



FRESH START TRAINING: BRIEF INTERVENTIONS WITH SMOKERS

SMOKING KILLS

The size of the problem:

- 21% of British people smoke (ONS, 2007)
- Smoking is by far the biggest single preventable cause of death and disease in the UK. One in two long-term smokers will die prematurely as a result of smoking, half of these in middle age (ASH, 2008)
- An estimated 110,000 deaths in the UK can be attributed to smoking annually – this is about one fifth of all UK deaths (Allender, 2009)
- The NHS currently spends more than £5 billion each year treating smoking-related diseases (Allender, 2009)

BUT...

- 70% of smokers say they want to give up (ONS, 2007)

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Local Facts

- Derby City's smoking prevalence is 25%
- Highest prevalence is in Sinfen = 40%
- In 2009 / 10 Fresh Start supported ** to quit smoking
- In 2009 / 10 - 4043 people set a quit date
- Of the 4043 people who set quit date 12% (476) of these came from BME communities
- Of the 476 who set quit date 49% quit smoking

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SUPPORT – FRESH START

The local NHS stop smoking service for Derby:

- Weekly advice and support for up to 12 weeks
- Up to 12 weeks' NRT on a voucher scheme, or other medication on prescription
- Choice of group, drop-in, one-to-one or telephone support
- Associate Advisors offer services in the community (Pharmacies, GP Surgeries, etc) as part of the care they provide
- Success rates of ~60% at four weeks
- Ongoing (52 week) support from Specialist Service

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FRESH START IN THE COMMUNITY

- Specialist areas :

Acute trust
Pregnancy
GPs / Pharmacy
Mental Health
BME communities
Routine and Manual workforces
Young people
Training

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BME Communities & Young People

- Support for BME smokers:
 - Clinics
 - Use of interpreters
 - Work with EMAC
 - Ramadam campaign
 - Local pharmacy / GP delivery
- Support for Young People
 - Dedicated YP worker
 - Trained school nurses
 - Clinics
 - Promotion

SECONDHAND SMOKE

- Secondhand smoke or 'passive smoking' is other people's tobacco smoke in the atmosphere. It is a major cause of indoor air pollution.
- 85% of SHS is invisible. It can linger for at least two hours, even with a window open
- 42% of children live in a home where at least one person smokes
- 17000 under five year olds are hospitalised every year due to the effects of SHS
- Children at greater risk as immune systems less developed & have smaller airways
- Increased risk of: cot death, ear infections, respiratory illness & asthma



Questions?

REFERRALS

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