

Scottish smoking cessation conference

Tackling health inequalities and supporting our priority groups to quit

Tuesday 21 November
Radisson Blu Hotel, Glasgow

2017



ash
scotland
Taking Action on Smoking and Health



NHS
Health
Scotland

NHS Health Scotland, in partnership with ASH Scotland and the Scottish Tobacco-free Alliance, welcomes you to the 11th national Scottish Smoking Cessation Conference.

Smoking is a key contributor to health inequalities. It affects every social group but the highest smoking rates are found within areas of high socioeconomic deprivation, and in particular groups such as those experiencing mental health problems and prisoners.

Conference delegates will have the opportunity to consider latest research and practice, focusing on how to best engage with and support smokers in our priority groups. Attendees will debate some of the key challenges and solutions in reducing smoking prevalence in Scotland through a coordinated smoking cessation service.

- Over the next 5 years, how do we ensure services are designed to support communities where smoking is still widespread?
- How do we provide a holistic/service user-centred approach?
- How do we ensure our services support reduced smoking rates within the poorest communities?
- How can we work in partnership to deliver effective stop smoking services?

This conference is aimed at smoking cessation professionals, as well as those involved in tobacco prevention and protection.

The learning outcomes have the potential to link to the following KSF criteria:

- Communication C1 Level 2
- Personal and People development C2 Level 2
- Service improvement C4 Level 2
- Learning and development G1 Level 2
- Promotion of Health and wellbeing HWB1 Level 2

Conference programme

Tackling health inequalities: supporting priority groups to stop smoking

09:00 **Registration, refreshments, networking, marketplace and poster presentations**

09:30 **Welcome and introduction from the Morning Chair**
Gerry McLaughlin, Chief Executive, NHS Health Scotland

09:40 **Keynote addresses:**
Tackling health inequalities: supporting priority groups to stop smoking

- An overview on smoking and inequalities in Scotland – Professor Amanda Amos (Professor of Health Promotion), University of Edinburgh
- Systematic review on inequalities and smoking cessation support/ services in the UK – Dr Caroline Smith (Research Fellow), University of Edinburgh
- Supporting smokers with mental health problems – Professor Ann McNeill (Professor of Tobacco Addiction), Kings College London & Deputy Director of UKCTAS
- Smoking in pregnancy – Professor Linda Bauld (Professor of Health Policy), University of Stirling & Deputy Director of UKCTAS

11:10 **Networking, refreshments, marketplace and poster presentations**

11:40 **Themed discussion sessions** (see page 4)

12:40 **Lunch, networking, marketplace and poster presentations**

13:40 **Remarks from the Afternoon Chair**
Sheila Duffy, Chief Executive, ASH Scotland

13:50 **A new identity for Scotland's smoking cessation service: from planning to placement**
Elaine Mitchell, Scottish Government and Jim Kelly, Karen Kneale and Tracy Milne, Story UK

14:25 **Parallel sessions** (see pages 5–7)

15:30 **End of event and networking opportunities**

Electronic delegate pack

**Please print off and take with you to the conference.
No hard copies will be provided on the day.**

Themed discussion sessions

11:40–12:40

These discussion sessions aim to connect knowledge with local practice. Some of these sessions will link to the earlier keynote presentations, so delegates can explore issues in more detail with the presenter. Sessions will begin with a short presentation and then move into discussion time.

	Theme	Room	Presenter/Chair
A	How do we best engage and support people with mental health problems?	Mono & Buchanan	Ann McNeill, Kings College London & Deputy Director of UKCTAS Chair: Fiona Lockett, NHS Fife
B	How do we engage and support those who wish to use e-cigarettes to stop smoking?	Finneston	Linda Bauld, University of Stirling & Deputy Director of UKCTAS Chair: Sheila Duffy, ASH Scotland
C	Youth prevention and cessation services	Arches	Fiona Dobbie, University of Stirling Chair: Amanda Amos, University of Edinburgh
D	Improving the effectiveness and reach of NHS support for smoking cessation in pregnancy – learning from BabyClear	13th Note & Scotia	Dianne Woodall, Lead Tobacco Commissioner, Durham County Council Chair: Lesley Allan, NHS Lanarkshire
E	How do we protect from the harms of second-hand smoke?	Academy & ABC	Sean Semple, University of Aberdeen Chair: Karen Mather, NHS Greater Glasgow & Clyde
F	Smoke-free prisons	King Tuts	Helen Sweeting, University of Glasgow & Douglas Eadie, University of Stirling & Richard Purves, University of Stirling Chair: Helen Sweeting, University of Glasgow

Parallel sessions

14.25–15.30

1. Supporting smoke-free prisons

Room: Mono & Buchanan

Chair: Helen Sweeting, University of Glasgow

Staff views on a prison smoking ban: evidence from the Tobacco in Prisons study

Ashley Brown, University of Glasgow

This presentation focuses on prison staff views collected as part of the Tobacco in Prisons study prior to an announcement that Scottish prisons would become smoke-free in late 2018. It highlights key issues raised by staff which may impact on support for and achievability of the implementation of smoke-free policies in prison environments.

Working together towards a smoke-free prison

Carole-Ann Duff & Kevin Leslie, NHS Grampian

Delegates will learn how NHS Grampian brought health care, prison and health and social care partnership (HSCP) staff together to help prisoners stop smoking and aid HMP Grampian in going smoke-free.

2. Preventing young people from starting to smoke

Room: Academy & ABC

Chair: Yvonne MacNicol, NHS Forth Valley

Smoke-free secondary schools: an evaluation of a whole school approach to tobacco prevention

Colin Lumsdaine, NHS Lothian

The project has gathered valuable insights into how the role of secondary schools in relation to tobacco prevention can be enhanced. This includes understanding in very practical terms how teachers can be supported to adopt a systematic approach to develop and improve both the school smoke-free policy and tobacco education curriculum. The model used to deliver the project will be of interest to others, and is replicable elsewhere.

Scotland's Charter for a Tobacco-free Generation – inspiring local action

Connie Bennett, ASH Scotland

Colin Anderson, NHS Lanarkshire

An overview of Scotland's Charter for a Tobacco-free Generation and how it can be used to inspire organisations working with children, young people and families to address tobacco issues. NHS Lanarkshire will highlight how they have implemented the Charter initiative and used a partnership approach to engage local organisations in pledging action towards a tobacco-free generation.

Grounds for success: West College Scotland smoke-free grounds policy

Allison Miller & Helen Douse, West Dunbartonshire HSCP

Further education campuses are one example of an environment that can influence individual behaviour choices. The introduction of Smoke-free Grounds at West College Scotland makes a clear statement about a smoke-free culture. Ongoing evaluation will assess the impact on reduced visibility of smoking, access to smoke-free spaces, and uptake of support.

3. Improving community pharmacy services

Room: Arches

Chair: Adam Osprey, Community Pharmacy Scotland

Self-audit of the smoke-free service in NHS GG&C community pharmacies

Hilary Millar, NHS Greater Glasgow & Clyde

A self-administered audit was used to review the Smoke-free provision in 86 community pharmacies in NHS GG&C. The presentation will discuss the results and potential service improvements and training needs identified.

Improving community pharmacists' confidence to prescribe Varenicline using peer-assisted learning

Hilary Millar, NHS Greater Glasgow & Clyde

The presentation describes training that was developed in NHS GG&C to increase community pharmacists' confidence to prescribe Varenicline and discusses the evaluation and results in Varenicline prescribing seen following the training.

Smoking cessation training 'in house' for community pharmacies

Kerry Ingram and Allan Wilson, NHS Ayrshire & Arran

How to provide smoking cessation training for pharmacists and pharmacy support staff within their own pharmacy setting.

4. Improving mental health services

Room: Finneston

Chair: Denise Meldrum, NHS Greater Glasgow & Clyde

Reaching our disadvantaged client groups – working smarter, not harder. How to develop the right type of partners for helping our services to reach out to mental health service users and other disadvantaged groups

Denise Meldrum, NHS Greater Glasgow & Clyde, Mary-Grace Burinski, ASH Scotland & Sharon Rankine, NHS Lanarkshire

This a workshop for practitioners looking to find more effective ways of reaching out to their deprived/disadvantaged communities and will explore how to build capacity within the voluntary and NHS sectors to support this client group. Using lessons learned from the IMPACT project and NHS Lanarkshire's new Health Champion Training, attendees will have the opportunity to focus on cessation approaches while the partners they develop focus on care delivery.

5. Increasing reach and success with priority groups

Room: King Tuts

Chair: Fiona Dunlop, NHS Greater Glasgow & Clyde

Provision of smoking cessation intervention by dental health professionals during the delivery of oral healthcare in Scotland

Dr Aastha Chugh, Glasgow Caledonian University

Including oral health professionals within smoking cessation services can help to achieve Scottish Government's visions of Smokeless Scotland in 2034. However, it is important to motivate and enhance dentists' role towards smoking cessation. The participants in the study (REPs from SDPBRN) highlighted that providing 'practical training', sufficient information regarding new trends, like e-cigarettes, can encourage practicing dentists to develop an active role in provision of smoking cessation services. More research is needed to correlate cost-effectiveness of such measures in NHS and correlate effects of e-cigarettes and vaporisers within dentistry.

Pregnancy services working in partnership to reduce inequalities and reduce the prevalence of smoking in pregnancy

Lesley Allan & Lorraine Farrow, NHS Lanarkshire

Through this presentation we will demonstrate the benefit of partnership working in action, as well as the impact of psychological support for pregnant women when addressing addictions. We will also show how a holistic approach can benefit women in many different ways.

6. Supporting smoke-free environments

Room: 13th Note & Scotia

Chair: Ruairaidh Dobson, University of Aberdeen

Implementing an NHS smoke-free policy – why don't people comply?

Karen Mather, NHS Greater Glasgow & Clyde

People will gain an understanding of the reasons why people don't comply with our Smoke-free Policy and what they feel is required to put in place to help them comply. The presentation will also highlight the plans we are putting in place to ensure staff, patients and visitors are supported to help them comply.

Developing a harm reduction approach to protect disadvantaged children from second-hand smoke: a pilot study with parents and practitioners

Rachel O'Donnell, RCO Consulting

This pilot study explores the feasibility of working with pharmacies and early years' centres in disadvantaged areas of Edinburgh to provide parents/carers with NRT for use at home, in order to create a smoke-free home. Preliminary findings will be shared, drawing on a) qualitative interviews conducted with parents/carers at the end of their 8-week participation in the study, and b) interviews conducted with pharmacy and early years' staff regarding the feasibility of this approach.

Speaker biographies

Gerald McLaughlin

Gerald McLaughlin was appointed Chief Executive of NHS Health Scotland in September 2010 and is a member of the Board. A social sciences graduate, Gerald worked for 20 years as a local authority social work manager, including a period as Glasgow's principal child protection officer.

Positions held include:

- Non-executive Board Member, NHS Greater Glasgow and Clyde
- Assistant Director, Royal National Institute for the Blind, Scotland
- Director and member of the Senior Management Team, British Red Cross.

Professor Amanda Amos

Amanda Amos is Professor of Health Promotion at the Usher Institute of Population Health Sciences and Informatics at the University of Edinburgh. She has been teaching and researching health promotion for over 30 years. Her main area of research is tobacco control. Her current research includes evaluating interventions and policies on: smoking in the home, youth smoking prevention policies including sources of cigarettes and the point of sale display ban, young people and e-cigarettes, and reducing inequalities in smoking.

Amanda is a member of the UK Centre for Tobacco and Alcohol Studies, the Scottish Ministerial Working Group on Tobacco Control, and the Boards of the International Network of Women Against Tobacco (Europe) and the International

Union Against Tuberculosis and Lung Disease. In 2013 she was awarded the WHO World No Tobacco Day Award.

Dr Caroline Smith

Dr Caroline Smith is a post-doctoral researcher in tobacco control, with a specific interest in socioeconomic inequalities and smoking cessation. She obtained her PhD in Population Health Sciences from the University of Edinburgh in 2016, with a thesis based on an in-depth qualitative exploration of social network influences on smoking cessation. She then worked as the Judith Mackay Research Fellow at Edinburgh University, preparing several papers based on her PhD findings, and she is currently Co-Investigator and Research Fellow on a systematic review of socioeconomic inequalities and cessation interventions funded by the CRUK Policy Research Centre for Cancer Prevention. Prior to undertaking her PhD, Caroline worked as a medical statistician within academia and the NHS for nearly twenty years, in the areas of cancer prevention, cancer treatment and management, and substance misuse.

Professor Ann McNeill

Ann McNeill is Professor of Tobacco Addiction in the National Addiction Centre, Institute of Psychiatry, Psychology & Neuroscience (IoPPN), King's College London. The focus of Ann's research is largely on reducing the population level impact of smoking through the application of tobacco control policies and

interventions, including harm reduction strategies. Ann has a particular focus on reducing the health inequalities caused by smoking, including the higher levels of smoking in disadvantaged groups such as those with mental health problems.

Nationally, she is a Deputy Director of the UK Centre for Tobacco & Alcohol Studies (UKCTAS), a consortium of 13 universities funded by the UK Public Health Research Centre of Excellence, established in 2008, which aims to deliver an international research and policy development portfolio and build capacity in tobacco and alcohol research (until 2018). Internationally, she has been involved in the International Tobacco Control Policy Evaluation Project (ITC Project), from its inception, and leads the UK arm. She is also a Member of the Royal College of Physicians Tobacco Advisory Group (beginning with contributing to an RCP report in 1992). She is a Thomson Reuters highly cited scientist in the science and social science category and has an established international reputation in tobacco addiction, receiving a World Health Organisation World No Tobacco Day award for contributions to tobacco control in 1998.

Professor Linda Bauld

Linda Bauld is Professor of Health Policy, Director of the Institute for Social Marketing and Dean of Research (Impact) at the University of Stirling. She is also Deputy Director of the UK Centre for Tobacco and Alcohol Studies, a UKCRC Centre for Public Health Excellence, and holds the CRUK/BUPA Chair in Behavioural Research for Cancer Prevention at Cancer Research UK. Linda's research focuses primarily on tobacco and alcohol policy with a particular interest in smoking cessation. She is a former scientific adviser on tobacco control to the UK government, current President of the Society for

Research on Nicotine and Tobacco Europe and a Fellow of the Royal College of Physicians of Edinburgh.

Sheila Duffy MA, Cert.Ed, DipLIS, HonMFPH, HonFRSA

Sheila Duffy became Chief Executive of ASH Scotland in January 2008. She has been Chair of the Scottish Coalition on Tobacco (SCOT) since 2004 and represents ASH Scotland on the Government's Ministerial Working Group on Tobacco Control. In 2013 Sheila received the REHIS Annual Award for Meritorious Endeavours in Environmental Health. In 2015 she was given honorary membership of the Faculty of Public Health and in 2016 she received the Annual Scottish Cancer Foundation prize and in 2017 she accepted Honorary Fellowship of the RSA. Strategically ASH Scotland is working towards creating a generation free from tobacco, and tackling the inequalities that tobacco causes.

Elaine Mitchell, Scottish Government

Elaine Mitchell is a Senior Policy Officer with the Scottish Government's Tobacco Control Team. Among other things her responsibilities include cessation support and training as well as implementing policies to introduce an enforceable smoke-free area around hospital buildings. She joined the Scottish Government as a Communications Officer in 1999 working directly with Ministers covering the Environment, Health and Sport, Transport and Culture portfolios. Since taking up post 18 months ago, she has brought into effect the ban on smoking in cars with children, a move which can potentially save 60,000 children a year from the hazards of second-hand smoke.

Story UK

Story launched in 2002, becoming part of the AIM-listed Mission Marketing Group in 2007, and is now 43 people strong.

They are a full service agency with creative, digital, account management and studio all in-house and are winners of over 200 international effectiveness awards.

Their client base spans a range of industries across both the private and public sectors, including health, education and not-for-profit organisations.

They have extensive tobacco-related communications experience, including delivering the award-winning 'Take it right outside' Scottish Government campaign, focused on raising awareness of the dangers of second hand smoke, as well as the NHS Scotland 'Green Curtain' campaign, highlighting that smoking on NHS grounds was prohibited.

Marketplace

NHS Health Scotland

NHS Health Scotland's Web2Print team will be available in the marketplace. You will be able to speak with them about the national support available.

Web2Print is an online print portal hosted by NHS Health Scotland which can be accessed by local Health Boards and external partners. It is simple and quick to personalise and produce print materials such as campaign posters and leaflets for specific target audiences. It provides users with existing artwork that can be customised by changing logos, images and text.

Web2Print is designed to help our partners to produce local, customised marketing materials – such as posters – that are relevant to their specific target audiences while maintaining quality and ensuring a consistent national approach.

For further information contact
nhs.healthscotland-web2print@nhs.net

ASH Scotland/STA

Action on Smoking and Health (ASH) Scotland is the independent Scottish charity taking action to reduce the harm caused by tobacco. Our vision is that everyone can be free from the harm and inequality caused by smoking, making a Scotland a healthier, wealthier and fairer place.

ASH Scotland's Information Service provides a free enquiry service and reliable, evidence based information on tobacco.

Visit the ASH Scotland stand to speak to our Engagement Team about how you can support our work on mental health, reducing poverty and working towards a generation free from tobacco.

www.ashscotland.org.uk @ashscotland

Smokeline and Healthy Living

Smokeline now sits within the Healthy Living section on NHS inform: an area created in partnership with NHS Health Scotland to bring together preventative health information all in one place.

Come and find out more about all our health and wellbeing topics, the next phase of development and how you can use this to support clients in healthy behaviour change, including smoking cessation.

NSS ISD

ISD is responsible for the maintenance and development of the web-based National Smoking Cessation Database including user training and support, and for the national monitoring of NHS smoking cessation services in Scotland, using the data collected via the national database.

View ISD Scotland's new data visualisation tool (dashboard) for smoking cessation service statistics in Scotland. The interactive dashboard enables users to visualise and explore a number of different breakdowns including trend data presented at geographic level (Scotland, NHS Board and Local Authority), plus data for pregnant women, deprivation, service type, drug

treatment type, and service uptake. Data around the Local Delivery Plan (LDP) Standard are also presented. Users can also download the dashboard as Portable Document Format (PDF) and then print the PDF on paper. A downloadable Excel workbook is also available.

Chest Heart & Stroke Scotland

Chest Heart & Stroke Scotland is Scotland's health charity where everyone living with chest, heart and stroke conditions is supported to shape their future and live the life they want to lead.

Poster presentations

1. Smoking cessation in Type 2 diabetics: study protocol

Dr Fiona Mitchell, University of Strathclyde

The delegates will be provided with information on a new study which will be running in Greater Glasgow and Clyde. This will be an incentives based pilot study, using a smartphone device and app, to encourage smoking cessation in Type 2 diabetics. The poster will present the study protocol.

2. Developing a community-led communications campaign within the prison setting

Claire Murphy & Rob Kelly, NHS Greater Glasgow & Clyde

Following a wider service rebranding, the prison cessation service required new campaign materials. Due to the specialised nature of this setting a community engagement approach was taken where we worked with prisoner groups to develop a meaningful and relevant campaign to promote cessation services. Our poster will share some of the learning from this process and the benefits of engaging with prisoners to develop resources.

3. Disability equality and access service partnership

Yvonne MacNicol, NHS Forth Valley

Delegates will learn how NHS Forth Valley raised awareness among minority groups of stop smoking services available locally and encouraged attendance at services of those who often experience many barriers to health care including communication and language.

4. Breathing life back into every day: working collaboratively to improve health outcomes for housebound COPD patients

Jo Winterbottom & Adelle McGinn, NHS Greater Glasgow & Clyde

People with COPD face barriers to stopping smoking due to deteriorating health, living alone, low income and lack of social networks. Investing time in intensive tailored smoking cessation interventions can be cost effective compared with only treating the smoking related illness.

5. Swim-time with Jenny's bear

**Lynn Adams & Elaine Johnston,
NHS Lanarkshire**

The focus of the new Lanarkshire Tobacco Control Strategy 2017–2022 is to work with community partners including the third sector to tackle inequalities. The vision is to create a society for children which is smoke-free and where adults are positive anti-tobacco role models, whether they smoke or not. Taking smoking right outside is the only safe way for parents to protect their children from the toxic chemicals of tobacco smoke. Concealing their smoking habit from children creates a culture free from tobacco smoke where a smoke-free home is seen as the social norm.

The programme has shown that embedding key tobacco prevention messages into parent and child swimming lessons can encourage parents / carers to make positive changes to their smoking household rules and improve parent and child bonding and attachment. One of the key successes of the programme is the robust partnership working and enthusiastic and motivated staff that made this programme a success.

6. Investigating attitudes and behaviours towards smoking and e-cigarettes of looked-after children and their carers in Aberdeenshire Council

Rachel Stewart, NHS Grampian

Aberdeenshire recently conducted a semi-structured questionnaire with local authority staff and foster carers along with

young people's focus groups to determine smoking and vaping culture with looked-after children. Results suggest a need for specific training, additional support and guidance for staff/carers and improved localised stop smoking services if smoking rates are to reduce with looked-after children.

7. Clydesdale stop smoking project

Iona Bryson, Stephanie Girwood & Susan Kane, NHS Lanarkshire & Healthy Valleys

There are two things that people will take away from our poster presentation:

- How working in partnership can benefit vulnerable adults.
- How intensive working methods can increase the rate of successful quits and empowers the community.

8. A different approach to delivering smoking cessation support

**Wendy Innocent & Ian McLennan,
NHS Grampian**

We have changed the way we traditionally offer smoking cessation support to try and engage with more clients. We have created a holistic, patient-centred service supporting clients to address their individual health concerns while offering smoking cessation support. These concerns are often interlinked with their smoking behaviour.

Conference planning group

Lesley Allan, NHS Lanarkshire

Fiona Dobbie, University of Stirling

Ruaraidh Dobson, University of Aberdeen

Fiona Dunlop, NHS Greater Glasgow & Clyde

Claire Hendry, NHS Health Scotland

Jane Hoeflich, NHS Health Scotland

Fiona Lockett, NHS Fife

Colin Lumsdaine, NHS Lothian

Karen Mailer, NHS Health Scotland

Karen Mather, NHS Greater Glasgow & Clyde

Denise Meldrum, NHS Greater Glasgow & Clyde

Kara Noble, NHS Health Scotland

David Robertson, ASH Scotland

Lynn Soutar, NHS Health Scotland

Helen Sweeting, University of Glasgow

Heather Williams, NHS Health Scotland

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