

Making the most of an opportunity:

**Quick & Easy Access to
Nicotine Replacement Therapy (NRT)**

**A joint venture between Oxleas NHS Foundation Trust
& Greenwich Tobacco Treatment Service**



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Project Aims



To increase the number of those accepting a referral from the COPD Diagnostic Clinic to the Greenwich Tobacco Treatment Service.



To increase the number of patients achieving “quit status” from those that accepted a referral from the COPD Diagnostic Clinic by 20% by December 2023 through;

Holistic assessment & individualised treatment plan

Early support at the point of diagnosis (or otherwise)

Timely access to Nicotine Replacement Therapy

Challenges for Project

Historically low quit rates in Greenwich

Multiple co-morbidities / complexity – Physical & Mental Health

Poor socio-economic status - associated with high smoking rates and disease prevalence.

Not a quick fix – There is an opportunity for a meaningful conversation with support & counselling.



What happened previously?

COPD Diagnostic Clinic

- Patients are referred (via GP) with symptoms of breathlessness and/or cough, with a history of smoking or pollutant exposure
- Patients attend for lung function tests including: Spirometry & FeNO
- Patients who attend clinic and are identified as current smokers were given very brief advice (VBA)

Referral to Tobacco Treatment Service (TTS)

- If accepting support, patients were referred to the TTS via an online portal

Patients were followed up by the TTS (usually within 1 week)

- Many patients lost to follow-up
- Poor engagement with the TTS
- Low quit rate



Smoking is the single biggest cause of preventable deaths in England.

Around 6.6 million people in England still smoke. Smoking accounts for more than 200 deaths each day and half a million hospital admissions each year.

Quitting smoking has the biggest health impact with reduced risk of heart disease, stroke, COPD and over 15 types of cancer.

In the long term this will decrease the demand on NHS services by reducing the number of smoking related illnesses and hospital admissions.

In Greenwich, approximately 40% of residents are unemployed or in low paid jobs and 12% of adults currently smoke.

Driver for change

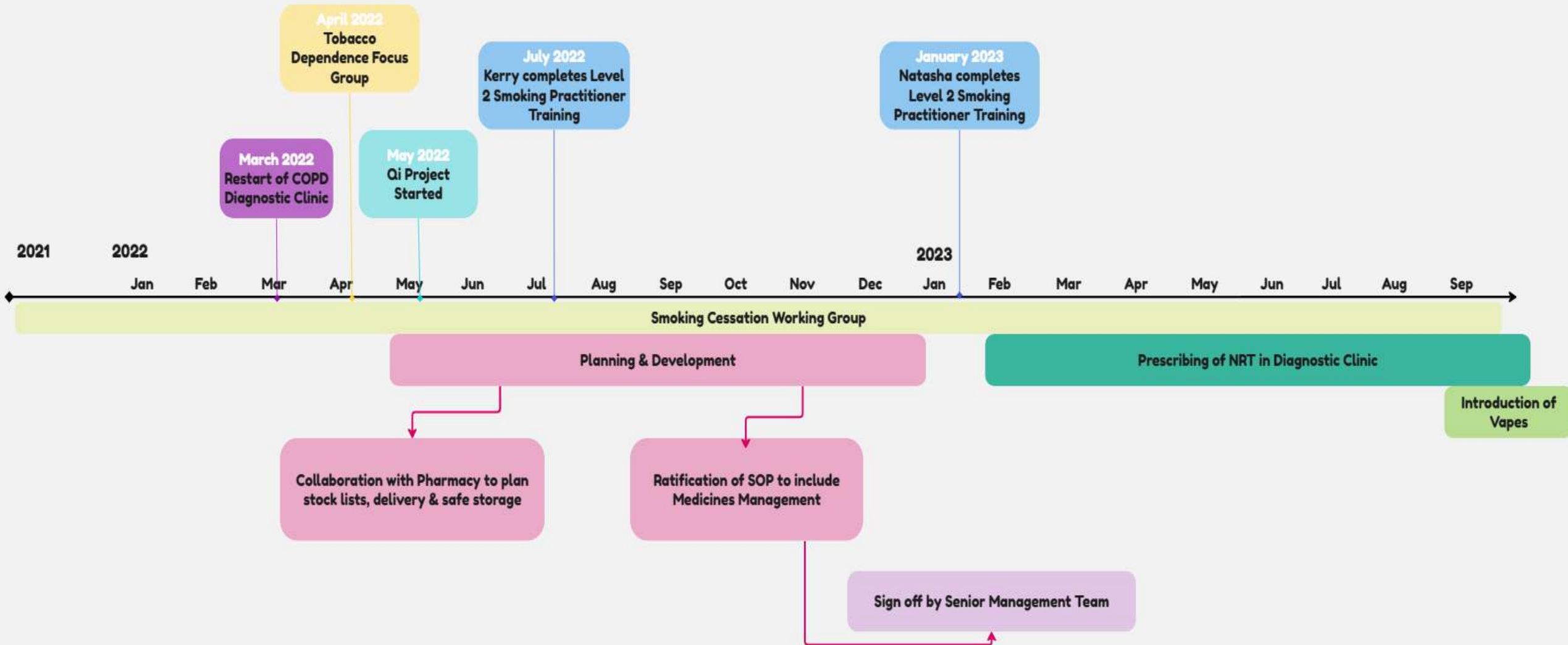
Greenwich is ranked 2nd and 9th highest in cancer and cardio-respiratory related deaths respectively, out of the 32 London boroughs.

The COPD Diagnostic Clinic has a unique opportunity at the point of a potential smoking-related diagnosis.

To help patients to quit smoking during an important teachable moment.

We believe, our project is the first of its kind.

Planning & Implementing



Focus Group Feedback – Key Themes

EMPATHY

BUDDY

PEER

SUPPORT

STRESS MANAGEMENT

READINESS

FRIENDLY

FEELINGS

LISTENING

QUIT

NON-JUDGEMENTAL

What happens now?

You Said...
We Did...



COPD Diagnostic Clinic

- Patients who attend clinic and are identified as current smokers are given very brief advice (VBA).
- If accepting support, patients are given level 2 counselling and a quit date is set.
- Patients are offered a 7-day supply of appropriate strength NRT patches plus one quick-acting product.
- Coming soon... Awaiting stock of vapes as alternative option

Referral to TTS

- Patients are referred to the TTS via an online portal

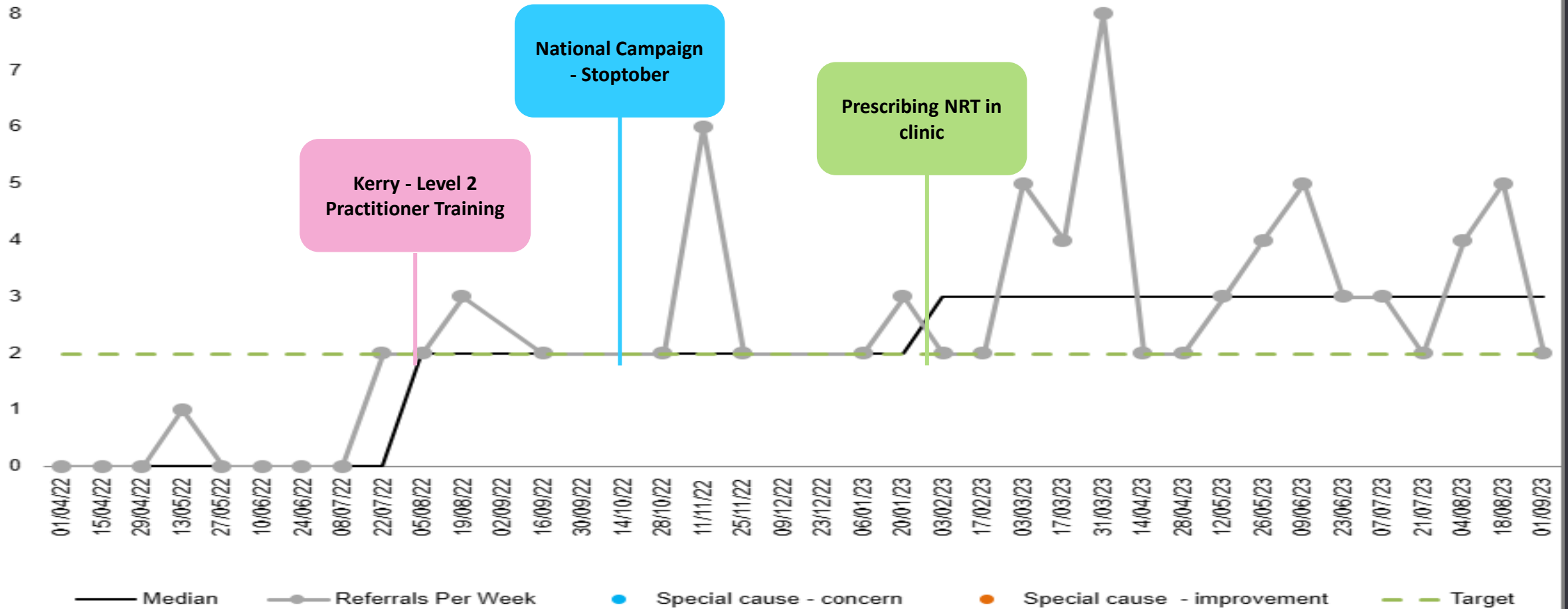
Follow up

- Patients are followed up by the TTS within 48 hours of their clinic appointment.
- Issued with ongoing prescription of NRT and weekly support phone calls for up to 12 weeks treatment plan.

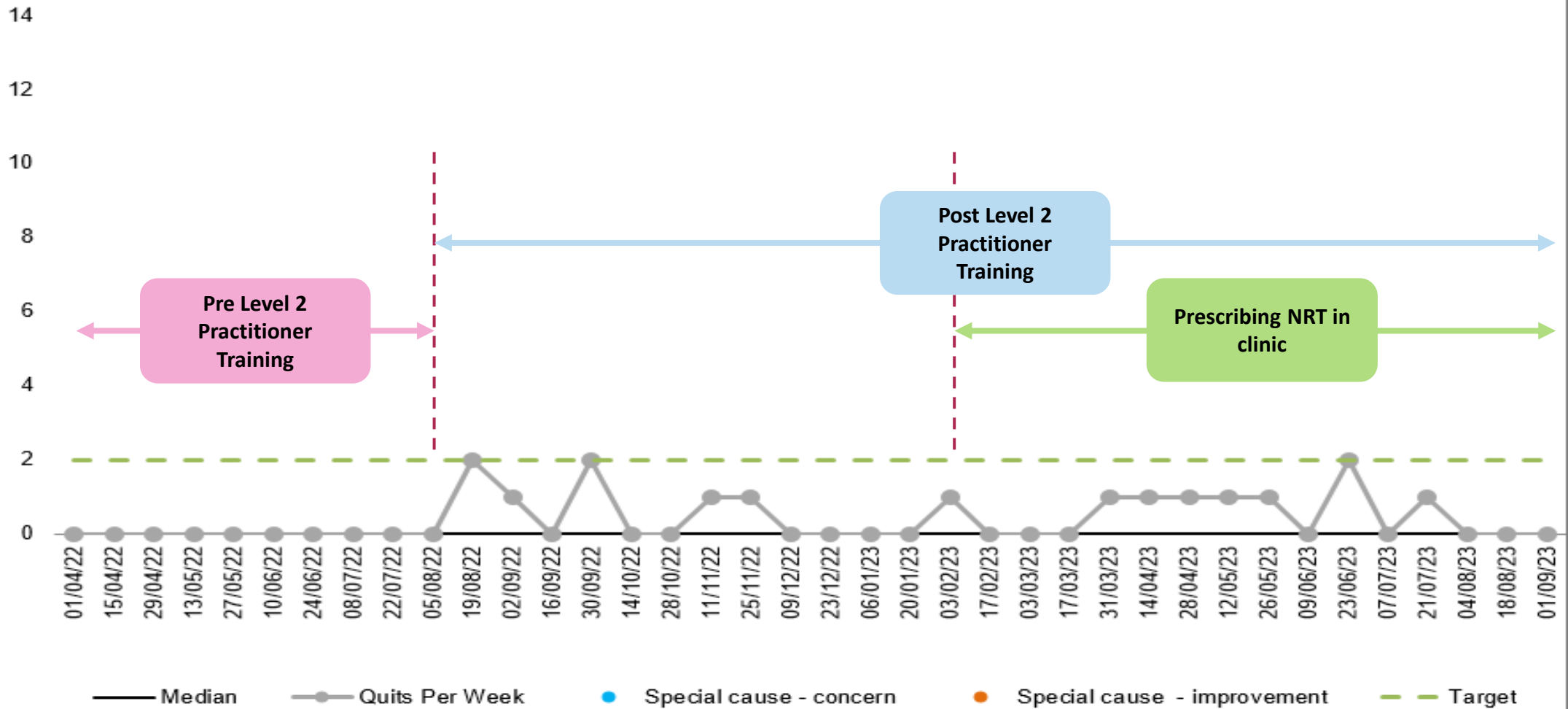


Outcomes

Number of Referrals from COPD Diagnostic clinic to TTS



Number of referred patients that achieve 'quit status'



Reflections

Staff feel better equipped and have the confidence to have more meaningful conversations with patients and are confident in the products they are offering.

Patients have the opportunity to give feedback on their experience of the service. This has identified “you said... we did...” opportunities such as offering vapes.

Patients describe the clinicians as being empathetic and supportive when discussing their quit journeys and the challenges they face.

All patients who accept the offer of NRT report to being grateful to receive the products without having to wait or go and buy them.

Patient Feedback

“So pleased that NRT was given during my appointment. Recommended the service to my wife to get some support”

“Happy that continuation NRT products were delivered few days after meeting with service”

“Glad I was able to get the patches to help my lungs because I don’t want to get worse”

“Physiotherapist was very helpful in explaining how smoking affected my breathing... I've been smokefree for 6 months”

“Physiotherapist was absolutely fabulous! Was professional, kind, compassion & an abundance of knowledge... Your staff are incredible. We LOVE you NHS and thank you for your support in finally quitting smoking”

“Physiotherapist was lovely and explained everything. I really want to quit smoking and glad I was referred to help quit because I wasn’t sure how to”

Sustainability & Transferability



We are currently working with the Senior Management and Quality Teams with the aim of having increasing numbers of staff being trained in VBA and practitioner status. Oxleas is a large employer with approximately 4000 staff working in physical, mental and forensic directorates.



Our project is reproducible within any healthcare setting. Supporting patients to quit should be every healthcare professional's responsibility.



The learning from the project will now start the conversation as to whether other services could or should try to replicate the work.



Being shortlisted for this award highlights this work and gives us a more vocal platform to engage other services with our work.