

CLINICIAN'S 30 SECOND STOP SMOKING ADVICE

IT COULD JUST TAKE 30 SECONDS TO GIVE SOMEONE THE CONFIDENCE NEEDED TO QUIT!

When you only have 30 seconds, the most effective thing you can do is **ABC**:

Ask and record smoking status; **B**rief patient about the effectiveness of local stop smoking support; express **C**onfidence in their ability to stop. Brief advice is more effective when it is part of a practice cessation strategy (**QOF points**). Your local NHS stop smoking service can help develop a strategy

- Smokers expect to be asked about smoking as it shows clinician's concern about their overall health.
- If clinicians don't mention smoking at every consultation, patients are given the impression that it is not affecting their health and so are less likely to make a quit attempt.
- Most smokers have to quit *multiple* times before stopping permanently. The most effective thing that a clinician can do is to continue to support smokers in their efforts to quit.

ASK

Ask and record smoking status:
smoker • ex-smoker • non-smoker

QOF POINTS*

BRIEF ADVICE

"Stopping smoking is the best thing you can do for your health!"

CONFIDENCE BOOSTING

"I know you can quit. I recommend that you see our local NHS Stop Smoking Service. You are up to 4 times more likely to stop if you do. Many of my patients referred to the Service have quit. It can give you tips on dealing with cravings, stop smoking medication and help in staying motivated."

To give your patients the best chance at success, fax or email a referral to the NHS Stop Smoking Service.

QOF POINTS*

* Ensure your practice has a system in place to audit referrals to the NHS Stop Smoking Service and QOF payments.

Brief Advice: A Clinical Imperative

Brief advice to stop smoking from a clinician is the *Gold Standard* of preventive interventions ¹. Failure to discuss stopping smoking could be regarded as falling short of good clinical practice ². The following charts below highlights why brief advice is the Gold Standard.

COMPARING QUALITY-ADJUSTED LIFE-YEARS SAVED (QALY):

The following chart compares the smoking cessation services with other health improvement interventions in relation to quality adjusted life-year saved (QALY).

	COST / QALY
NICE benchmark	£20,000 ³
Smoking cessation services	£684 – 2693 ³
Smoking cessation service incl future healthcare costs	£438 – 2293 ³
Calcium channel blocker	£12,000 - £13,000 ⁴
Statins (primary preventions: 3% risk- men)	£10,000 - £37,000 ⁵
Statins (primary preventions: 3% risk - women)	£14,000 - £48,000 ⁵
Statins (secondary prevention – men & women)	£10,000 - £17,000 ⁵

REFERENCES

Eddy D. David ¹ Eddy ranks the tests. Harvard Health Letter, 1992; 17: 10-11 ¹.

Bullen C ², Whittaker R ², McRobbie H ², Fagerstrom K. A clinical imperative: assisting patients who smoke to reduce their risk of cardiovascular disease ².

Godfrey C ³, Parrott S ³, Coleman T ³, Pound E ³. The cost effectiveness of the English smoking treatment services: evidence from practice. Addiction. 2005; 100 (suppl 2), 70-83 ³.

www.lho.org.uk/HEALTH_INEQUALITIES/Health_Inequalities_tool.aspx/ ⁴.

Ward S ⁵, Jones M ⁵, Pandor A et al ⁵. A systematic review and economic evaluation of statins for the prevention of coronary events ⁵. Health Tech Assess 2007; 11, number 14 ⁵.

IF YOU HAVE MORE TIME, OTHER THINGS TO MENTION:

Link the advice to quit with the patient's specific clinical condition, eg Stopping smoking is the best thing for improving your breathing problems.

Describe the help available from the NHS Stop Smoking Service in greater detail to boost the patient's confidence in using support:

- its high success rate, offering one to one or group sessions
- easier access to stop smoking aids, sharing tactics,
- hearing about the experience of others from people who are just like them, encouragement to stay motivated

If the person does not want to attend a group or one to one session, urge them to contact the service to get information about other support available, eg

- NHS Smoking Helpline 0800 169 0 169
- The Together Programme
- www.gosmokefree.co.uk
- local drop in clinics