

# MidCentral Community Pharmacy Stop Smoking Project

Presenters:

Fay Selby-Law TOAM Stop Smoking Service:

Clare Hynd Community Pharmacist:

# Strengthening established relationships for a successful project



# Basis for the project

- ▶ Funding for community pharmacy patient focussed project (CPSA 2015)
- ▶ Pharmacists know their population
- ▶ Novel route for primary healthcare stop smoking activity
- ▶ Previous Community Pharmacy based campaign

# The Aim

- ▶ Increase opportunities to give Smoking Brief Advice (SBA)
- ▶ Increase quit attempts
- ▶ Increase referrals to stop smoking service (TOAM)

# Hypothesis

- ▶ Confident in minimum 50% Pharmacy uptake of this project
- ▶ Increased achievement towards primary healthcare SBA target for PHO
- ▶ Increased access to stop smoking support for vulnerable populations

# What we did

- ▶ Training programme
  - ▶ Include pharmacists + techs + other staff
  - ▶ Health Online ABC training + attend local training session
- ▶ Tools
  - ▶ Form to capture demographic data
  - ▶ E-claiming/MCPG established website
  - ▶ E-referrals to stop smoking service
  - ▶ Patient/client consent for qualitative evaluation

# Patient Story

- ▶ SBA completed by pharmacist
- ▶ Referral to stop smoking service (TOAM)
- ▶ Client appointment at Feilding Health Care Clinic (TOAM clinic)
- ▶ Quit Coach assessment, prescribed medication more suitable
- ▶ GP contacted & prescribed Champix

# Observations and Results

## ▶ First six weeks:

- ▶ 326 smokers given SBA
- ▶ 300 commenced a quit attempt with NRT from the pharmacy
- ▶ 286 referrals to TOAM

## ▶ In 5 months

- ▶ 553 smokers given SBA
- ▶ 510 commenced a quit attempt with NRT from the pharmacy
- ▶ 385 referrals to TOAM
  
- ▶ 28/31 pharmacies (90%)
- ▶ 26 no GP
- ▶ 441 signed consent



# Lessons Learned, Next Steps

- ▶ Partnerships important to success
  - ▶ Relationships formed for future projects
- ▶ Capacity planning
- ▶ Texting works
- ▶ Health care professionals behaviour change
- ▶ Collection and use of data