, Principal Research Fellow at UCL Alcohol and Tobacco Research Group, and Hazel Cheeseman, Deputy Chief Executive of Action on Smoking and Health the programme covers how vapes rose in popularity and what the evidence tells us about their use as a smoking cessation tool.

The program also interviews Richard who was 10 when he started smoking, and by the age of 35, he had given up on giving up smoking. But thanks to vaping he quit, almost by accident, in just a few months.

Source: BBC Sounds, 13 August 2024

[Listen Here](#)

Stoptober



What is Stoptober

Stoptober was first launched in 2012 and has so far helped around 2.5 million smokers to make a quit attempt

Stoptober takes place throughout the month of October and encourages smokers to quit for 28 days – based on evidence that if they can quit for this length of time, they're five times more likely to quit for good

We know that up to 70% of smokers want to quit smoking – Stoptober can be a great trigger for them to make a quit attempt – mass participation

Stoptober takes a positive, 'hope' led approach, rather than harms, to encourage and support smokers to make a quit attempt

Campaign activity typically launches around 20 September to help smokers prepare for their quit attempt from 1 October

Each year, Stoptober is supported by a range of partners including LAs, ICBs/NHS, service providers, charities and employers

We are pleased to share that Stoptober campaign resources are now available to download from the [Campaign Resource Centre](#). These can be used throughout September and October to help raise awareness of the campaign and encourage smokers to plan their quit attempt. They include:

- Campaign toolkit containing key messages, stats and facts, overview of assets, suggested social media posts and ideas for evaluation
- Digital posters
- Social media assets (static and animated)
- Graphics for digital screens
- Email signatures

[DOWNLOAD RESOURCES NOW](#)

Vaping the facts, webinars

Our Public Health Team are hosting two webinars aimed at dispelling the myths and addressing concerns around vaping and youth vaping.

Our webinar on the Tuesday 12th November is aimed at those working in healthcare, education & the community who would like to learn:

- What is vaping?
- Who vapes and why?
- Illicit vapes - what's the harm?
- Creating a smokefree generation
- Stop vaping - evidence based advice
- Support for schools with youth vaping
- Launch of our NEW PSHE resources

Our webinar on Tuesday 19th November is aimed at parents, carers and families will be similar but will include information on how they can support their child if they are vaping.

FREE WEBINAR

VAPING THE FACTS

12th November 2024

12noon - 1pm

For those working in healthcare, education & the community

Meet Our Speakers

Christine Jones
NCST Certified Stop Smoking Practitioner, Lead Specialist & Trainer at Smokefree North Somerset.

Chris Miles
Tobacco Control & Health Checks Manager for North Somerset Council.

Ben Hayes
Principal Trading Standards Officer & regional illegal tobacco and vape lead for the South West.

Anna Dedman
Public Health Lifestyle Advisor for 0-19yrs & NCST Certified Stop Smoking Practitioner.

Discussion

- What is vaping?
- Who vapes and why?
- Illicit vapes - what's the harm?
- Creating a smokefree generation
- Stop vaping - evidence based advice
- Support for schools with youth vaping
- Launch of our NEW PSHE resources

Register Now

Scan QR code to register for our webinar

We have some great speakers from our public health team, Chris Miles – Tobacco Control Manager, Christine Jones – Lead Specialist & Certified Stop Smoking Practitioner, Anna Dedman - Public Health Lifestyle Advisor & Certified Stop Smoking Practitioner and Ben Hayes from Southwest Trading Standards.

Register to join the webinar for those working in healthcare, education & the community via: <https://events.teams.microsoft.com/event/f38a5971-c7e6-4897-b625-19ab325c4868@cc81ab20-3c36-452e-aea5-b77b2fde6ff3>

Register to join the webinar for parent, carers and families via: <https://events.teams.microsoft.com/event/e240c2a6-fcf5-44f6-9c5c-20c9bc44a701@cc81ab20-3c36-452e-aea5-b77b2fde6ff3>

Training

2 Day New Advisor Training

Join us Oct 15th & 16th for a 2-day training session that provides you with the skills to support people to quit smoking in North Somerset at Vision North Somerset

Tickets here:

[Smokefree North Somerset, 2 Day Advisor Training Tickets, Multiple Dates | Eventbrite](#)

Advisor Update Training

Join us Oct 24th 12:30- 4:30 for an afternoon of presentations, medications updates and networking at the Hive this October. BYO Lunch, Tea and coffee provided

Tickets here:

<https://www.eventbrite.com/e/smokefree-north-somerset-update-training-tickets-1007515805897?aff=oddtcreator>

Swap to Stop



We have held several events and now offer this to our clients, and we've had great success.

As an advisor, if you want to have this option for your patients, either refer to us or you can support and we can send them a kit, all we need is their contact details including an email, and we can send a device and four weeks of liquids, you can offer support and NRT to go

alongside. Email [smokefree @n-somerset.gov.uk](mailto:smokefree@n-somerset.gov.uk) for details.

- NCSCT new module on Swap to Stop [NCSCT e-learning](#)

Medication Update

Varenicline

Varenicline is being reintroduced into the UK by Teva Pharmaceuticals on behalf of Browne & Burke, and Wave Pharma. It is licensed and available as a prescription-only medication.

Varenicline is being introduced in August 2024 as a generic medication after the proprietary version (Champix) was withdrawn in October 2021. The two generic versions are simply called Varenicline and:

are nitrosamine-compliant

are on the British National Formulary

have unchanged Summary of Product Characteristics (SPC)

will have limited supplies for the first couple of months

will not have initiation (starter) packs for the first couple of months

Varenicline is a safe, effective and cost-effective treatment for smoking cessation in adults.

It is a first line stop smoking aid and is recommended by NICE for treatment of tobacco dependence.

Varenicline is one of the most effective treatments available to help people quit smoking. It is slightly more effective than combination NRT, and significantly more effective than single form NRT and bupropion.

The reintroduction of varenicline as an effective stop smoking aid will be of huge benefit to people who smoke and want to quit, and it widens the available choice of stop smoking aids. Varenicline should be offered as a first-line stop smoking aid, including for people with mental health problems.

Other first-line stop smoking aids are combination NRT, nicotine-containing vapes and cytisine.

Currently our pharmacies are unable to get stock but we are hoping this change in the near future.

Please contact us for further information and up to date paperwork

Cytisine

Cytisine is also now available in North Somerset on the local formulary, but we are having similar issues to Varenicline with the supply chain, please see the link below for all info including a short video from Robert West.

[Cytisine \(ncsct.co.uk\)](https://ncsct.co.uk)

Niquitin Minis

Please note that Niquitin have stopped producing 1.5 minis but they are available in 2mg and 4mg formats, please update your prescribing info to reflect this.

Advisor questions

I am after some advice please.

I have just spoken to a lady who gave up smoking in 2011 and has been using the NRT quick mist spray since then !

She booked a call with me as wanted advice about how to come off the spray. She states that she panics if she does not have one and makes sure she bulk buys so that she is happy she has stock. She does not go out without a spray.

She read somewhere that other people in her situation have been given patches to come off the spray.

We have had a chat today, I have said that I would be a bit hesitant to switch her to a patch as she is just switching to another nicotine product. I have suggested maybe buying some sugar free mints or similar and try substituting the use of the spray with these. Also to think about when going out leaving her spray at home and gradually increasing the length of time without it to build her confidence that she can go out and does not need it.

Sounds likes she has completely cracked the smoking side; it does not bother her in the slightest being around other smokers or thinking about it.

Would you advise anything different to the above ?

I think the advice you have given already is perfect, but weaning off using a patch may be helpful (bear in mind, this should not go on Theseus. I have attached a guide to weaning off nicotine, but you have already covered most of it.

We are currently funded to help people stop smoking tobacco, rather than nicotine containing products; however, we can offer advice.

It is important to note that for some, long-term use of e-cigarettes or NRT **will** be an option.

Nicotine is the addictive element of tobacco, but it is the tar and other toxins in tobacco smoke, not nicotine, that cause most of the harm. NRT is about as harmful as caffeine and therefore in terms harm reduction, it is just one chemical as opposed to 4000 in a cigarette. It has been estimated that e-cigarettes are 95% less harmful than ordinary cigarettes. However, you may wish to also eliminate this harm.

For those wanting to come off Nicotine, either in the form of NRT or e-cigarettes, these are the suggested options, but bear in mind these will need to be funded by yourself.

OPTION 1

Week 1: Lowest strength patch and high dose or other oral NRT or strength of e-liquid

Week 2: Middle strength patch and low dose oral NRT or medium strength e-liquid (use less of oral product or e-cigarette)

Week 3: High strength patch and low dose oral NRT or low strength e-liquid

Week 4: High strength patch only

Week 5: Medium strength patch

Week 6: Low strength patch

Week 7: Onwards: no nicotine at all, try ordinary chewing gum or mints

OPTION 2:

If only an vape is being used, either follow the above procedure, or gradually reduce the strength of the e-liquid until nicotine free liquid is used. You can do this over a much longer period, as well as changing habits.

Better Health North Somerset

North Somerset Council

Health Promotion Day

We are Super Studios

Sovereign Centre, Weston-super-Mare
Thursday 3 October 2024 (10am - 2pm)

FREE advice and support to help you take control of your health

- flu and covid jabs
- eat well
- losing weight
- addiction support
- get active
- health walk information
- stop smoking
- mental health
- housing advice
- and much more

Meet and get advice from:

- Smokefree North Somerset
- Sports and Active Lifestyles and many more
- Healthy Lifestyles

Health promotion day

Please contact Deborah.stone@n-somerset.gov.uk for more information on this event

Thanks

Thanks you all for your hard work supporting people across North Somerset, remember nothing is ever wasted 😊