

stop smoking interventions in secondary care:

improving the health literacy of patients, visitors and staff

Rachel Swindells, Public Health Facilitator, Blackpool, Fylde & Wyre Hospitals NHS Foundation Trust
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Introduction:

Blackpool, Fylde & Wyre Hospitals NHS Foundation Trust's Public Health Strategy aims to provide an environment that promotes the health of patients, visitors and staff of the Trust, addressing the key health issues of smoking, alcohol misuse and obesity.

The hospital setting provides an excellent opportunity to influence the behaviour of patients as people can be more receptive to health advice and support whilst in hospital. Furthermore, hospitals have the potential to offer effective health education not only for inpatients but also for the general community population.

Key to the concept of influencing behaviour is "empowerment" of individuals. The World Health Organisation Collaborating Centre for Health Promotion in Hospitals national guidance framework recommends that all patients, staff and visitors have access to general information on factors influencing health. A key strategy within the framework aims at 'improving the outcome of hospital interventions by empowering patients to build up specific health literacy (knowledge, skills and attitudes/preferences) for developing and maintaining health promoting life styles.' (WHO, Putting HPH Policy into Practice, 2006)

This poster presents Blackpool, Fylde & Wyre Hospitals NHS Foundation Trust's approach to empowering patients, visitors and staff of the Trust to build up specific health literacy in relation to stopping smoking.

The Programme:

The Stop Smoking Interventions programme engages with key partners to provide a combination of interventions:

- Constructive information via a range of campaign materials which are branded within a wider hospital public health campaign 'A Better Tomorrow' brand.
- Implementation of Smokefree Policy
- Implementation of Nicotine Replacement Therapy Policy & education for prescribers
- Rolling training programme for clinical and non-clinical staff within the Trust.
- Brief Advice & Brief Interventions implementation
- Stop smoking champions at ward level.
- Specialist intervention for smoking in pregnancy
- Direct referral to Specialist Stop Smoking Advisor (Blackpool's Stop Smoking Service) providing onsite and community stop smoking clinics for patients, visitors and staff
- Lung Health Check programme provided by NHS Blackpool

Initial Outcomes (Oct 09- Dec 09):

- 150 inpatients referred to service
- 40 staff attended drop-in clinic
- 45% successful 4 week quitters

Audit Tool:

An audit tool had been implemented to monitor the programme across the Trust. The audit will provide data on:

- Number of patients asked about smoking status
- Number of smokers offered brief advice
- Number of patients offered NRT
- Number of patients taking up NRT
- Number of patients referred to the Stop Smoking Service.

An evaluation of the effectiveness of the programme will be available from October 2010.



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