



Smoking Cessation Champion Newsletter – Quarter 2 2019-2020



Kia ora koutou,

I'm Michelle Rohleder, Workforce Development & Projects Lead for the PHO. I've taken back the PHO Smoking Cessation Champion role since Robyn Fincane left, and held it for several years before she took over. I'm committed to helping people to quit smoking and take control of their health and their wallets and for us all to keep Smokefree Aotearoa 2025 fixed in our sights. We are the first country to set this goal and some huge gains have been made.

Each quarter, I'll send a newsletter with PHO and national progress towards targets, news, tips and tricks. I want it to be a place for us all to share what's working, ask for advice or questions. By creating an email group, we'll have a way to do that in-between. Below is a list of the Smoking Cessation Champions for each practice. As you'll see, there are a lot of blank spaces – please send me your name and details so I can fill them in.

Practice Name	Smoking Cessation Champion & Email Address
Colville Community Health Centre	
Raukura Hauora o Tainui	
Te Kohao Health Hamilton	Nikki Mollett nikkim@tekohaohealth.co.nz
Te Korowai Hauora o Hauraki	
Tui Medical	
Whitianga Doctors	
Hauraki PHO	Michelle Rohleder michelle.rohleder@haurakipho.org.nz

Brief Update from Dr John McMenamin, MOH Primary Care Champion for Tobacco Control

John is a GP based in Whakatane. He's passionate about this mahi, hugely supportive of the work being done in primary care and understands the challenges. At the end of this newsletter, I've included some **Tips n Tricks** from him on what to say to get people thinking, when time is short, and to share with the rest of the team. Printing it out and pinning on noticeboards or

leaving on the table in the staffroom is a good way to raise awareness and initiate conversations.



Update from the MOH Tobacco Control Team

Primary Care led referrals to Stop Smoking Services in 2016-2019. We are making progress.



Zoom Oct 19 3 Years
Data SSS.pptx

Vaping & Smoking In Cars Legislation

Vaping amendment – we're still waiting for the Minister to table the Bill in Parliament and the Health Committee have until the end of this Parliamentary sitting term to table their report into the banning smoking in vehicles amendment.

Pay It Forward

I'm the PHO rep for the WDHB Maternity Quality and Safety Programme (MQSP) Group which is responsible for making sure hapu mama and their babies get the very best care during pregnancy and at the beginning of their lives. Waikato has a significantly high number of young hapu mama smoking with a rate of 30.7% (2017). Helping these women to quit doesn't just mean their babies are healthier, it also means they have a better chance of being raised in smokefree homes. Having conversations with young women before they get pregnant pays dividends. Make the most of every opportunity to check smoking status and offer help.

Something Powerful

Tobacco is not whakapapa - This powerful clip has had over 25,000 views and over 200 shares. It would be a good one to show in the waiting room, and to family and friends for 2020.

https://www.facebook.com/hapaitehauora/videos/2657949897581867/?eid=ARCFGbURpi_LP1bgHrAkSrXtcJw_PtalJCPjw8OOENG5RNNczjEu2x3UA9IZwpjr5k0wzmKzqN78EJFB

Something Pretty

Most of us have seen videos encouraging smokers to quit and explaining the benefits. The link below is to a video that does all that but this one is different. It's pretty. *Seriously!*

<https://www.youtube.com/watch?v=xzcTyDYEGG4>

Takeaways for 2020

Keeping patient data up to date and having opportunistic conversations is the responsibility of the whole team, admin and clinical staff, not just the Smoking Cessation Champion.

Have a wonderful Smokefree Xmas and New Year!

**Naku noa nei, na
Michelle R**

Tips N Tricks from Dr John McMenamin, MOH Primary Care Champion for Tobacco Control



“What to say to smokers”

If only time for a quick question: *Would you like support to quit?*

For a conversation: *“Tell me about the times you have tried quitting. Would you be interested in knowing some of the ways we can help you quit”*

Don't stop there ... (This is about self-efficacy)

“None of that stuff works.... I've tried it all – patches, gum”

“It might seem like that.... but there are other options we can use. Can we talk about them?”
(permission)

Talk about the quit options: medications, NRT (used correctly), Vape to Quit

A couple of common themes from 2019:

Coding is a perennial item, understandable as staff change.

The ABC target denominator is the number of smokers in the population – for the target technically classified as a person who has smoked within last 15 months*

*This is the data extract definition.

The numerator is smokers offered brief advice - brief advice means offered support to quit.

Offering support to quit is better than advising patients to stop smoking.

Best support to quit is medication (NRT, Varenicline or Bupropion) mainly supported by behavioural support

Clinical definitions

Ex smoking clinically is quit over one year

Confusing is that sometimes an ex-smoker is consider quit after 4 weeks

Best to use:

Ex-smoker > 1 year

Stopped smoker > 4 weeks

Interesting comment: **behavioural economics** encourages us to use future commitments to encourage behaviour change - see <https://hbr.org/2017/10/the-rise-of-behavioral-economics-and-its-influence-on-organizations> for some comment. There is a small fee to purchase this document but the free abstract provided is food for thought.

What can behavioural economics teach us about smoking cessation?

“Save more Tomorrow” <https://www.journals.uchicago.edu/doi/full/10.1086/380085>

Smokers can be offered the opportunity to quit NEXT YEAR rather than now, with readiness support in the meantime.



“Nudging” - example would be making it easy to talk to a quit coach

“Add or Delete”

Add = Value added – do you want smoking cessation with that burger (script, advice, agenda)?

Delete = downgrade from the full model – I’d like to prescribe Varenicline to help you, maybe first we just start with a conversation with a quit coach?

Encouraging GPs and practice nurses – a common comment is “I’m down to hard-core smokers, they’re sick of me talking about smoking”. It’s all about how we have the conversation!

Try : open questions
 humour
 ICE
 Novelty

Examples coming in the newsletter - Subscribe here: <http://eepurl.com/gH70jr>