



Welcome to our Newsletter for Stop Smoking Practitioners in Southampton



# Happy New Year



## New Year 2025 Better Health Campaign

The start of a new year is a great opportunity to support the nation’s 5.3million smokers to make a quit attempt. We know most smokers want to quit but lack a plan to do so and that quitting without support (‘cold turkey’) is the least effective way, but is how most quit attempts start...and then fail. This is where you and your organisation can help by providing evidence-based support that can really make the difference and becoming involved in this campaign.

### Key Messages

- Quitting smoking is the best thing you can do for your health.
- It’s never too late to quit smoking. Even if you’ve tried quitting before, give it another go this New Year.
- When you stop smoking, there are almost immediate improvements to your health.
- There’s no need to go it alone – it’s much easier to stop smoking when you get the right support.
- Getting free expert support from your local stop smoking service is proven to give you the best chance of quitting successfully.
- The average smoker could save around £3000 per year by quitting smoking.



# Training

Training can be booked here: <https://form.jotform.com/222122139902345>



**Practitioner training** for new staff who would like to deliver the evidence-based stop smoking intervention.

- Mandatory Practitioner Training: Core competences in helping people stop smoking (Learning element) can be accessed <https://elearning.ncsct.co.uk/england>
- Assessment of core knowledge and key practice skills (Assessment)

This can take around 7 hours to complete but does not have to be accessed all at once.

Optional Practitioner Interactive Skills training via MS Teams:

- Friday 3rd January 9am to 4.30pm
- Friday 7th February 9am to 4.30pm

**Practitioner Update training** for anyone who is delivering an evidence based smoking cessation intervention. It is recommended to attend one of these sessions annually.

- Wednesday 12th February 7 to 9pm

**Practitioner Network** meetings are informal, friendly meetings for anyone who is delivering a stop smoking intervention in Southampton City where we share best practice, provide updates and support each other. The meetings are delivered by MS Teams for your convenience and the upcoming dates are:

- Thursday 30th January 10am to 11.30am
- Wednesday 19th March 10am to 11.30am

Look out for the Teams link in your email which will automatically be sent to you.

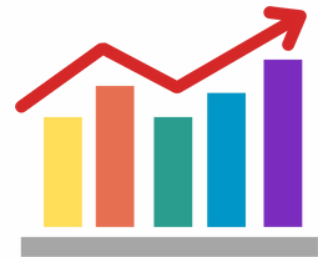


**Masterclass** training for anyone who is delivering a stop smoking service. These interactive, informal sessions are on different topics designed to provide information, provoke thought and promote discussion. No booking is necessary – you will automatically receive an invite via MS Teams. All sessions are 1pm to 2pm

- 8th Jan: Behavioural Support
- 15th Jan: Vaping
- 22nd Jan: Nicotine Replacement Therapy
- 29th Jan: Smoking cessation and pregnancy
- 5th Feb: Smoking cessation and mental health
- 12th Feb: Smoking cessation data requirements
- 19th Feb: Nicotine Analogue medication
- 5th March: Managing Expectations
- 12th March: Complex client scenarios



# Stop Smoking Data



## Background

- The purpose of stop smoking activity data is to help monitor and evaluate the effectiveness and reach of stop smoking services.
- It is designed to provide consistent information on people who have sought and received quitting help from an evidence-based service.
- Submission is via 'Stop Smoking Services Quarterly Monitoring Return' form.

## The Russell Standard

- 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.
- A smoker is counted as a **'self-reported 4-week quitter'** or **CO verified 4-week quitter** if a 'treated smoker', is assessed (face to face, by postal questionnaire or by telephone) 4 weeks after the designated quit date (minus 3 days or plus 14 days) and declares that s/he has not smoked even a single puff on a cigarette in the past 2 weeks.

## Submitting your data

- Please include data of all service-users who have been receiving an evidence-based smoking cessation intervention. Please include all service-users who set a quit date during the quarter regardless of the outcome
- The 4-week outcome can be recorded during the period - 4 weeks post quit date (minus 3 days or plus 14 days).
  - **The outcome must be recorded as either:**
  - **a)Quit (CO verified. Below 10ppm is counted as a non-smoker)**
  - **b)Quit (self-reported)**
  - **c)LTFU (you have been unable to reach the client to ascertain an outcome)**
  - **d)Not quit**
- There should be no 'in progress' clients as all clients who are receiving an evidence-based smoking cessation intervention will be followed up at 4 weeks.
- The 4-week success rate (CO verified) should generally be above 40%. The self-reported 4-week success rate should generally be above 50%. This is calculated by dividing the quit outcome with the total number who set a quit date. Where four-week success rates fall outside a 35%–70% range this is reported as an 'Exception' and an explanation given to NHS Digital.



# Pharmacy support

The following pharmacies are delivering the stop smoking service – this is a stand-alone service where behavioural support plus pharmacotherapy is available.

- **Bassett Pharmacy**, 19 Burgess Road, SO16 7AP - 023 9078 1413
- **\*Bassil Pharmacy**, 55A Bedford Place, SO15 2DT - 023 8032 2458 (Polish, Hindi, Romanian, Arabic, French, Urdu, Spanish, Somali languages available)
- **Bitterne Pharmacy**, 62A West End Road, SO18 6TG - 023 8043 4849
- **Burgess Road Pharmacy**, 357A Burgess Road, SO16 3BD - 023 8067 9991
- **Highfield Pharmacy**, 29 University Road, SO17 1TL - 023 8058 2482
- **Lordswood Day Lewis**, 398 Coxford Road, SO17 2NF - 023 8055 3673
- **\*Millbrook Pharmacy**, 168 Windermere Avenue, SO16 9GA - 023 80 774786 (Polish language available)
- **Nightingale Pharmacy**, 67 New Road, Nettley Abbey, SO31 5BN - 02381 782 844
- **\*Pharmacy Direct**, 18 Commercial Street, SO18 6LW - 023 8044 0593 (Romanian language available)
- **Portswood Day Lewis**, 195 Portswood Road, SO17 2NF - 023 8055 3573
- **Regents Park Pharmacy**, 61 Regents Park Road, SO15 8PF - 023 8077 1286
- **Sangha Pharmacy**, 48 Thornhill Park Road, SO18 5TQ - 023 8046 2333
- **\*Shirley Pharmacy**, 17 Grove Road, SO15 3HH - 023 8078 9626 (Urdu, Russian, Latvian, Punjabi language available)
- **Superdrug Woolston**, 15/17 Victoria Road, SO19 9DY - 023 8044 2753
- **Telephone House Pharmacy**, 71 High Street, SO14 2NW – 023 8083 9200
- **Well Pharmacy**, 326 Hinkler Road,, SO19 6DF

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## Contact us

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