

SMOKEFREE CHAMPIONS

INTRODUCTION

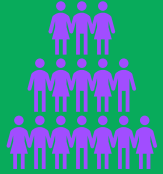
Wiltshire Council

Marie Fitzgerald
Public Health Specialist



WHY ARE WE STILL TALKING ABOUT SMOKING IN WILTSHIRE?

SMOKEFREE
WILTSHIRE



Smoking prevalence in the general population is 10.6%



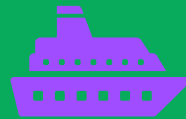
Smoking prevalence in **routine and manual** workers is 14.5%



In Wiltshire, **1 in 4** people with a long-term mental health condition smokes



26% of people smoke that live in social housing in Wiltshire



Gypsy, Roma, Traveller and Boater smoking prevalence is **57%**



Nationally, smoking prevalence in people experiencing homelessness is 75%

WHO ARE SMOKEFREE CHAMPIONS?

- Professionals.
- Regularly seeing residents that smoke.
- Want to do something to improve health and wellbeing within communities.



VERY BRIEF ADVICE IN SMOKING CESSATION

- Life saving intervention that promotes quitting and triggers a quit attempt
- Recommended by NICE as evidence-based and cost-effective
- Simple form of advice designed to be used opportunistically at almost any contact with a service user

What is VBA?

- Opportunistic conversation
- Positive - a meaningful conversation in less than 30 seconds
- Listening and acting on the information being shared
- Evidence-based – it works!
- MINIMUM EFFORT, MAXIMUM REWARD

What isn't VBA?

- Telling people what they should do
- You being the one doing all the talking or nagging
- A smoking cessation consultation

ASK

Do you smoke?

Does anyone at home smoke?

ADVISE

Did you know that the best way of stopping smoking is with a combination of a stop smoking aid and specialist support?

I can refer you to our friendly local stop smoking service that many of my patients have found useful.

ACT

Ready to quit? Intervention of referral or App or regulated vape.

Not ready to quit? Signpost to Better Health – Quit Smoking

1. Search Smokefree Wiltshire –
contact Health Coach referral
form.

2. Search Smokefree Wiltshire –
Link to App.



RESOURCES COMING SOON

Business cards with contact details and QR code for Smokefree Wiltshire.

Posters to display with motivational message and contact details for Smokefree Wiltshire.



AVAILABLE TRAINING

NCSCT E-learning Modules

NCSCT VBA+ Training Ask, Advise, Act +

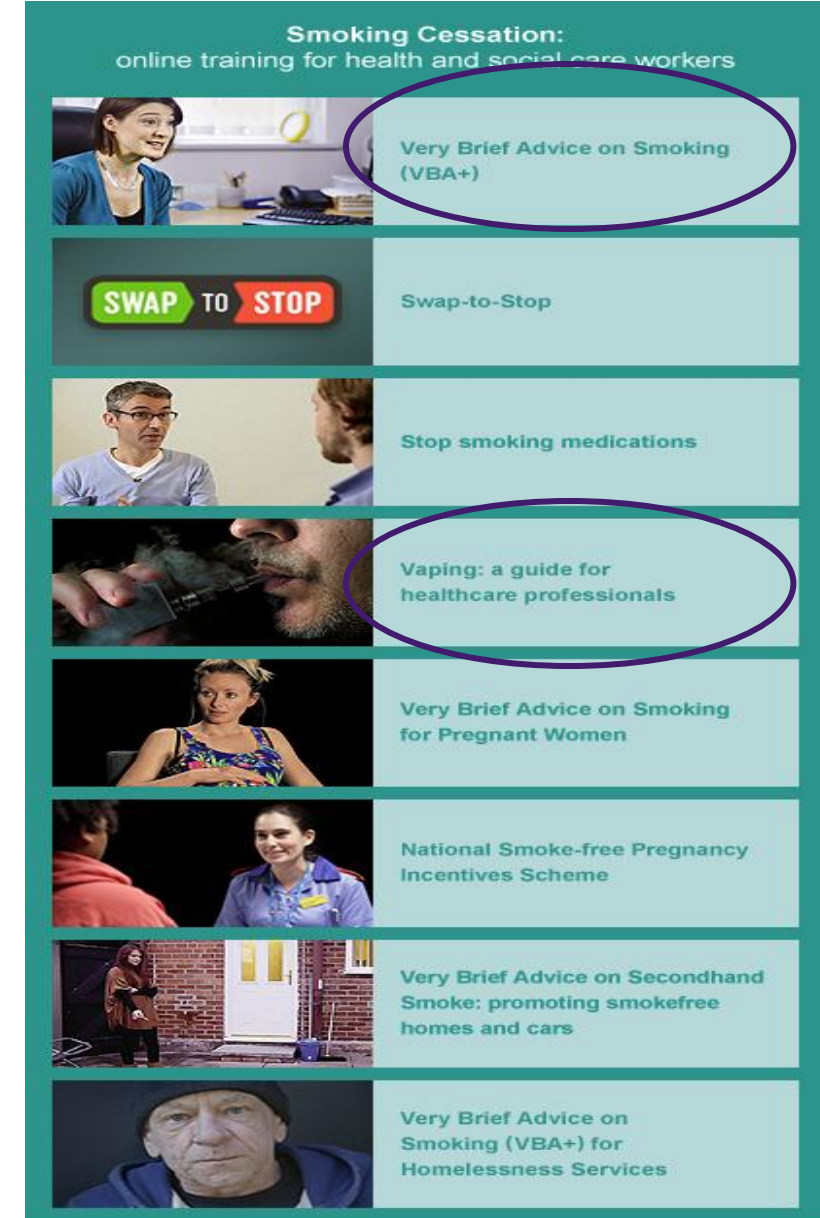
NCSCT Vaping Training Online e-learning module that explains and demonstrates Swap to Stop

Wiltshire Council Public Health –1 hour training

Smokefree Champions MS Teams training which covers: Brief evidence-based conversations, VBA+ pathway, vaping as a smoking cessation aid *

Book here: <https://www.eventbrite.co.uk/e/wiltshire-smokefree-champions-tickets-1104503903909?aff=erellivmlt>

**SMOKEFREE
WILTSHIRE**



SMOKEFREE CHAMPIONS NEXT STEPS

SMOKEFREE
WILTSHIRE



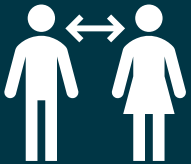
Contact marie.fitzgerald@wiltshire.gov.uk for further information.



Complete e-learning modules [NCSCCT VBA+ Training](#)
[NCSCCT Vaping Training](#)



Book on to the Public Health 1 hour training session [Wiltshire Smokefree Champions Eventbrite Booking](#)



Over to you.....



Contact details

Public Health

Marie Fitzgerald Smokefree Public Health
Specialist marie.fitzgerald@wiltshire.co.uk

Wiltshire Health Coaches 0300 003 4566

SOURCES OF FACTS AND TRAINING

ASH Vape Mythbuster

NHS Better Health

NICE Guidance

Royal College of Physicians

NCSCCT e-learning