



YOURhealth
Prevention and Lifestyle Services

STOP



P

SMOKING SERVICE

21/22 Annual report

Our aims and objectives and how we achieve these



Strive to reduce health inequalities within East Riding residents 12 years plus.

Supported the Quit Together model for inpatient, maternity and mental health inpatient units to support quit attempts and change cultures in hospital settings. This include the NHS Staff smoking cessation provision.



Improve the provision and accessibility of lifestyle prevention services for hard to reach populations, namely pregnant smokers, young people and those with comorbidities.

Continue to build relationships with Maternity Services and expanded the Smoking in Pregnancy clinics from Goole only to Goole, Bridlington and Withernsea.

Worked holistically with the Health Trainers for Children and Families service to support young people to seek support for smoking and vaping cessation.



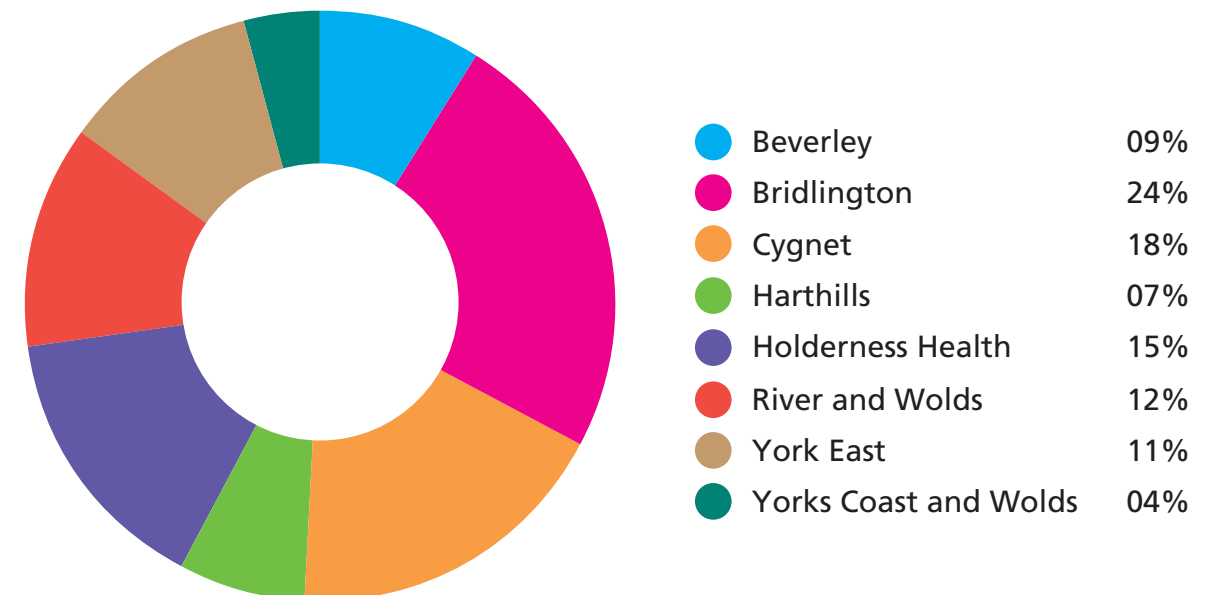
Provide an empathic and supportive model that ensures all those seeking support to quit are offered the opportunity to do so.

Continued to showcase the number of options available to service users to access the service: Face to Face, Telephone, Virtual sessions, Home visits and community centres

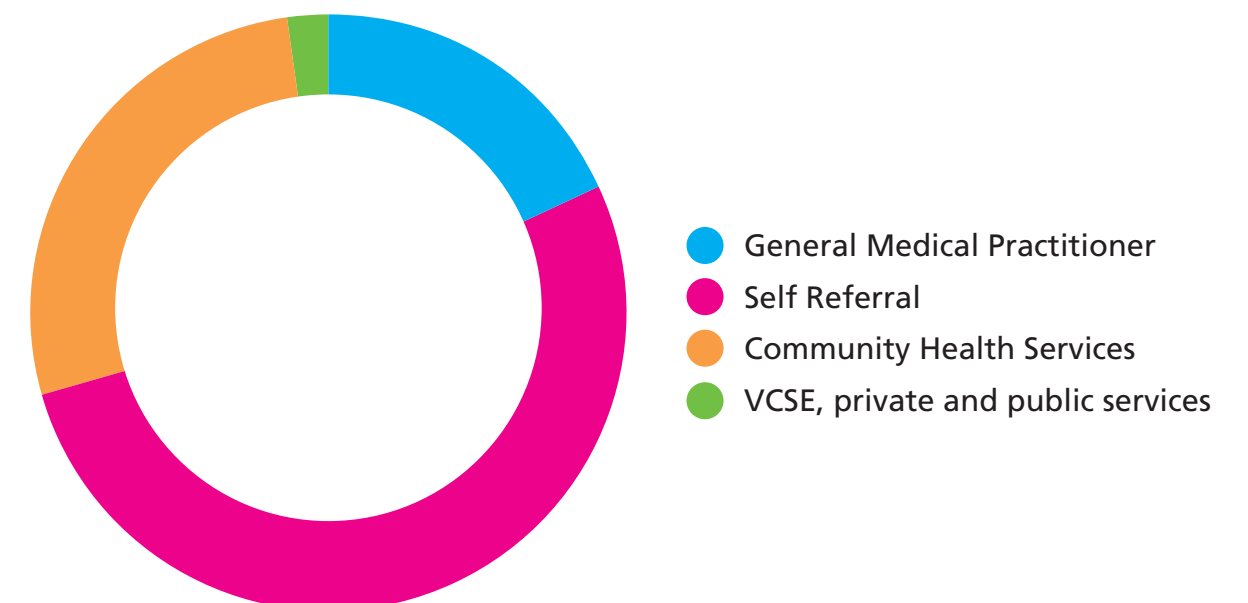


The Numbers and Trends

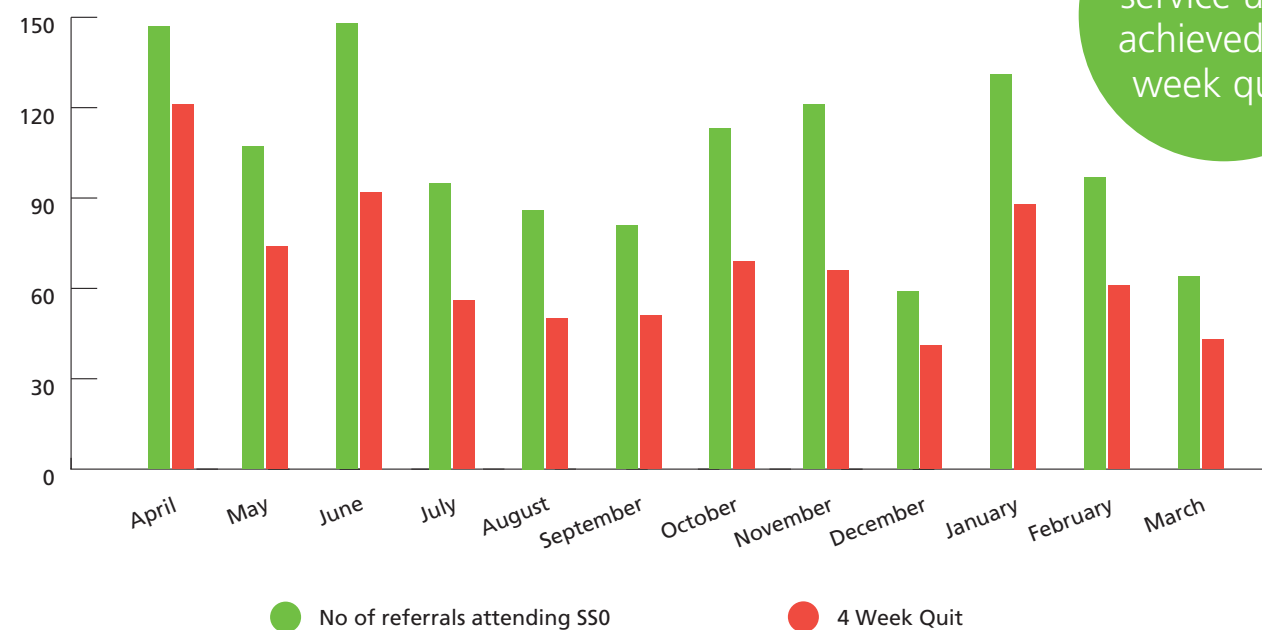
Smoking Cessation Referrals Numbers per PCN



Referral Sources



Number of successful 4 week quits



Our feedback

'You have been an absolute super star over the last 8 weeks, encouraging me to focus on my reason for quitting and being a listening ear when I struggled. You are incredibly empathetic...You listened, asked questions and helped me understand my relationship with stress and cigarettes, and more importantly helped me overcome it'



Smoking in Pregnancy Case Study

Profile

Client self referred in for support with stopping smoking as soon as they found out they were pregnant. They had stopped previously and wanted to quit again for good now they were expecting their 2nd child. Client was 4 weeks pregnant at her first appointment, had not yet had her first midwives appointment. Husband was also smoking and client was going to speak to him regarding the support we can offer.

Discussed their smoking habits and our 8 week programme along with health benefits for both mum and baby.

🍏 Week 1

It was agreed they would try dual therapy of patches and mini lozenges with an agreed quit date in the next 2 days.

🍏 Week 2

They were smokefree from their quit date and progressing well. Working from home was helping them greatly with their quit attempt.

🍏 Week 3

They had a stressful job so Kerry discussed ways to manage this and to increase use of lozenges.

🍏 Week 4

They no longer required the patches and stated their husband has also stopped smoking resulting in a smokefree home.

🍏 Week 5

Their first Midwife appointment was due and they were feeling more relaxed about the pregnancy.

🍏 Week 6

They were now only needing the occasional Lozenge to help with cravings.

🍏 Week 7

They were off all products and smokefree. Congratulated them on their achievement as they will now have a smokefree home when baby arrives.

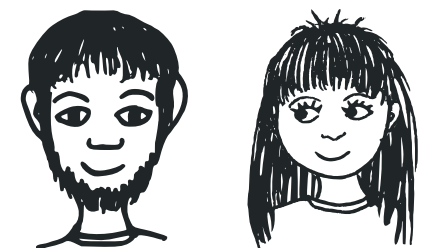
Motivated to continue !

Impact

From the moment they discovered they were pregnant they were determined to quit smoking as they were aware of the dangers of smoking in pregnancy. They already had 1 child and had previously quit but started again due to feeling stressed after the birth of their first baby. They were determined not to make the same mistake this time.

Results

They completed the 8 week programme and successfully quit smoking. Their husband also quit in this time reducing the harms from second hand smoke resulting in a smokefree home..



What being a Stop Smoking Advisor means to our staff.

'I find my role really rewarding as a Stop Smoking Advisor, especially when clients complete the programme and often say 'Thank you for your support, I couldn't have done this on my own. Also the work I do with the pregnant mums at the local hospital high risk clinic every week is vital to offer my support for mums to be, and their families to have a smokefree home before and after baby is born.'

Kerry Bird, Goole Stop Smoking Advisor and Smoking in Pregnancy

"Kerry is an essential part of the integral team here in the high risk midwives clinic. Her friendly face, knowledge and experience helps to build better relations with the mums and their families, essentially helping towards saving babies lives."



Kerry Bird



John Eldon

'I love being a Stop Smoking Advisor! It's a win/win. There's a lot of 'wow moments' over literally saving people's lives (because smoking will get you if you don't stop!). It's also very satisfying to see the pleasure our clients take in the other possibilities that are opening up to them now they are living healthier, happier lives and are able to do things they couldn't previously. Sometimes clients will say they couldn't have done it without us - I remind them that it's they that have actually stopped smoking, and seeing their sense of achievement is just wonderful.

John Eldon, Bridlington Stop Smoking Advisor and Health Trainer

Our feedback

✓ YOURhealth exceeded a 4 week quit success rate **10%** higher than national average

👥 The service averaged **150** referrals a month

📺 Over **700** people locally have been trained in our Brief Interventions for smoking cessation programme

👩 **195** women who were pregnant, trying to conceive or breastfeeding were support to go smokefree





What's Coming in 2022/23

Improved
pathways
upon hospital
discharge direct to
Community Stop

Smoking
services

Vaping
cessation
support

Expansion
of support
within
Maternity
Services

Dedicated
support for
young people
with our Health
Trainer for Children
and Families
services

Clinics
dedicated
to NHS Staff

Call us TODAY on freephone

0800 9177752

Email us: hnf-tr.healthtrainers@nhs.net

www.readytostop.co.uk

www.nhs.uk/smokefree

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