

# 1st June 2023

10am	Welcome & Introductions
10.15 – 10.30am	Southampton Smokefree Solutions update: <ul style="list-style-type: none"><li>• Training</li><li>• World No Tobacco Day</li><li>• Data</li><li>• Latest news on vapes</li></ul>
10.30– 11am	Guest speaker: Miguel Rodriguez from the Nobacconists Vape Shop: this is an opportunity to ask any questions about anything vape related.
11 – 11.30am	Open discussion



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# Training



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## Level 2 Stop Smoking Practitioner Training

**16<sup>th</sup> June (FULLY BOOKED)**

**21<sup>st</sup> July**

**29<sup>th</sup> September**

**1<sup>st</sup> December**

**9am – 4.30pm via MS Teams**

- Interactive training
- Concentrates on skills required to deliver the smoking cessation service
- 1 day

Builds upon the NCSCT practitioner training which can be accessed at:

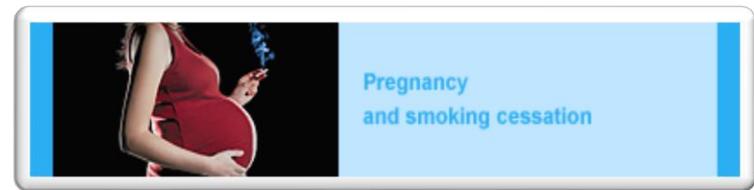
<https://elearning.ncsct.co.uk/england>

1. Practitioner Training: Core competences in helping people stop smoking (Learning element)
2. Assessment of core knowledge and key practice skills (Assessment)

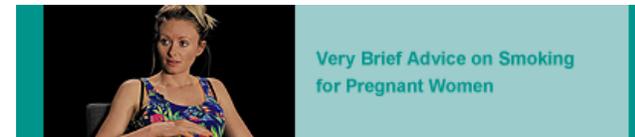
# NCSCT

<https://elearning.ncsct.co.uk/england>

## Specialty Modules: Pregnancy & MH



## Additional Modules



# Training



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## **Stop Smoking Practitioner Update/ Refresher Training**

**Tuesday 6<sup>th</sup> June 9.30am – 12.30pm**

- Open to all practitioners who are delivering an evidence-based stop smoking service in Southampton.
- Recommended yearly attendance
- Joining link available here: [Click here to join the meeting](#)

# Training



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## Introducing the MASTERCLASS

25<sup>th</sup> April: NRT

2<sup>nd</sup> May: smoking cessation & pregnancy

9<sup>th</sup> May: Data

23<sup>rd</sup> May: E-cigarettes

30<sup>th</sup> May: Very Brief Advice

13<sup>th</sup> June: Smoking cessation & mental health

20<sup>th</sup> June: Managing expectations.

27<sup>th</sup> June: behavioural support

11<sup>th</sup> July: Relapse prevention



1-2pm  
Informal  
Interactive

# Training



## Very Brief Advice (VBA) training

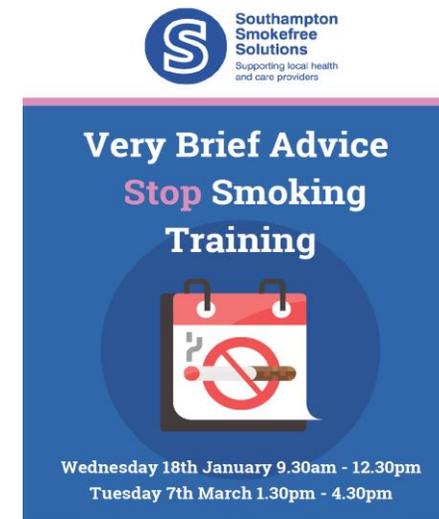
Open to all staff at all organisations:

- Tues 19<sup>th</sup> September 9.30 – 12.30 (accredited training)

Bespoke sessions available – we can attend Team meetings/ Target events

Flexible – min 30 mins

VBA encourages those who come into contact with smokers to confidently ask smoking status, advise on support available locally and act by referral to stop smoking support.



Best training I've been on in a long time – I was interested the whole way through, so thank you!

# Training booking



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## **How much does it cost?**

All training is free to all for those working in Southampton

## **Where is the training?**

Online via MS Teams

## **How do I book?**

Booking can be made via the form at <https://form.jotform.com/222122139902345>

## **And:**

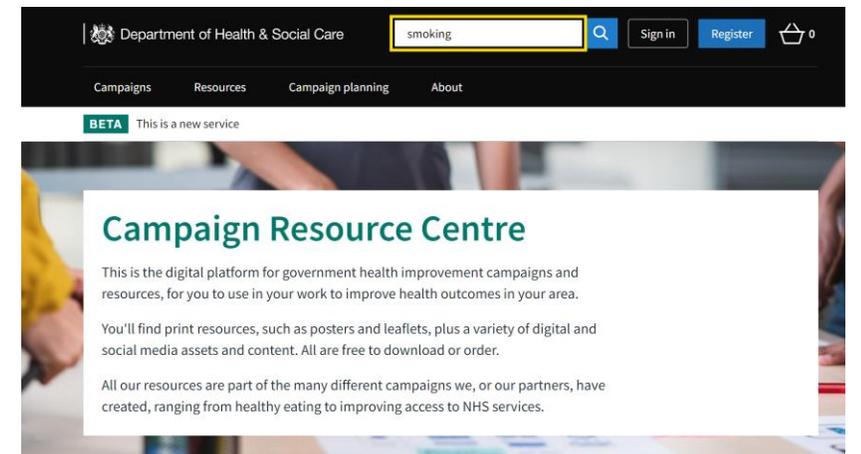
Bespoke sessions are available: we can attend team meetings, TARGET events etc

# Campaigns

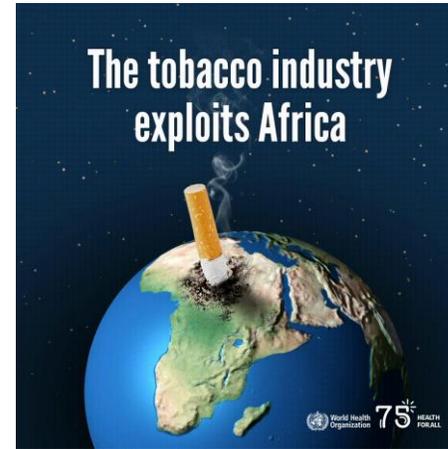
## DEPARTMENT OF HEALTH RESOURCE CENTRE

[Search](#) | [Campaign Resource Centre \(dhsc.gov.uk\)](#)

- Posters
- Wallet Cards
- Digital Screen Animations
- NHS App Information
- Some available in Braille



# World No Tobacco Day 31<sup>st</sup> May 2023



## World No Tobacco Day - 31 May 2023

### Communications Toolkit

This toolkit is designed to support World No Tobacco Day 2023. This year's theme is "We need food, not tobacco". The 2023 global campaign aims to raise awareness about alternative crop production and marketing opportunities for tobacco farmers and encourage them to grow sustainable, nutritious crops. It will also aim to expose the tobacco industry's efforts to interfere with attempts to substitute tobacco growing with sustainable crops, thereby contributing to the global food crisis. The toolkit has been produced by Southampton Smokefree Solutions to be personalised for local providers of stop smoking services.

If you have any questions or queries, please do contact [southampton.smokefree@nhs.net](mailto:southampton.smokefree@nhs.net)

### The campaign and its aim

This yearly celebration informs the public on the dangers of using tobacco, the business practices of tobacco companies, what WHO is doing to fight the tobacco epidemic, and what people around the world can do to claim their right to health and healthy living and to protect future generations.

The Member States of the World Health Organization created World No Tobacco Day in 1987 to draw global attention to the tobacco epidemic and the preventable death and disease it causes. In 1987, the World Health Assembly passed Resolution WHA40.38, calling for 7 April 1988 to be a "a world no-smoking day." In 1988, Resolution WHA42.19 was passed, calling for the celebration of World No Tobacco Day, every year on 31 May.

### 2023 campaign theme

The growing food crisis is driven by conflicts and wars, climatic shocks, and the economic and social impacts of the COVID-19 pandemic. Structural causes like the choice of crop also have an impact, and a look into tobacco growing reveals how it contributes to increased food insecurity:

- Across the globe around 3.5 million hectares of land are converted for tobacco growing each year. Growing tobacco also contributes to deforestation of 200 000 hectares a year.
- Tobacco growing is resource intensive and requires heavy use of pesticides and fertilizers, which contribute to soil degradation.
- Land used for growing tobacco then has a lower capacity for growing other crops, such as food, since tobacco depletes soil fertility.
- Compared with other agricultural activities such as maize growing and even livestock grazing, tobacco farming has a far more destructive impact on ecosystems as tobacco farmlands are more prone to desertification.
- Any profits to be gained from tobacco as a cash crop may not offset the damage done to



# Social media



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**@southamptonSmokefreeSolutions**



**@southamptonSmokefree**



**@s\_smokefree**

# Quit with Bella

Your AI-Powered Personal Stop Smoking Robo-Coach

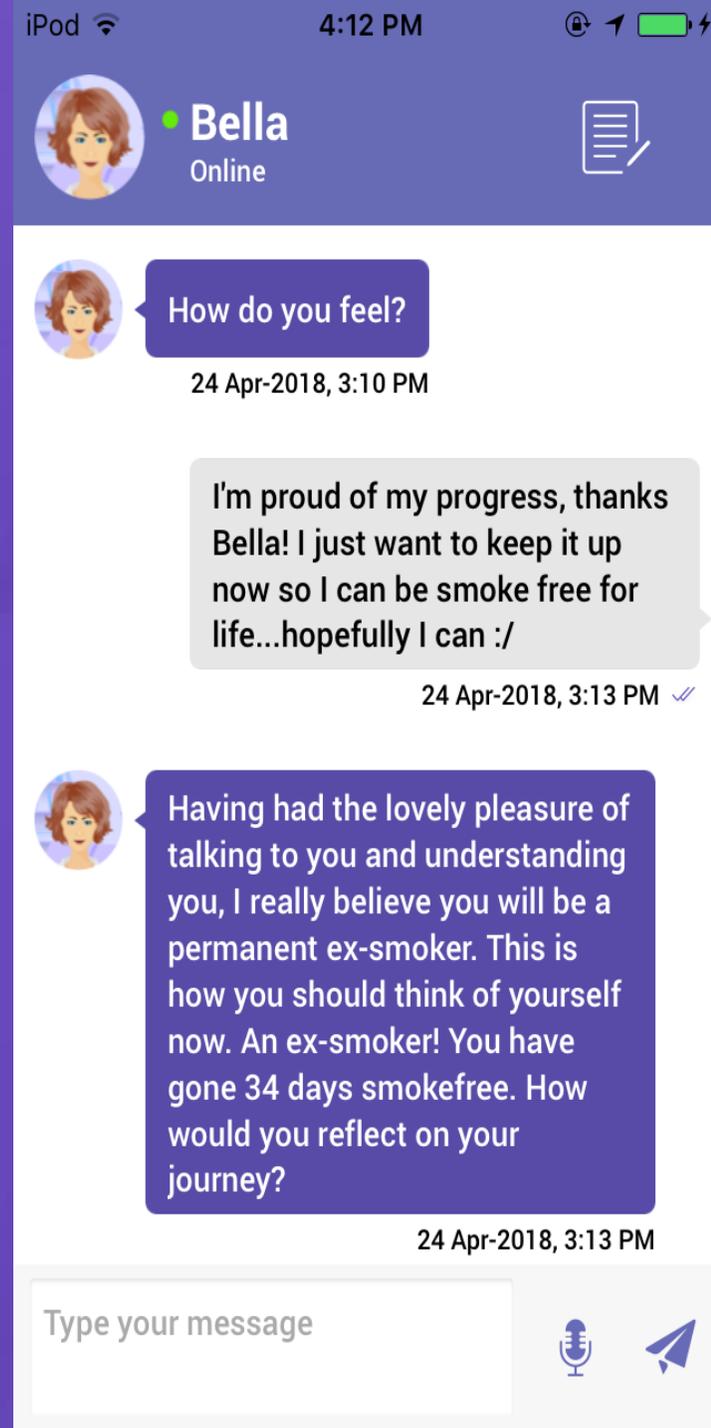
Download on the  
App Store

GET IT ON  
Google Play



- Expert 24/7 support, whenever you need it.
- Search 'Quit with Bella' now on App Store & Google Play for free stop smoking support.

 Solutions4Health



# Data Collection



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**NHS Digital quarterly collection.** National collection of all smoking cessation data in the UK. All data is collated and forms part of the submission for Southampton City. This data informs future smoking cessation work including funding. Evidence base > Russell Standard > NHS Digital

<https://digital.nhs.uk/data-and-information/publications/statistical/statistics-on-nhs-stop-smoking-services-in-england/april-2021-to-december-2021>

**54.5% of people successfully quit (self-reported)  
Of 130,737 people setting a quit date, 71,203 were successful**



# National Monitoring

- The purpose is to help monitor and evaluate the effectiveness and reach of stop smoking services.
- In order to improve the consistency and usefulness of the data collection and subsequent publications, it is important that all stop smoking services adopt **strict criteria** when deciding who to include in their monitoring return and the four-week quit status of clients **SAQD & 4WQ are key**
- The CO verified 4-week success rate should generally be above 40%
- The self-reported 4-week success rate should generally be above 50% (recommended minimum figures for monitoring).
- Exceptions: Where four-week success rates fall outside a 35%–70% range.

# Data Collection

	Deadline to SSS
Quarter 1 (April-June) 2022/23	13 <sup>th</sup> September 2022
Quarter 2 (July-September) 2022/23	13th December 2022
Quarter 3 (October-December) 2022/23	14th March 2023
Quarter 4 (January-March) 2022/23	WINDOW OPEN NOW



# Latest on Vapes

# Young People

May 23: proportion of children who have experimented with vaping has grown significantly since last year (up from 7.7% to 11.6%)

No significant change since last year in the proportion of children currently smoking (4.8% in 2022 and 3.6% in 2023) or currently vaping (6.9% in 2022 and 7.6% in 2023).

Nearly three quarters (73%) say their first vape was given to them, two thirds by a friend, but for children who currently vape, nearly three quarters (72%) say they usually buy their vapes, most commonly from a corner shop (26%).

<https://ash.org.uk/media-centre/news/press-releases/experimental-child-vaping-up-significantly-since-2022-but-not-current-vaping>

# Young People: gateway effect?

- Fears that vaping is leading a whole generation to be addicted to nicotine are not justified by the evidence to date.
- Most of the 20.5% of young people who have ever vaped have only vaped once or twice or used to vape (12.9%) or use less than once a week (3.9%) with 1.8% saying they vape between daily and weekly and 2.0% every day.
- The majority (63%) of those who have tried vaping once or twice have never smoked, while the majority (71%) of current vapers have tried smoking. This is consistent with evidence from other sources which find that it is more likely that there is a “common liability” in substance use for adolescents, rather than that vaping is proving to be a gateway into smoking.

- Shahab L, Brown J, Boelen L, Beard E, West R, Munafò MR. Unpacking the gateway hypothesis of e-cigarette use: The need for triangulation of individual-and population-level data. Nicotine and Tobacco Research. 2022 Aug;24(8):1315-8.
- Khouja JN, Wootton RE, Taylor AE, Davey Smith G, Munafò MR. Association of genetic liability to smoking initiation with e-cigarette use in young adults: A cohort study. PLoS Medicine. 2021 Mar 18; 18(3):e1003555.

# Young People

ASH surveys show that for the first time this year, the largest proportion of adults who smoke and the majority of all children, think that vaping is more than or equally harmful than smoking.

These misperceptions are likely to encourage children to believe that they might as well smoke as vape, and discourage adults who smoke but have never vaped from taking up the government's "swap to stop" offer

## **ASH resources on youth vaping:**

<https://ash.org.uk/resources/view/ash-brief-for-local-authorities-on-youth-vaping> (Feb 23)

# Smoking Cessation: NICE (NG209) 12+ (18+ecigs)

**1.12.13** Give clear, consistent and up-to-date information about nicotine-containing e-cigarettes to adults who are interested in using them to stop smoking **[2021]**

**1.12.14** Advise adults how to use nicotine-containing e-cigarettes. This includes explaining that:

- e-cigarettes are not licensed medicines but are regulated by the [Tobacco and Related Products Regulations \(2016\)](#)
- there is not enough evidence to know whether there are long-term harms from e-cigarette use
- use of e-cigarettes is likely to be substantially less harmful than smoking
- any smoking is harmful, so people using e-cigarettes should stop smoking tobacco completely. **[2021]**

**1.12.15** Discuss:

how long the person intends to use nicotine-containing e-cigarettes focusing them for long enough to prevent a return to smoking **and** how to stop using them when they are ready to do so. **[2021]**

**1.12.16** Ask adults using nicotine-containing e-cigarettes about any side effects or [safety](#) concerns that they may experience. Report these to the [MHRA Yellow Card scheme](#), and let people know they can report side effects directly. **[2021]**

**1.12.17** Explain to adults who choose to use nicotine-containing e-cigarettes the importance of getting enough nicotine to overcome withdrawal symptoms, and explain how to get enough nicotine. **[2021]**

# The Government has launched a 'Call for Evidence' on opportunities to prevent children vaping

- [Youth vaping: call for evidence - GOV.UK \(www.gov.uk\)](https://www.gov.uk)

## Summary

A call for evidence seeking information on a range of themes about children and vaping (using an e-cigarette) to inform evidence-based policy decisions.

This consultation closes at  
**11:45pm on 6 June 2023**

# Vaping: Supporting clients who want to stop vaping NCSCT: Nov 22



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- Assess risk of relapse to smoking and offer tailored support to clients who want to stop vaping, either gradually or in one step.
- Assessing the client's needs and risk of relapse (using scaling question)
- Option to switch to NRT?
- Gradually reduce nicotine strength in vape
- Extend the time in between vaping
- Set rules

<https://www.ncsct.co.uk/usr/pub/Supporting%20stopping%20vaping.pdf>