

▲▲ Take 30 seconds to save a life

smoking in pregnancy
challenge group ●



Ask
Advise
Act

All healthcare professionals should deliver **Very Brief Advice (VBA)** to smokers which follows the 'ask, advise, act' pathway.

1. **Ask:** establish and record smoking status
2. **Advise:** on the best way to stop smoking (a combination of behavioural support and pharmacotherapy provided by a specialist stop smoking adviser)
3. **Act:** offer smokers help to quit, usually through a referral to a stop smoking service

Offering support is the best way to encourage smokers to stop. Evidence shows that smokers are **almost twice as likely** to try to stop if they are offered help by a GP than if they had only been advised to stop.

VBA does not involve telling smokers they need to quit, but rather **how to quit and the support available**. If they're not interested in making a quit attempt let them know that's okay but that you'll **ask again in future**.

The National Centre for Smoking Cessation and Training (NCSCT) provides free online training in delivering very brief advice:

[elearning.ncsct.co.uk/vba-stage 1](https://elearning.ncsct.co.uk/vba-stage_1)