

## Welcome to Issue 8 of the Smokefreelife Berkshire Newsletter!

2014/15 has been another positive year for Smokefreelife Berkshire and we achieved beyond our annual target of 5000 quitters

The proportion of the GB adult population who smoke cigarettes has fallen by more than a half in the last 40 years, to 19% in 2013

The number of pregnant women smoking at the time of delivery has reduced and is lower at 8% across Thames Valley than the average for England (11.4%)

Smokefreelife Berkshire is supporting Berkshire Healthcare Foundation Trust in becoming a smokefree organization

This year so far, we have trained 10 new advisors from GP/ pharmacies and 12 new Champix accredited pharmacists

With Bracknell Forest Council, we are delighted to have won the Public Health Partnership Category at the MJ Awards 2015

## Smokers still need your help: 30 seconds to save a life

### Very Brief Advice on Smoking 30 seconds to save a life

#### ASK

##### AND RECORD SMOKING STATUS

Is the patient a smoker, ex-smoker or a non-smoker?

#### ADVISE

##### ON THE BEST WAY OF QUITTING

The best way of stopping smoking is with a combination of medication and specialist support.

#### ACT

##### ON PATIENT'S RESPONSE

Build confidence, give information, refer, prescribe. They are up to four times more likely to quit successfully with support.

REFER THEM TO THEIR LOCAL STOP SMOKING SERVICE

The NCSCT recommends a simple piece of advice designed to be used opportunistically in less than 30 seconds in almost any situation with a smoker

The key point is to offer support rather than inform of the harmful effects of smoking

Smokefreelife Berkshire can help smokers 7 days a week, including evenings and weekends in a variety of locations.

We currently run clinics in 42 GP Surgeries - please call Chris McMahon on 07827931895 for more information

For more information on VBA, there is an online training module which can be accessed at [www.elearning.ncsct.co.uk](http://www.elearning.ncsct.co.uk)

Advice from health professionals can be one of the most important triggers for a quit attempt.

**A study across England found smokers almost twice as likely to stop if they had been offered help by a GP (West and Fidler, 2011).**

Patients can be referred by completing the referral form which has been sent to all Practice Managers and emailed to [info@smokefreelifeberkshire.co.uk](mailto:info@smokefreelifeberkshire.co.uk) or faxed to 0118 900 7497

Electronic version available at: <http://www.smokefreelifeberkshire.com/ReferralForm.aspx>

Telephone: 0800 622 6360, Text QUIT to 66777

# GP Promotions in 2015...

Simply refer clients to the service by completing the referral form or call 0800 622 6360



Thank you to staff at the following surgeries where we have worked together to promote Smokefreelife Berkshire in the surgery waiting rooms.

- ☺ Binfield Surgery
- ☺ Chatham Street Surgery
- ☺ Grovelands Medical Centre
- ☺ Tilehurst Surgery
- ☺ Langley Health Centre
- ☺ Sandhurst Surgery
- ☺ Theale Medical Practice
- ☺ University Medical Centre

## What our clients say...

*"very useful course to attend"* Grovelands Medical Centre (Robert)

*"Fabulous service, highly recommended"* Downland Practice (Lisa)

*"very helpful and well worth doing"* Sheet Street Surgery (Michael)

*"very pleased with the help I received, lots of support, I couldn't do it without the help of Smokefreelife Berkshire"* Dedworth Medical Practice

*"I am smoke free after 40 years. I am free. Thank you for helping me achieve what I thought impossible"* (John) Cedars Surgery



**Training:** We recently had a fantastic training event for subcontractors who are delivering the service in-house. Thanks to all who came



## Forthcoming training events:

- 8<sup>th</sup> July 9.30-4.30 smoking cessation in pregnancy
- 5<sup>th</sup> August 4 – 9pm NRT and Champix training
- 3rd & 4th November Level 1 & Level 2 smoking cessation advisor training

To book a place please contact  
Chris.mcmahon@solutions4health.co.uk

Online courses available through the NCSCAT at  
www.elearning.ncsct.co.uk

## Useful Contact Details:

### Health Improvement Manager:

saleen.ahmedkhan@solutions4health.co.uk

### GP and Pharmacy Coordinator:

chris.mcmahon@solutions4health.co.uk

[www.smokefreelifeberkshire.com](http://www.smokefreelifeberkshire.com)

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