SUMMARY OF NICE GUIDELINES:
A checklist for local tobacco control partners

STOP SMOKING SERVICES MATTER
Smoking is the biggest cause of cancer in the UK.
For smokers looking to quit, specialist behavioural support from Stop Smoking Services when combined with prescription medication is the most effective way to kick the habit for good. Smokers are around three times more likely to quit this way than going cold turkey.

In 2016-17, 308,000 people tried to quit with the help of a Stop Smoking Service in England with around half succeeding (based on self-reported 4-week quitters).

Planning
Local authorities and Stop Smoking Services should:
- Use local strategies (e.g. STPs, Health & Wellbeing strategies) to ensure evidence based stop smoking interventions and services are available to everyone who smokes.
- Use PHE public health profiles to determine local smoking prevalence.
- Target specific groups who are at high-risk of tobacco-related harm, including people with mental health problems, people living in disadvantaged circumstances and pregnant women.
- Set targets including:
  - Aim to treat at least 5% of the local population that smoke/use tobacco each year.
  - Aim for a success rate of at least 35% at 4 weeks, validated by CO monitoring (less than 10ppm at the 4-week point).
- Audit performance data regularly, paying particular attention to 4-week quit rates that are lower than 35%, or above 70%.
- Develop communications strategies to support the delivery of Stop Smoking Services, telephone quit-lines, school-based interventions, and tobacco control policy changes, and deliver these in partnership with NHS, local government and other appropriate partners in the area.

Effective interventions
Health and social care professionals should:
- At every opportunity, ask people if they smoke and advise them to stop smoking in a way that is sensitive to their preferences and needs.
- Offer background information on e-cigarettes to people who smoke and are using, or are interested in using, them to quit - including that evidence suggests that e-cigarettes are substantially less harmful to health than smoking but are not risk free.
- Refer people who want to stop smoking to local Stop Smoking Services.
- If people opt-out of a referral to a local Stop Smoking Service, refer them to a professional who can offer pharmacotherapy and very brief advice.
- If a person is not ready to stop smoking, ask them to think about adopting a harm reduction approach, and encourage them to seek help to quit smoking completely in the future.

Stop Smoking Services should:
- Ensure that individual and group behavioural support, very brief advice, and pharmacotherapy (including NRT, varenicline and bupropion) is available for adults who smoke.
- Consider text messaging as an adjunct to behavioural support.

Relevant NICE guidance: Stop smoking interventions and services (NG92); Smoking: harm reduction (PH45); Smoking: stopping in pregnancy and after childbirth (PH26); Smoking: workplace interventions (PH5); Smoking: preventing uptake in children and young people (PH14); Smoking prevention in schools (PH23)
Training for healthcare professionals and Stop Smoking Service staff

Health professional employers should:
- Train all frontline healthcare staff to offer very brief advice on how to stop smoking, and train them to make referrals to local Stop Smoking Services – and encourage them to do so.
- Ensure training on how to support people to stop smoking is part of the core curriculum for healthcare undergraduates and postgraduates.
- Provide additional, specialised training for those working with specific groups (e.g. people with mental health problems and pregnant women who smoke).

Local authorities and Stop Smoking Services should:
- Ensure training and continuing professional development is available for all those providing stop smoking advice and support.
- Ensure training complies with the NCSCT training standards.
- Ensure that telephone quit-line staff receive smoking cessation training (at least in brief interventions).

Smoking in pregnancy

Healthcare professionals should:
- Identify pregnant women who smoke and refer them to Stop Smoking Services.
- Provide information on the risks of smoking and exposure to second-hand smoke throughout pregnancy.
- Give them the NHS Pregnancy Smoking Helpline number in case they want to use it: 0800 1699 169

Stop Smoking Services should:
- Provide information on the risks of smoking and exposure to second-hand smoke throughout pregnancy.
- Provide intensive and ongoing support throughout pregnancy and beyond.
- Discuss the risks and benefits of NRT.
- Meet the needs of disadvantaged pregnant women who smoke via tailored strategies.

E-cigarette-friendly stop smoking services – Cancer Research UK’s view

Healthcare professionals and Stop Smoking Services are encouraged to offer support and advice to smokers who wish to use e-cigarettes alongside behavioural support within Stop Smoking Services. To read Cancer Research UK’s policy on harm reduction and e-cigarettes visit: cancerresearchuk.org/e-cigarettes

WHAT’S THE MOST SUCCESSFUL WAY TO STOP SMOKING?
SUCCESS OF POPULAR METHODS COMPARED WITH GOING COLD TURKEY

- COLD TURKEY: Quitting with no support
- NRT: Using Nicotine Replacement Therapy without professional support
- E-CIGARETTES: Using electronic cigarettes without professional support
- SUPPORT AND MEDICATION: Combined specialist support and prescription medication

*Available free from your local Stop Smoking Service nhs.uk/smokefree

For more information, contact our Local Public Affairs and Campaigning Team on localengagement@cancer.org.uk