# Introduction

Community pharmacies in Hertfordshire were sent a stop smoking audit template to complete in 2012/2013. The audit aimed to explore how many potential quitters could be identified by brief interventions. The data was collected by conducting brief interventions linked to the dispensing service for one day and linked to pre-conception and pregnancy related over the counter sales for a week. In total, 107 pharmacy teams returned the audit to the LPC office and this report reflects the collated responses - at the time there were 250 pharmacies in the county.

## Brief interventions linked to the dispensing service

The audit identified 1337 smokers and 4414 non-smokers. The majority of pharmacies (n=89, 83%) that returned the audit offered the NHS stop smoking service. Pharmacies recorded the smoking status on the PMR for 1008 smokers (76.1%) and identified 633 smokers who did not consider that they ‘were contended smokers who do not want to quit’ and 622 contented smokers.

The audit suggests that for every day that a pharmacy conducts a stop smoking brief intervention linked to the presentation of a prescription, identifies 12 smokers. Interestingly, both accredited and non-accredited pharmacies identified on average 12 smokers during the one day dispensing brief intervention audit. The stop smoking accredited pharmacies identified 1255 smokers and of these 414 were referred to the pharmacy in-house NHS stop smoking service and 286 were referred into the Hertfordshire stop smoking service (pharmacy staff could select more than one option). Pharmacy staff raised smokers’ awareness of the health benefits from smoking cessation increased quit rates of the stop smoking service as result of the 83.7% (n=1109) brief interventions.



**Referrals into stop smoking services from dispensing interventions**

Of the 14 pharmacies that did not offer the stop smoking service, 167 smokers were identified linked to dispensing brief intervention. Applying the rule of halves, if half of those offered the stop smoking service had entered the service and half of those had managed to quit, this represents in total £4,175 potential lost revenue from brief interventions carried out during one day!

Smokers indicated that they had tried to quit without any form of NHS support in the past two years with 301 (22.7) trying once and 146 (11.0%) trying twice. The table below demonstrates that patients have to try to quit several times before they stop smoking (remember the data is for smokers). The table does highlight that there is an increased success rate of using the stop smoking service and that smokers try to quit at least four times before they stop smoking. This audit suggests that those who have NHS support may have to have fewer quit attempts, before they finally stop smoking. Patients should be supported though several quit cycles - if you offer the NHS stop smoking service you should be aware when you need to refer patients to specialist services. It would have been interesting to explore the products used to support the stop smoking service to explore which NRT and other products, including e-cigarettes, help people to stop smoking.

| **Dispensing Intervention Data** |
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| Number of quit attempts | In the past **two years,** how many times has the patient tried to quit without any NHS support? | In the past year, how many times has the patient tried to quit smoking with some form of NHS support? |
| Frequency | How many times has the patient managed to stop smoking for 28 days in past **2 years** | Frequency | How many times has the patient managed to stop smoking for 28 days in past **2 years** |
| 0 | 735 | 66 (9.0%) | 904 | 108 (12%)  |
| 1.00 | 301 | 121 (40.2%) | 275 | 159 (57.85) |
| 2.00 | 146 | 84 (57.5%) | 67 | 41 (62.2%) |
| 3.00 | 44 | 23 (52.3%)  | 13 | 8 (61.5%) |
| 4.00 | 22 | 15 (68.2%) | 7 | 4 (57.1%) |
| 5.00 | 14 | 6 (42.9%)  | 3 | 1 (33.3%) |
| 6.00 | 5 | 4 (80.0%)  | 1 | 0 |
| 7.00 | 1 | 0 | 0 | 0 |
| 8.00 | 1 | 1 | 0 | 0 |
| 10.00 | 2 | 1 | 0 | 0 |
| Total | 1271 | 321 | 1270 | 321 |
| Missing | 54 |  | 55 |  |
| Total | 1325 |  | 1325 |  |

One smoker had managed to stop smoking five times for 28 days in the past 2 years without any NHS support and of the two smokers who had tried ten times to quit without any support, one had never

managed to stop for 28 days and the other had stopped smoking once for 28 days in the past two years, both were referred to the in-house pharmacy stop smoking service. Most of the smokers (904) had never tried to quit with any NHS support, highlighting the opportunities associated with the service.

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**Chart that illustrates how many times ‘non-contented smokers’ had tried to quit without NHS support and where they were referred to.**

# Pre-conception and pregnancy service intervention

The pre-conception and pregnancy service interventions identified 781 non-smokers and 329 smokers. Of the 329 smokers, most (n=207, 63.1%) indicated that they plan to stop smoking in the next three months and 226 (68.9%) indicated that they were not ‘contented smokers who did not want to quit’ - this is a higher proportion than the 50.4% of smokers who were identified using the dispensing brief intervention. This highlights a potential cohort of potential smokers who may appreciate being offered stop smoking services. The audit identified that 376 people live with someone who smoke; pharmacies may want to use this data to inform a smoke free home campaign.

Most brief interventions made patients aware of the health benefits from smoking cessation (n=296, 90.2%) and 85.7% (n=281) were made aware of the increased quit rates of the stop smoking service; pharmacy staff considered that 218 (66.5%) of those using the service would benefit from the pregnancy stop smoking service. Only 52 (15.9%) patients in this group were not signposted to another service, 58 were signposted to the in-house pharmacy Pregnancy stop smoking service funded by Hertfordshire stop smoking services and 135 were signposted to the normal smoking cessation service funded by Hertfordshire stop smoking services offered by the pharmacy. Once again, the data indicates that smokers need several attempts to quit smoking, but those who have stop smoking service support are more likely to quit.

| **Pre-conception and Pregnancy Service Intervention Data** |
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| Number of quit attempts | In the **past year,** how many times has the patient tried to quit smoking without any NHS support? | In the **past year**, how many times has the patient tried to quit smoking with some form of NHS support? |
| Frequency | How many times has the patient managed to stop smoking for 28 days in past **2 years** | Frequency | How many times has the patient managed to stop smoking for 28 days in past **2 years** |
| 0 | 221 | 32 (14.4%) | 246 | 61 (24.8%) |
| 1.00 | 74 | 21 (28.4%) | 68 | 43 (63.2%) |
| 2.00 | 26 | 16 (61.5%) | 12 | 11 (91.7%) |
| 3.00 | 12 | 10 (83.3%) | 1 | 1 |
| 4.00 | 1 | 1 | 0 |  |
| 5.00 | 2 | 1 | 0 |  |
| 6.00 | 1 | 1 | 0 |  |
| Missing | 1 |  |  | 1 |
| Total | 328 |  |  | 328 |



Referrals into stop smoking services from pre-conception and pregnancy services