

Smokefree North Somerset

Becoming Smokefree at Work (and Home)

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Smokefree North Somerset
North Somerset Council



Does your workplace currently have a smokefree policy?

- Yes
- No
- Don't know

Answer in chat

Why might we need one?



Aims of the Session

To enable participants to understand:

- Why the issue of smoking is still important
- How smokefree North Somerset can support your business
- The healthy workplace awards scheme and smokefree
- Why you should have a smokefree policy
- To know how to refer smokers that want to stop to the local Stop Smoking Service

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A man with short dark hair and glasses, wearing a light blue button-down shirt, is sitting on a dark blue couch. He has his hands clasped in front of him and is looking slightly to his left. The background features a window with a diamond-patterned metal grate. The overall lighting is soft and indoor.

and I thought yeah I'm really in trouble now.

Why are we here?

...tobacco is the only legally available consumer product which kills people when it is used entirely as intended.

The Oxford Medical Companion (1994)



What's in a cigarette?



When a cigarette burns it releases a harmful mix of over 5000 chemicals - many can cause cancer.



Benzene
An industrial solvent, refined from crude oil



Chromium
Used to manufacture dye, paints and alloys



Polonium-210
A highly radioactive element



Cadmium
Used in batteries



Arsenic
A poison



Polycyclic aromatic hydrocarbons
A group of dangerous chemicals found in oil and coal



1,3-Butadiene
Used in rubber manufacturing

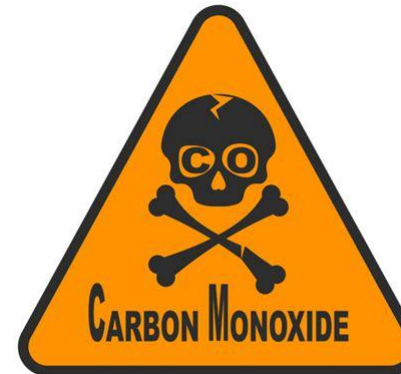


Formaldehyde
Used as a preservative in labs and mortuaries



Beryllium
Used in nuclear reactors

TAR

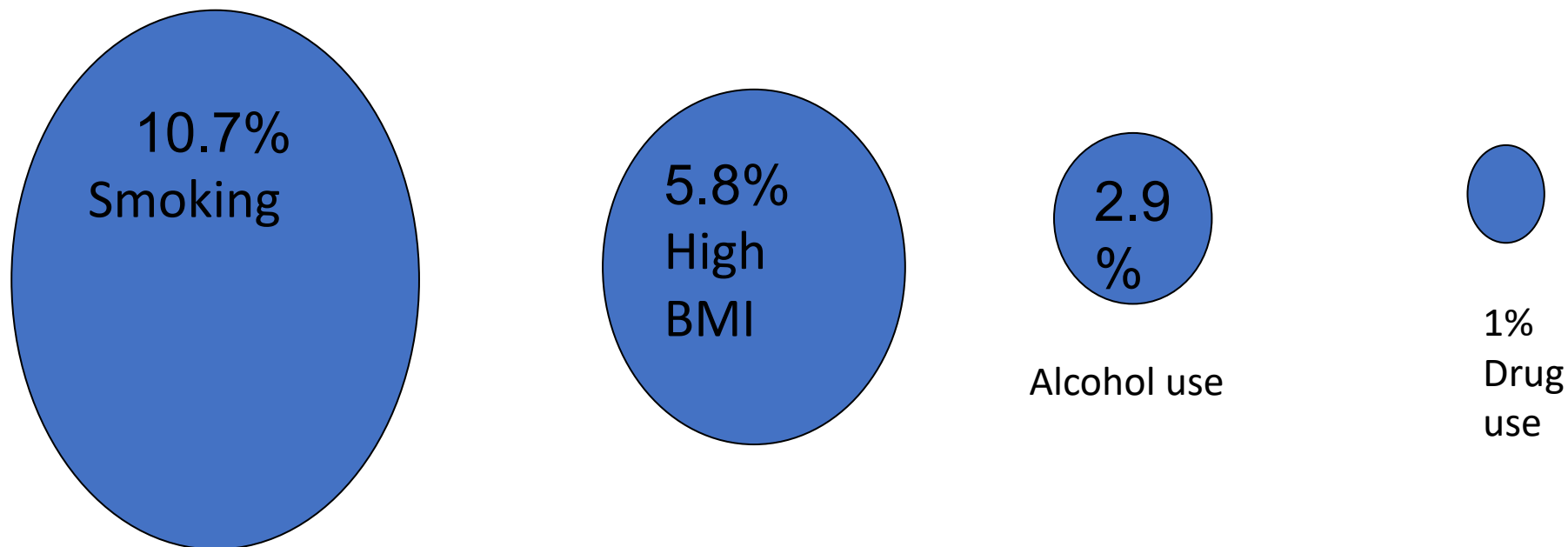


CANCER RESEARCH UK

Together we are beating cancer



Smoking is the leading cause of preventable death and disease in the UK.



How smoking harms the body

Heart
Doubles the risk of having a heart attack



Lungs
It causes 84% of deaths from lung cancer and 83% of deaths from COPD



Circulation
Increase blood pressure and heart rate



Fertility (men)
Smoking can cause impotence in men



Bones
Can cause bones to become weak and brittle and increases the risk of osteoporosis in women



Brain
Increases risk of having a stroke by at least 50%



Mouth and throat
Increases risk of cancer in lips, tongue, throat, voice box and gullet (oesophagus)



Stomach
Increases chance of getting stomach cancer or ulcers



Fertility (women)
Smoking can make it harder to conceive



Skin
Prematurely ages skin by between 10 and 20 years



COPD: the facts and figures

COPD affects
an estimated

384 million

people throughout
the world

It is ranked as
**one of the most
disabling conditions**
in the world



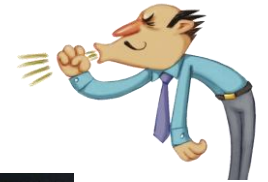
It is likely to be
the third most common
cause of death by

2030



Other consequences of smoking

- Sexual health
- Appearance
- Worsening of existing medical conditions
- Income
- Pregnancy
- Accidental fire
- Illegal tobacco
- Mental health



Costs of smoking to society

Smoking
costs approximately:



This cost includes:



£1.4
billion

from social care



£2.5
billion

on the NHS



£8.6
billion

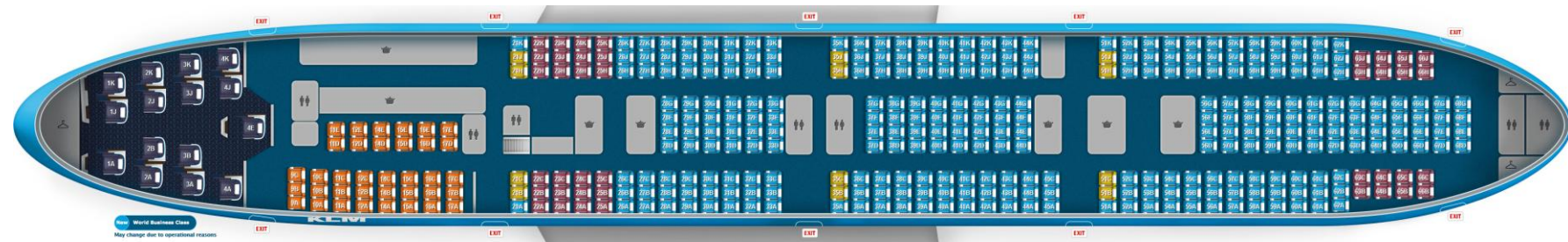
from lost
productivity



Biggest Public Health Problem....



Economy



What impact does employee smoking have for your workplace?

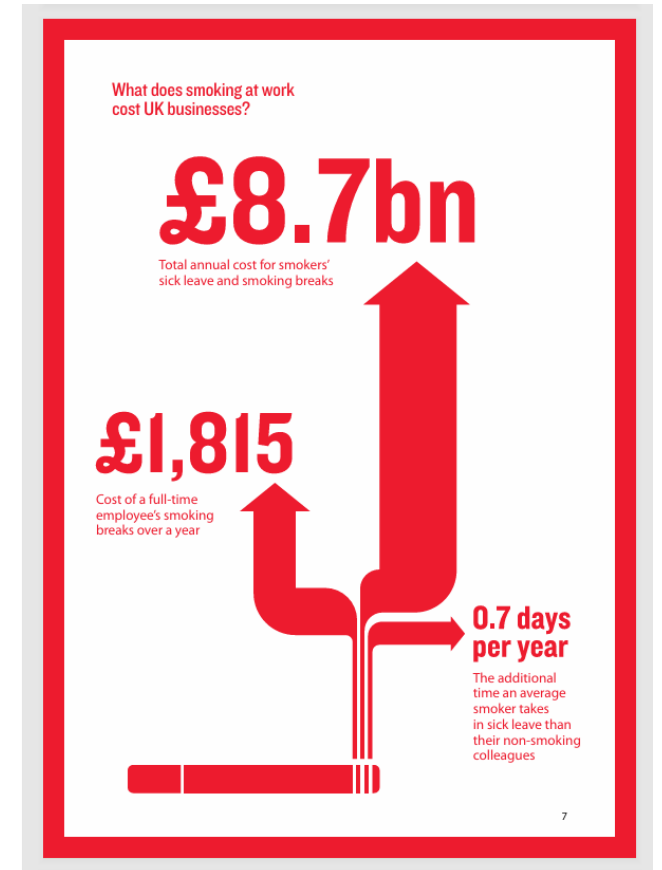
- Answer in chat
- Think about , sickness absence, breaks, well being?



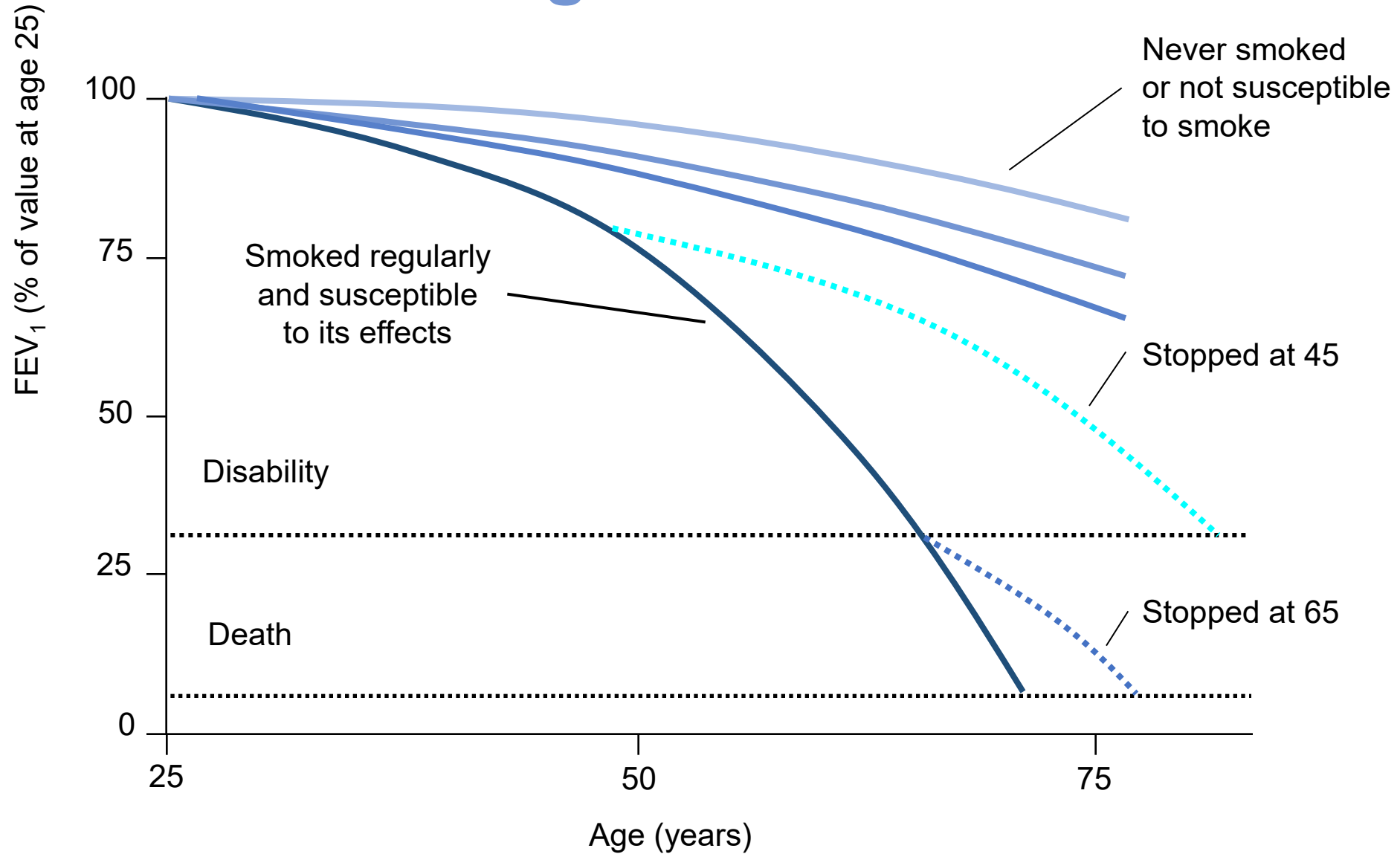


Why helping staff to stop smoking is good news for business

- Smoking costs the UK around 15 billion a year. Including cost to the NHS treating smoking related illness, smoking related sick days, cost of smoking breaks.
- Tobacco's toll on the lives and health of your people
- Reducing smoking = more productivity, less sickness absence, better morale
- Demonstrates corporate social responsibility
- Improved public image
- Health and wealth of employees

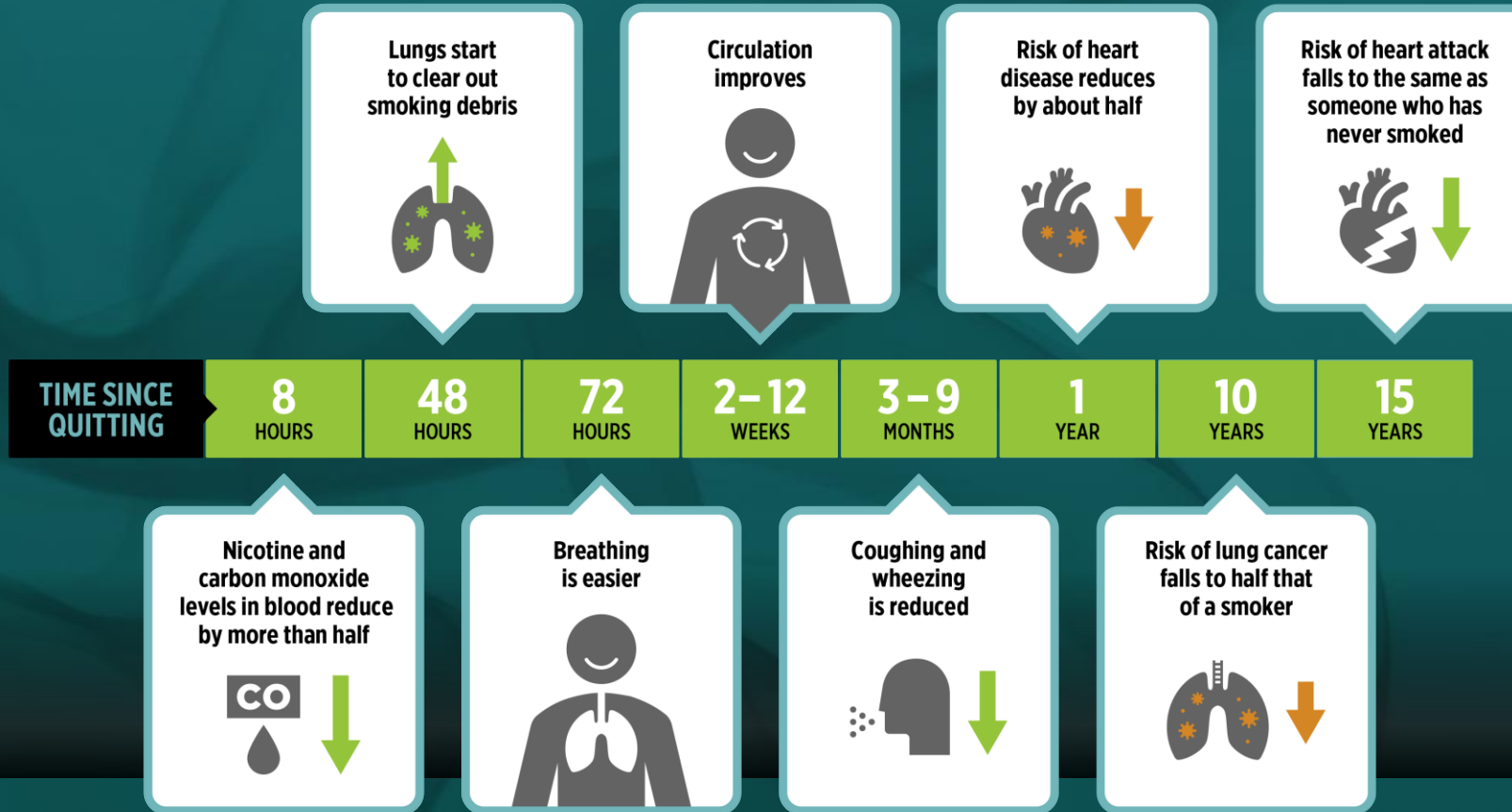


Smoking Cessation



The health benefits of quitting

It's never too late to quit



Quitting smoking and cancer....

- Improves cancer survival and lowers recurrence
- Lower the risk of death from other causes
- Lowers the risk of surgical complications, GA risk wound healing
- Helps radiation therapy to work better
- Lowers the side effects from radiation
- Can make chemotherapy more effective
- Can lessen the side effects of chemo



Why do people keep smoking?



Smoking, not really a choice



People smoke because they are addicted to nicotine

Cigarettes without nicotine don't work



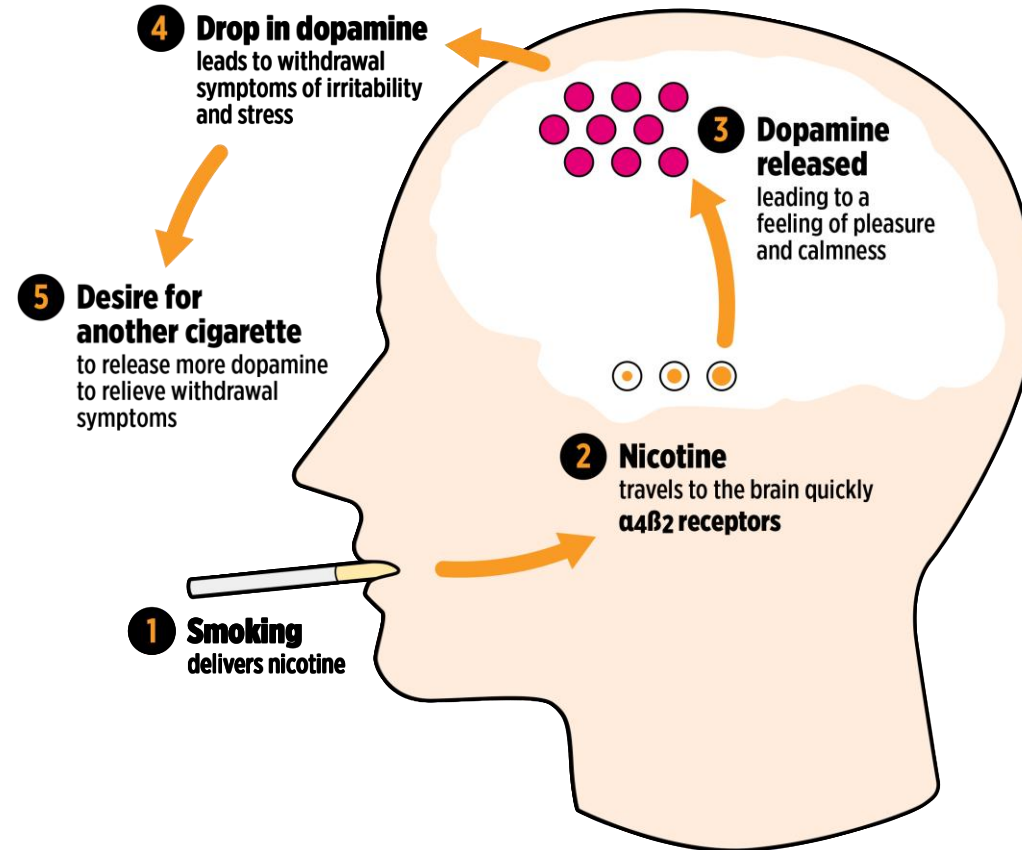
Most smokers want to stop but find it too hard.

2/3rd's of smokers started as children



Tobacco dependence

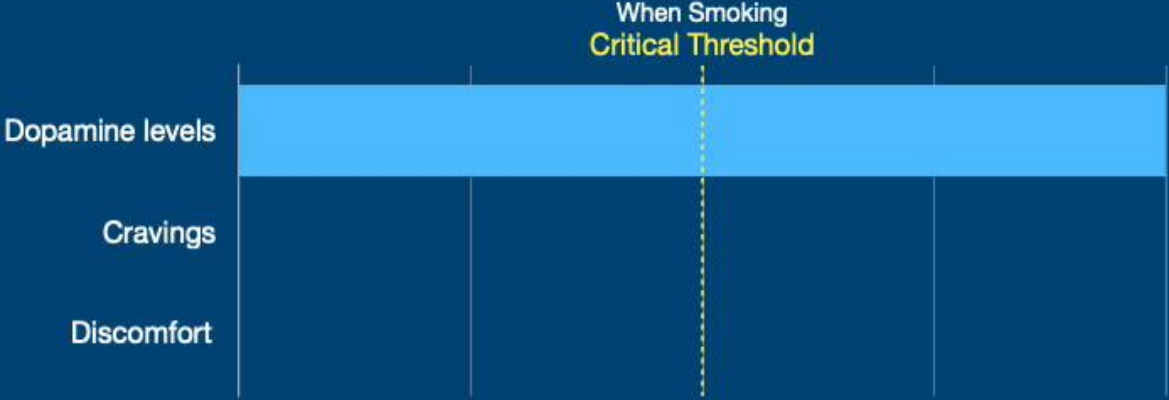
- Nicotine binds to a nicotinic acetylcholine receptor, stimulating dopamine release
- This results in the satisfaction associated with smoking
- A smoker's brain and body gets used to regular doses of nicotine throughout the day
- Any prolonged period of abstinence results in withdrawal symptoms and cravings to smoke



Dopamine v Discomfort

Smoking - what happens to heavy smokers over the course of an hour

Once dopamine levels drop below the critical threshold, withdrawal symptoms and discomfort will worsen, increasing the need to smoke again.



Made by Martin Lever, Behaviour Change Specialist, Smoking Cessation & Health

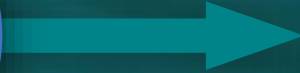


Addiction

- Inhaling tobacco smoke delivers concentrated dose of nicotine reaching the brain in 7 seconds
- This releases two chemicals (noradrenaline and dopamine) which both acts as stimulants
- Symptoms of nicotine addiction occur very quickly – before becoming a weekly (or possibly daily) smoker
- Novice smokers may not recognise signs of dependence, eg: ‘rattling’ is soothed by a cigarette because it relieves symptoms of dependence, not stress
- Over time, smokers need greater amounts of nicotine

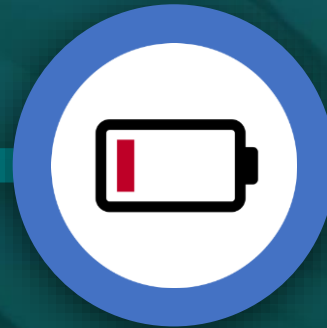


When you smoke, it tops up the level of nicotine in your body

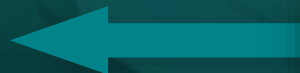


Nicotine withdrawal symptoms are relieved, making you feel more relaxed... but it's only temporary

Does smoking really reduce **stress?**



Soon after you've finished smoking, your nicotine levels start to fall... leaving you craving another



When your nicotine levels are low you get withdrawal symptoms, making you feel tense, irritable, anxious... **stressed**

Many smokers believe that smoking helps to relieve stress, anxiety and low mood, when in fact the opposite is true.



Nicotine: clearing up the confusion

- People start for lots of reasons but can't quit because of NICOTINE
- Highly addictive, cigs are engineered.
- Causes slight acute increase in heart rate and blood pressure
- Leaves the body quickly, body becomes hungry for it.
- Withdrawal is temporary.
- Some people are more sensitive to its effects
- Is an irritant
- Non carcinogenic, does not cause heart disease, cancer or respiratory disease, or other smoking related diseases.

The harm from tobacco smoke is contained in its toxins, particularly tar and carbon monoxide



What do you think are the biggest barriers to employee's quitting smoking

- [Answers in chat](#)



WHAT?

CAN WE DO



Supporting your staff to quit

- Have a good smokefree policy
- Allow time for employees to attend support sessions
- Run smokefree groups within the workplace
- Have a lunchtime drop in session
- Promote smokefree North Somerset, and signpost to support
- Sign post to the swap to stop portal
- Run an event



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What is a good smokefree Policy?

- Clear written statement that everyone can refer to, a consistent approach across the workplace
- Gives managers and anyone in a position of authority a clear idea of what is expected.
- Explains the support available
- Reassures employees the real health and organisational benefits that will be noticed and appreciated.



Smokefree North Somerset can provide:

- Free smoking cessation groups for your workplace
- One to one support to staff over the phone or in drop in sessions
- Run free promotional stands at your workplace
- Train key members of staff in brief interventions for free
- Provide free stop medications and vape kits
- Provide free support materials



Giving time to allow employees to attend smokefree sessions

- Either in a weekly group or via telephone support from a trained advisor
- Staff more likely to attend and succeed if allowed time during work
- Smokefree can train staff to support others in the workplace



Smokefree groups

- Weekly shared sessions for seven weeks with trained advisor
- Shared quit day
- Medications or vapes supplied by smokefree North Somerset



Lunch time (or any time) info sessions for staff

- Book us in to chat with staff together about how we can support in an informal way
- Vape kits

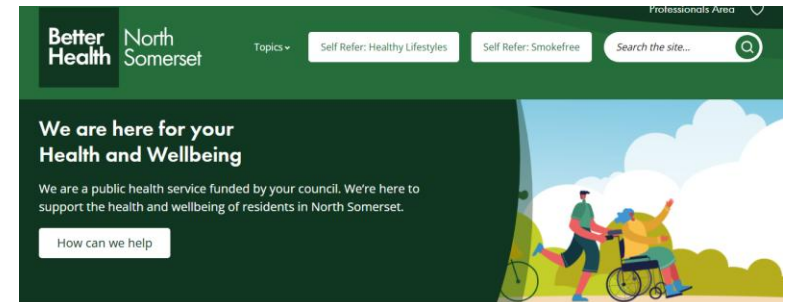


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Promote Smokefree and refer for support

- Have posters and info available
- Use our referral form, [Smokefree Self and Professional's Referral Form | Better Health North Somerset](#)
- for contact within 48 hours
- Free support and medication, 121's or telephone



What can we help you with today?



Drink Less



Eat Well



Get Active



Run an event

- Management support
- Build a support team
- Event format – a display stand, a week of events, a competition with prizes?
- Resources
- Promotion
- Fundraising
- Photos and feedback
- Celebrate



STOPTOBER 

Stop smoking for
Stoptober and you're
5 times more likely
to quit for good.

Search **Stoptober**
for free support

Better Health Let's do this

The advertisement features a man in an orange sweater holding up five fingers, symbolizing the five weeks of Stoptober. The background is a solid yellow color.



Attitudes

- **Non-judgemental approach to smokers**
- **Acknowledge role of addiction and importance of support**
- **Most smokers do not choose to smoke but do so because they are addicted to nicotine**
- **Most smokers will not be able to give up without support**
- **Smokers have equal rights to best available treatments**



Myths about Vaping

- Is vaping just as harmful as smoking cigarettes?
- Is second-hand vapour from vapes as harmful as second-hand smoke from cigarettes?
- Can vapes explode and cause serious injury?
- Swapping one addiction for another
- Lung injury- popcorn lung



Vaping as a way to stop smoking: Are you confused about the relative safety of vaping vs smoking?

- Vaping is significantly safer than tobacco , which kills one in two of its long-term users.
- Vaping empowers someone who smokes to maintain a familiar action while progressing toward their smoke free goal.
- Vaping is an extremely useful tool to help people quit smoking, especially when combined with behavioural support.



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Misinformation keeps people smoking...

- Incorrect information about vaping keeps people smoking
- NICE NG209 recommends nicotine-containing e-cigarettes as equal to combination NRT and varenicline



Swap to stop

<https://bnssgs2s.bristol.gov.uk>



Evidence Review- safety and health harms

• Relative Safety

- RCP concluded the long-term risk from vaping is 5% of smoking
- The lifetime cancer risk of vaping is 0.5%

Toxicity

- Traces of toxic chemicals from vaping are a small fraction of the levels inhaled from cigarettes (9-450 times lower)
- Nicotine delivery via e-cigarettes poses little danger to adults
- There is no evidence of harm to health from secondhand vaping

Fire Safety

- In 2016 e-cigarettes caused 67 house fires. In comparison, cigarettes cause around 2000 house fires every year



Evidence Review- Effectiveness

- Quitting smoking & preventing relapse are the main reasons people vape
- A study within Stop Smoking Services found 18% of smokers who used vapes to stop smoking were still quit after 1 year, compared to 9.9% of those who used NRT only
- Vaping is (up to 70%) more effective at helping smokers quit than NRT
- 63% of ex-smokers who vape find it equally or more satisfying than smoking
- Vaping is responsible for nearly 50,000 additional ex-smokers every year



Nicotine myths

4 in 10 smokers and ex-smokers **mistakenly believe** that nicotine in cigarettes is the cause of most of the smoking-related cancer

3 main causes of mortality from smoking are:

Lung cancer

COPD

Cardiovascular disease

None are caused primarily by nicotine



Who Says Vaping is safer than smoking and effective for cessation



Office for Health Improvement & Disparities



CANCER RESEARCH UK



The Khan review

Making smoking obsolete

Independent review into smokefree 2030 policies
Dr Javed Khan OBE

Published 9 June 2022



Royal College of Physicians



smoking in pregnancy challenge group

NICE National Institute for Health and Care Excellence

Only 11% of adults who smoked knew that none or a small amount of the risks of smoking were due to nicotine. Inaccurate perceptions need to be addressed'

OHID 2022



Vaping and Health



- People who quit with vaping report the same health benefits as those who quit with NRT
- The MHRA Yellow Card system has recorded 257 minor adverse events experienced by vapers since 2016; there were 297 AEs reported for NRT in 2021 alone
- Adverse events do not prove causation, only correlation



Vaping: take home messages

- They're not cigarettes
- You don't smoke them
- People who have switched completely to vaping are ex-smokers
- Don't push them to come off vaping



TIME TO SWITCH?

If you don't think you'll ever want to stop smoking, think about switching to vaping. Using an e-cigarette is 95% safer than smoking, because you don't breathe in any tar or carbon monoxide.

If you've started vaping but still smoke sometimes, why not think about dropping the tobacco completely? Switching completely brings health gains. Stop, the Leicester City Stop Smoking Service, can help with this.

For more information
Call: 0116 454 4000
Email: stop@leicester.gov.uk

stop smoking service

Leicester City Council



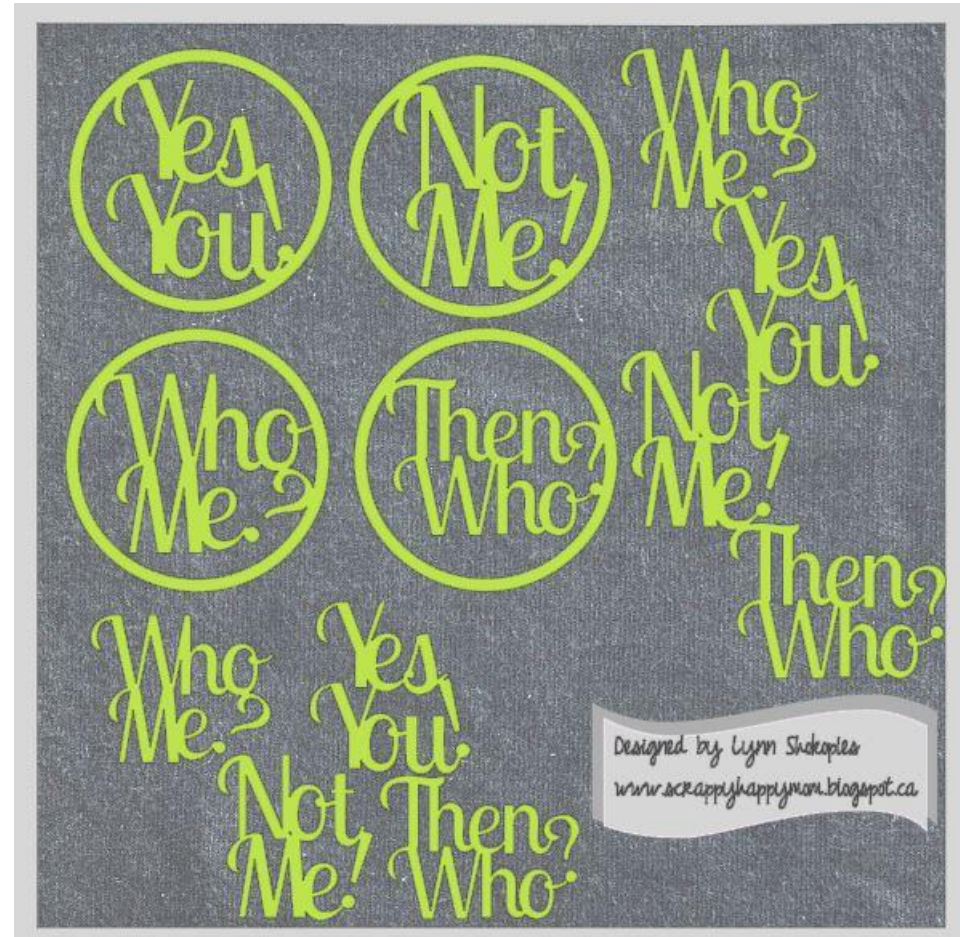
Further resources

- **OHID Evidence Review: [Nicotine vaping in England: 2022 evidence update](#)**
- **Cochrane Library: [Can electronic cigarettes help people stop smoking, and do they have any unwanted effects when used for this purpose?](#)**
- **NCSCT: [Electronic cigarettes: A briefing for stop smoking services](#)**
- **NCSCT: [Supporting clients who want to stop vaping](#)**
- **ASH: [Use of e-cigarettes among adults in Great Britain](#)**
- **ASH: [Resources for local authorities, schools and parents on youth vaping](#)**
- **NHS: [Using e-cigarettes to stop smoking](#)**



After today....

- How can you take this forward?



Any Questions?

Thank you for your time

Smokefree North Somerset

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