

HSE Tobacco Free Ireland Programme

Martina Blake - National Lead Irish Health Services Tobacco Free Ireland Programme

Edward Murphy - Project Manager TFI



QUIT.ie

Underpinning Policy & Strategy

- WHO International Treaty – FCTC
- Cross Government Strategy – Tobacco Free Ireland 2013- 2025
- Cross Government Strategy – Healthy Ireland
- 4 year TFI Plan/HSE HI Implementation Plan
- HR HSE Tobacco Free Campus Policy
- Dept of Health National Stop Smoking Clinical Guidelines for Health Professionals



Political Leadership for high-impact strategic policy interventions



2017: *Standardised (Plain) Packaging of Tobacco*

2014: *EU Tobacco Products Directive*

2013: *Launch of Tobacco Free Ireland*

2011: *Graphic warnings on packaging*

2010: *HSE Tobacco Control Framework (5 year Plan)*

2010: *Towards a Tobacco Free Society (Government Strategy)*

2009: *Restrictions on sale (number and mode of sale) removal of point-of-sale tobacco displays*

2005: *WHO Framework Convention on Tobacco Control ratified*

2004: *Workplace Smoking Ban*

2002: *Office of Tobacco Control established Prohibition on advertising & sponsorship*

2000: *Towards a Tobacco Free Society*

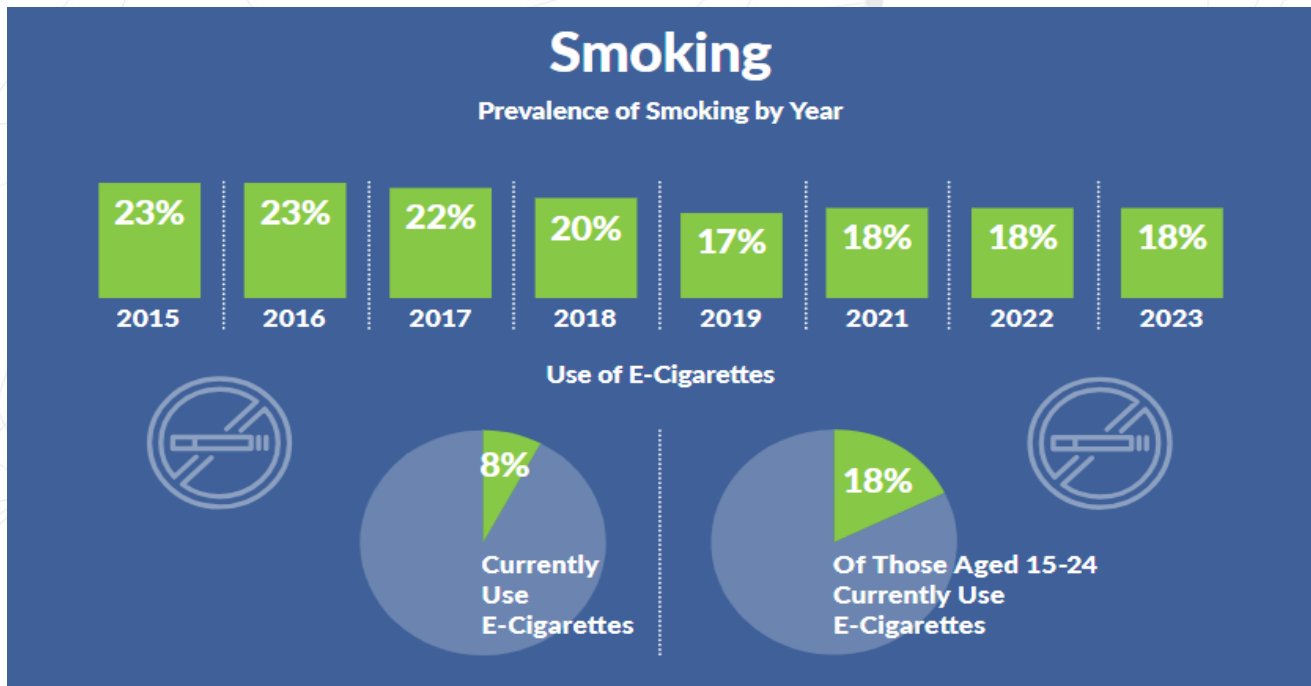
1999: *Joint Committee on Health & Children: A National Anti-Smoking Strategy*

1991: *Certain regulations on tobacco advertising*

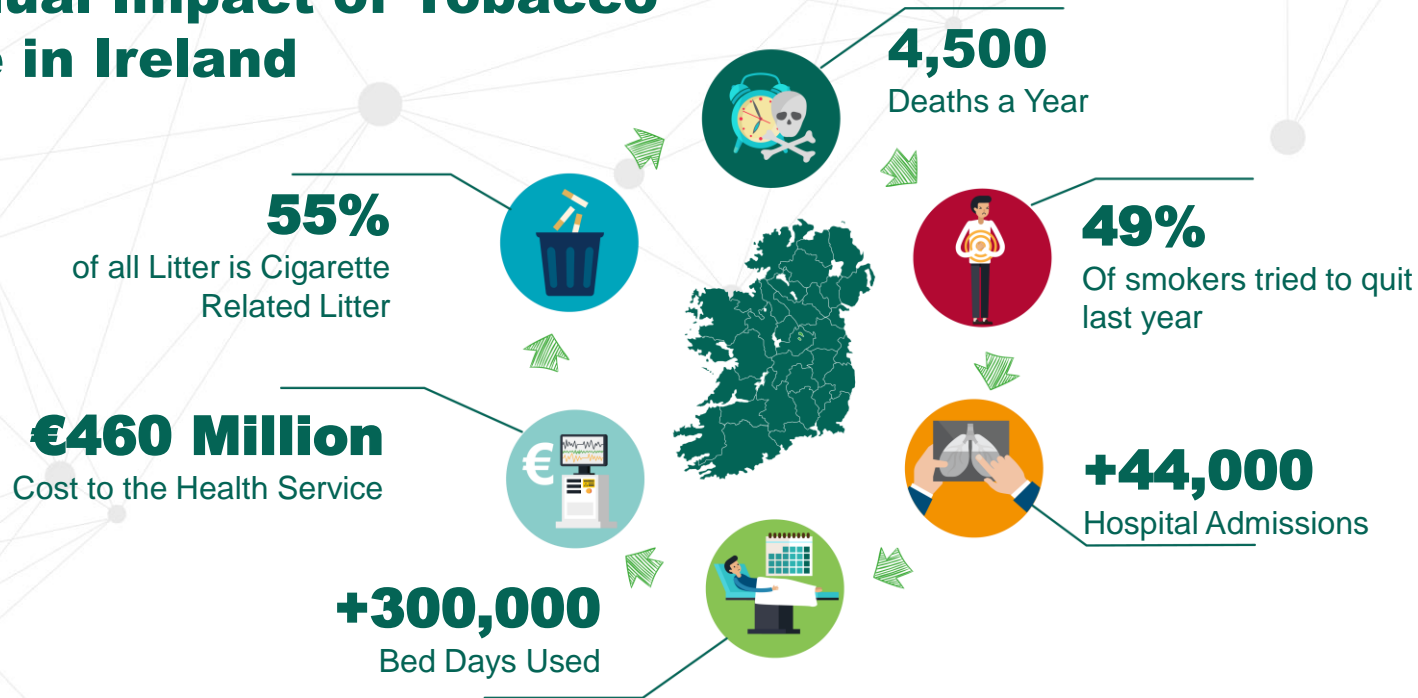
1988: *Smoking banned in public buildings*



Ireland - Where are we today?



Annual Impact of Tobacco Use in Ireland



The Overall Aim of Tobacco Free Ireland is to reach less than 5% smoking prevalence by 2025



DENORMALISE

Smoking for the next generation



ACKNOWLEDGE

tobacco use as a disease and treat



PROVIDE CESSATION SUPPORT

- Encourage smokers to access services through QUIT
- Implement Stop Smoking Guidelines

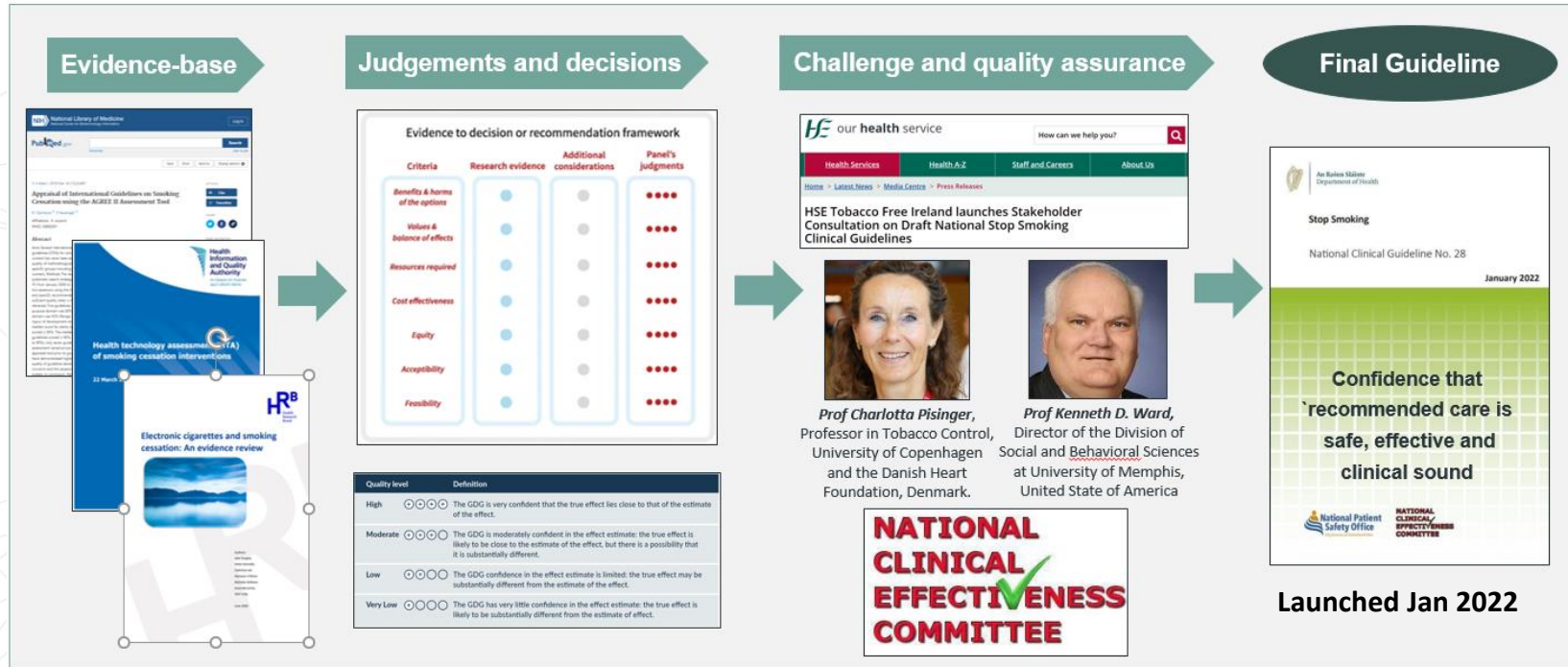


PROVIDE

a Tobacco Free environment

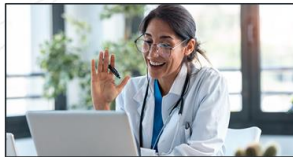


Clinical Guideline Development



What do the guidelines say?

Ask, Advise and Arrange – safe, effective and sound clinical care



Ask



Advise



Arrange

Evidence-base



Judgements and decisions



Quality of Evidence
HIGH
Strength of
Recommendation
HIGH

**Double chances
of successful quit**



Ask



Advise



Arrange

Behavioural support

- Individual or Group Counselling
- Telephone support
- Text messaging support
- Internet-based support

+

Stop medicine support

- Varenicline (+/- NRT)
- If varenicline not suitable, combination NRT
- NRT monotherapy, or bupropion (+ / - NRT) or nortriptyline can also be used, but not as first-line.

Evidence-base



Judgements and decisions



Quality of Evidence
HIGH
Strength of
Recommendation
HIGH

Making Every Contact Count

Key objective: chronic disease prevention and management

Aim: brief interventions become part of routine clinical care

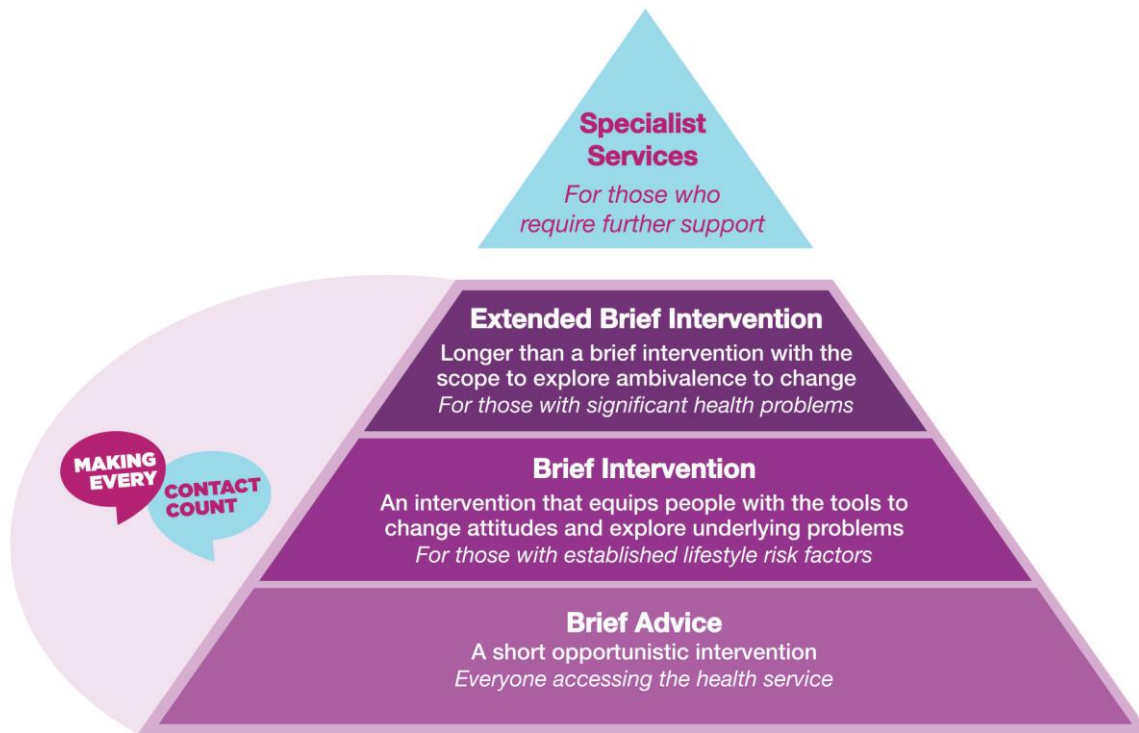
Healthier choices :Healthy behaviours critical to promoting health and reducing chronic disease (WHO, 2011)

Health professionals recognise the role and opportunities they have through daily interactions with patients in supporting them to make **health behaviour changes**.

MECC is about **culture change** in the health service



Making Every Contact Count Model



How does the Stop Smoking Service Work?



THERE ARE 4 MAIN STEPS TO BECOMING A FULLY-TRAINED STOP SMOKING ADVISOR:

STEP A:

Completion of online Making Every Contact Count training module,

STEP B:

Completion of the HSE/NCSCCT online training and assessment programme & specialty modules,

STEP C:

Attendance at HSE/NCSCCT face-to-face 2-day training course.

STEP D:

Training on use of QuitManager (patient management system for national stop smoking services)



Referral to the Service

- There are number of different ways that a person can be referred or self refer in to the intensive stop smoking services
 - The public can self refer from the quit.ie website
 - The public can self refer by phoning the national quitline (Freephone 1800 201 203)
 - They can be referred by their GP electronically (patient data automatically populates in to our national patient IT system and is processed centrally by our quitline staff)
 - Local referral pathways (local service phone line, email, QR code then entered in to the IT system)
 - Health professional referral (paper, email and electronic)



17 clinics
in Donegal

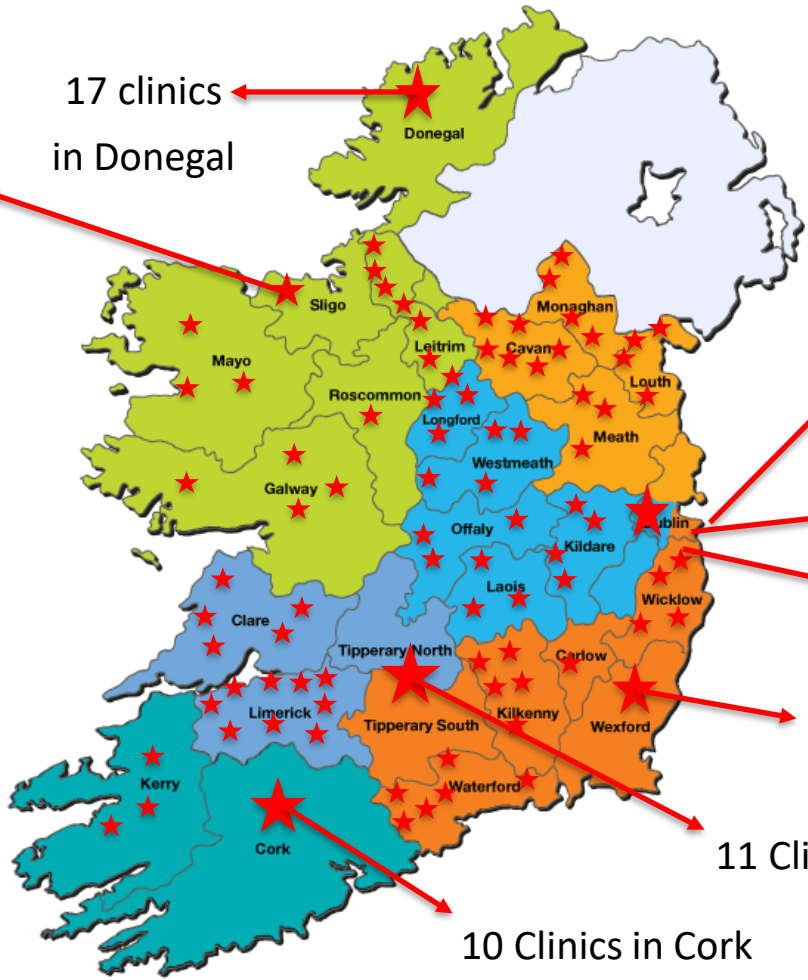
9 Clinics in
Sligo

X
'We Can Quit'
community stop
smoking groups

Map of stop smoking
services

Population: 5.127
million

Smoking population:
750k



11 Clinics in Wexford

11 Clinics in Tipperary

10 Clinics in Cork

National Quitline
1800 201 203

55 clinics in Dublin

Silnicare
Healthy
Communities **Inishowen**

Do you want to stop smoking?
We Can Quit is a free stop smoking programme, offering group support, one to one support and stop smoking medication.

Have you tried to quit before? **We Can QUIT** Do you want support to quit?

Make this stop your last stop

WE CAN QUIT - BUNCRANA

START DATE: Thursday 14th March 2024
TIME: 7.00pm - 9.00pm
VENUE: TBC (Bunrana Area)
FO BOOK: @Clash@Inishowen.ie/Call (074) 934228 or scan the QR Code

HSE Stop Smoking Services – What do we offer?

An Evidence-based Standard Treatment Programme for Tobacco Cessation

Delivered by a Trained Stop Smoking Advisor

- Staff trained in competencies (knowledge & skills) required to support those attempting to quit (6-8 hours online followed by 2 days skills to practice face to face training followed by mentoring in the field)

Offer of One-to-One Behavioural Support

- Clients meet face-to-face with a Stop Smoking Advisor, online or on the phone. They will meet with the client weekly to support them through the quitting process.
- We offer a safe space and a non-judgemental service. We are here to support.
- This support will start 1 to 4 weeks before your quit date and can continue for up to a year.
- There are a minimum of 9 appointments

We recommend and arrange supply of free Nicotine Replacement Therapy & Stop Smoking Medications

- These products are **free** to anybody who engages with our stop smoking service.



Other Supports from HSE QUIT available Nationally

Group Support – We Can Quit

- Our group support sessions last 7- 12 weeks.
- Groups of approximately 15 people, led by a Stop Smoking Advisor.
- Meet for about an hour and a half each week.

QUIT Website – QUIT.ie

- Lots of information and support and to sign up for our online Quit plan.

Online Quit Plan

- A personalised online quit support programme tailored to you.
- Will send you emails and text messages based on how often you want to receive them.
- These messages are designed to help motivate and encourage you to keep on track.

Quit text service

- This service will send you motivational text messages to help keep you focused on your quitting journey.

facebook.com/HSEquit and other social channels for advertising Instagram Reddit etc



The Quality Assurance Standards encompass the HSE Standard Tobacco Cessation Support Programme, which consists of a minimum of six sessions, including a pre-quit assessment and weekly sessions until four weeks after the Quit Date.

Session 1: Pre-quit Assessment (one or two weeks prior to Quit Date)

Session 2: Quit Date

Session 3: 1 week post Quit Date

Session 4: 2 weeks post Quit Date

Session 5: 3 weeks post Quit Date

Session 6: 4 weeks post Quit Date (four week follow-up appointment)

There are also 12-week, 26-week & 52-week post quit-date follow ups.

Standard Treatment Programme (breakdown)	Minutes
Pre-quit Contacts (45 mins X 2)	90
Quit Date contact	30
Week 1 follow-up	30
Week 2 follow-up	15
Week 3 follow-up	15
Week 4 follow-up	15
Week 12 follow-up	10
Week 26 follow-up	10
Week 52 follow-up	10
QuitManager (data entry time)	40
Total	265



Behavioural support

As a stop smoking advisor, what do some people think that we tell smokers?

Smoking is bad for you. You should quit.



The Importance of Behavioural Support

- Medications roughly double smokers' chances of quitting
- So does behavioural support!
- In the group work we focus on reflective listening, motivational interviewing and provision of non-judgemental support for clients
- **DECISIONAL BALANCE EXERCISE**



How is this Possible?

- Significant investment from Government for Slaintecare (Equal healthcare for all), free NRT & HR investment.
- Clinical Guidelines to support treating tobacco addiction as a disease
- National Patient management system
- Electronic referrals
- Services in the community and acute settings as well as a national QUITline
- Support provided by non clinical staff (Health promotion officers, peer support workers)
- Providing support FREE at all who access the service



ASK

ASK every patient about tobacco use & record smoking status at every visit

ADVISE

ADVISE on the risks of smoking, the benefits of quitting & the most effective way of quitting

ACT

1. Prescribe

2. Refer: HSE Quit Service (via Healthlink)

Prescribe

Varenicline (Champix)	
Can be used alone OR with NRT#	
Week 1 : Continue smoking	
DAY	DOSE
Day 1 – 3	0.5mg x 1 daily
Day 4 – 7	0.5mg x 2 daily
Week 2 – 12: Stop smoking	
Day 8 – 84+	1mg x 2 daily
*If unsuitable, combination NRT should be recommended. See SPC & PIL.	



Combination Nicotine Replacement Therapy (NRT)			
LONG ACTING NRT (PATCH)		SHORT ACTING NRT	
Nicotine Patch*			
WEEKS	24 hr	16 hr	
1 – 4	*21mg or 14mg	25mg	<ul style="list-style-type: none"> • Gum • Lozenges • Inhaler • Mouth Spray
5 – 8	*14mg or 7mg	25mg	
9 – 10	7mg	15mg	
11 – 12	7mg	10mg	
* Higher dose more suitable for people who smoke more heavily, refer to SPC and PIL for more information			

For pregnant women consider 16hr Patch +/- Short Acting NRT



Refer

Intensive Behavioural Support from a Stop Smoking Advisor

Combined pharmacotherapy & behavioural support is 4 times more effective when compared with quitting unaided. Medication & intensive behavioural support is available FREE for all attending HSE Stop Smoking Services (regardless of medical card status)

This advice is informed by the National Stop Smoking Clinical Guidelines

National Stop Smoking Clinical Guidelines

Further info on medications

QUIT
We can help



Stop Smoking Services

Intensive Cessation Support		QUIT Plans	
2018	10,608	2018	8,951
2019	9,235	2019	6,500
2020	7,089	2020	7,755
2021	8,593	2021	6,420
2022	12,477	2022	6,316
2023	19,286	2023	7,798

Free Stop Smoking Medications



Looking to the Future



HSE

A year in the life of the HSE

We deliver over **64,000 babies**

#ourhealthservice

Building a Better Health Service | Seirbhís Stáinte Níos Fearr & Forbairt

Based on 2018 with 2019 figures



Sláintecare.
Healthy Communities



Links to Information & Resources

National Clinical Guideline No.28 – Stop Smoking

<https://www.gov.ie/en/publication/4828b-stop-smoking/>

State of Tobacco Control in Ireland report 2022

<https://www.hse.ie/eng/about/who/tobaccocontrol/news/state-of-tobacco-control-report-2022.pdf>

Healthy Ireland Survey 2022

<https://www.gov.ie/en/publication/f9e67-healthy-ireland-survey-2022/>

Making Every Contact Count

www.hseland.ie

Quit.ie website

<https://www2.hse.ie/quit-smoking/>



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**THANK
YOU**
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tfi@hse.ie

