

Smoke Free Start

Edward Murphy
HSE Tobacco Free Ireland Programme



QUIT.ie

Conflict of Interest

- This intervention is made independently from the organizer of the event. I have no conflict of interest related to the subject matter.

Underpinning Policy & Strategy

- WHO International Treaty – FCTC
- Cross government Strategy – Tobacco Free Ireland 2013- 2025
- Cross Government Strategy – Healthy Ireland
- 4 year TFI Plan/HSE HI Implementation Plan
- Irish Stop Smoking Clinical Guidelines for Health Professionals

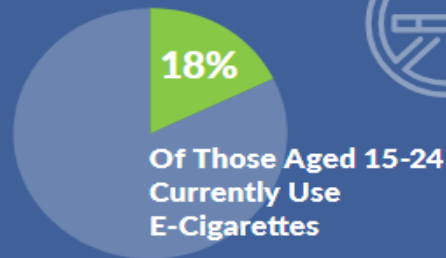
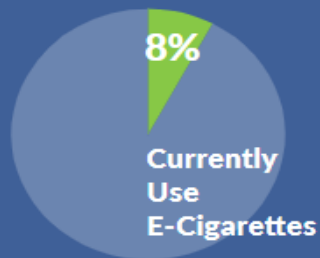


Smoking

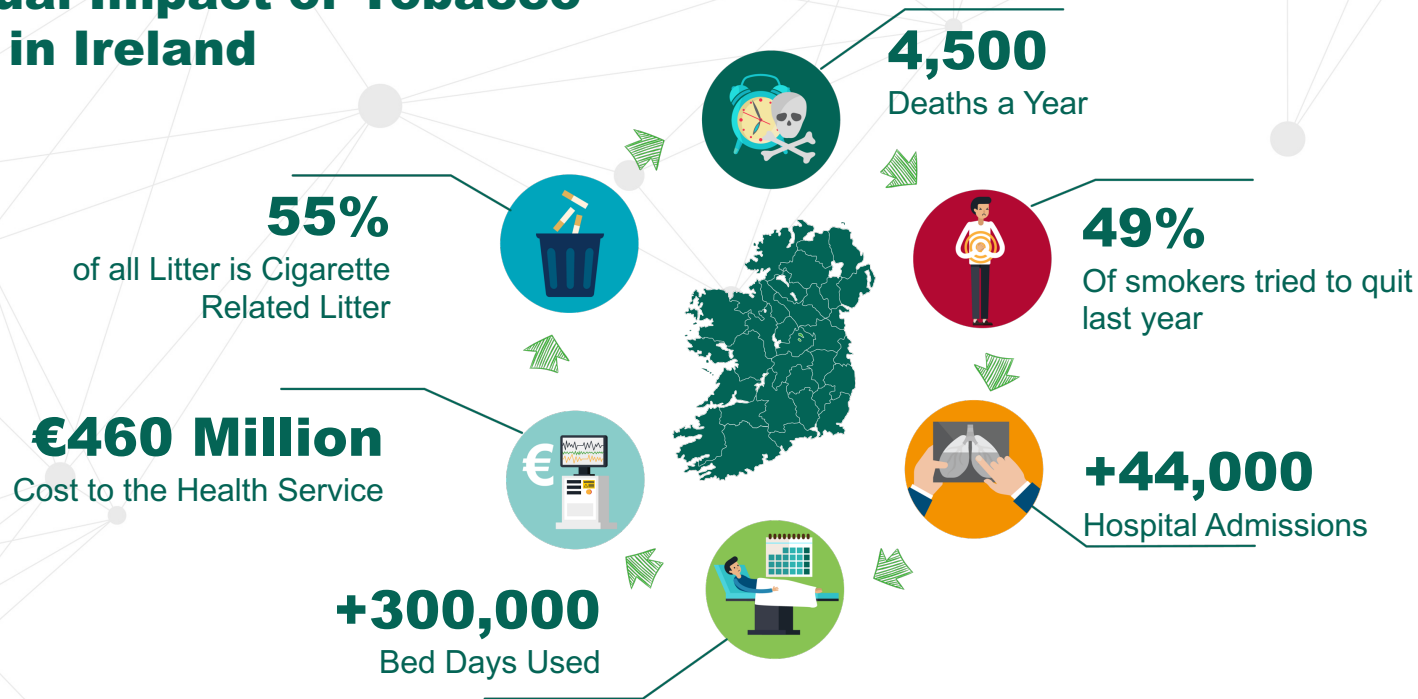
Prevalence of Smoking by Year



Use of E-Cigarettes



Annual Impact of Tobacco Use in Ireland



The Overall Aim of Tobacco Free Ireland is to reach less than 5% smoking prevalence by 2025



DENORMALISE
Smoking for the
next generation



ACKNOWLEDGE
tobacco use as a
disease and treat



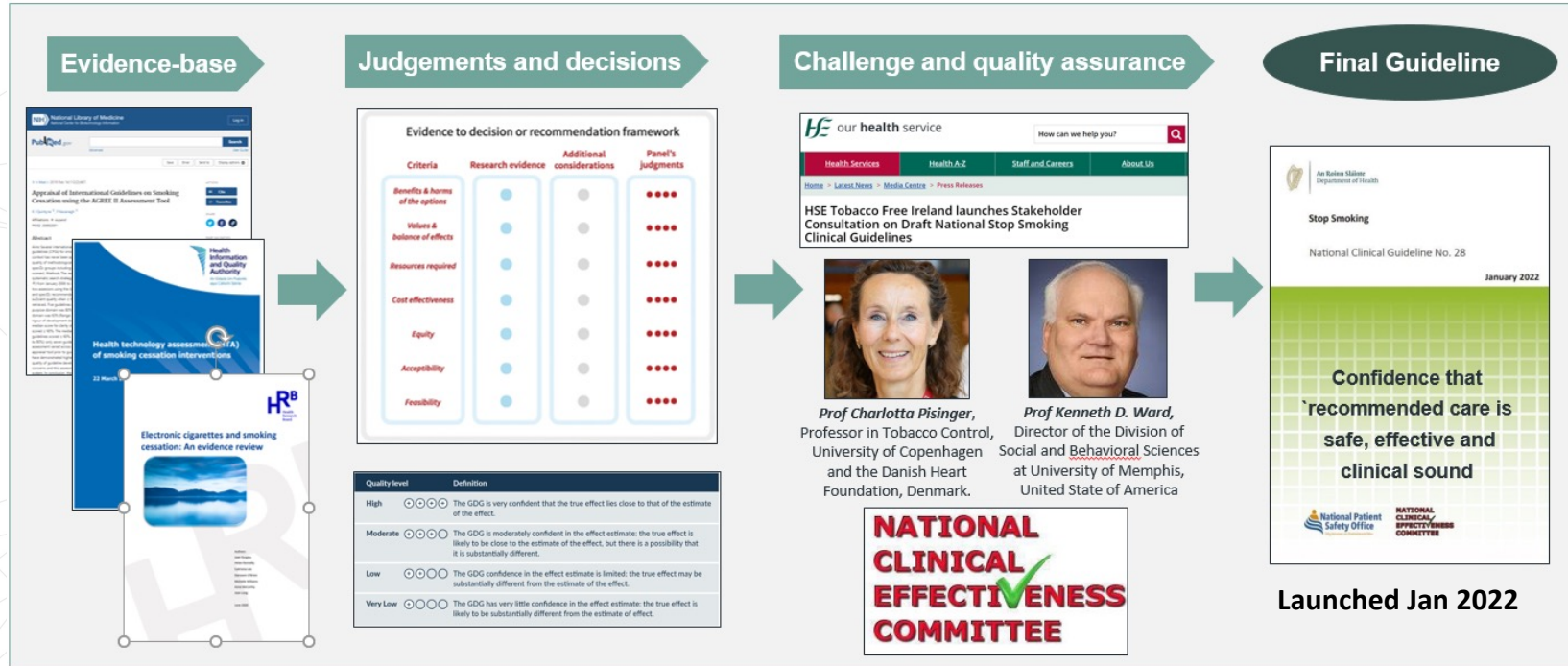
**PROVIDE CESSATION
SUPPORT**

- Encourage smokers to access services through QUIT
- Implement Stop Smoking Guidelines



PROVIDE
a Tobacco Free
environment

Clinical Guideline Development





Behavioural support

- Individual or Group Counselling
- Telephone support
- Text messaging support
- Internet-based support

+

Stop medicine support

- Varenicline (+/- NRT)
- If varenicline not suitable, combination NRT
- NRT monotherapy, or bupropion (+ / - NRT) or nortriptyline can also be used, but not as first-line.



HSE Stop Smoking Services – What do we offer?

An Evidence-based Standard Treatment Programme for Tobacco Cessation

Delivered by a Trained Stop Smoking Advisor

- In competencies (knowledge & skills) required to support those attempting to quit,
- National Centre for Smoking Cessation and Training (NCSCT)

Offer of One-to-One Behavioural Support

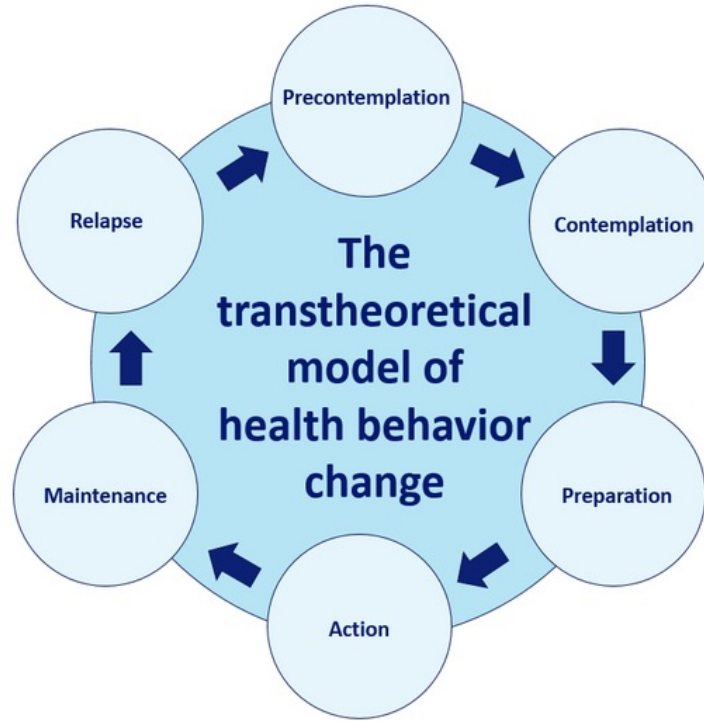
- Clients meet face-to-face with a Stop Smoking Advisor, who will meet with the client weekly to support them through the quitting process.
- We offer a safe space and a non-judgemental service. We are here to support.
- This support will start 1 to 4 weeks before your quit date and can continue for up to a year.

We recommend Nicotine Replacement Therapy & Stop Smoking Medications

- These products are free to anybody who engages with our stop smoking service.



Trans-theoretical Model of Change



Prochaska & DiClemente (1983)

Application to Quitting Smoking

Cognitive Processes

- Consciousness raising e.g. midwife asks about smoking
- Situational re-evaluation e.g. becoming pregnant
- Self re-evaluation e.g. not happy being a smoker
- Social liberation e.g. friends don't smoke, stigma

Behavioural Processes

- Self-liberation: I believe I can quit
- Supportive relationships
- Counter conditioning
- Reinforcement
- Stimulus control

Limitations

- The theory ignores the social context in which change occurs, such as cultural issues, income.
- The lines between the stages can be arbitrary with no set criteria of how to determine a person's stage of change.
- There is no clear sense for how much time is needed for each stage, or how long a person can remain in a stage.
- The model assumes that individuals make coherent and logical plans in their decision-making process when this is not always true.
- Cant account for the fact that people often decide to change their behaviour in the absence of any planning .

Smoke Free Start

- Joint initiative between The National Women and Infant's Health Programme, Tobacco Free Ireland Programme, Cork University Maternity Hospital and The National Maternity Hospital
- Funded by Sláintecare Integration Fund

'Right Care. Right Place. Right Time'

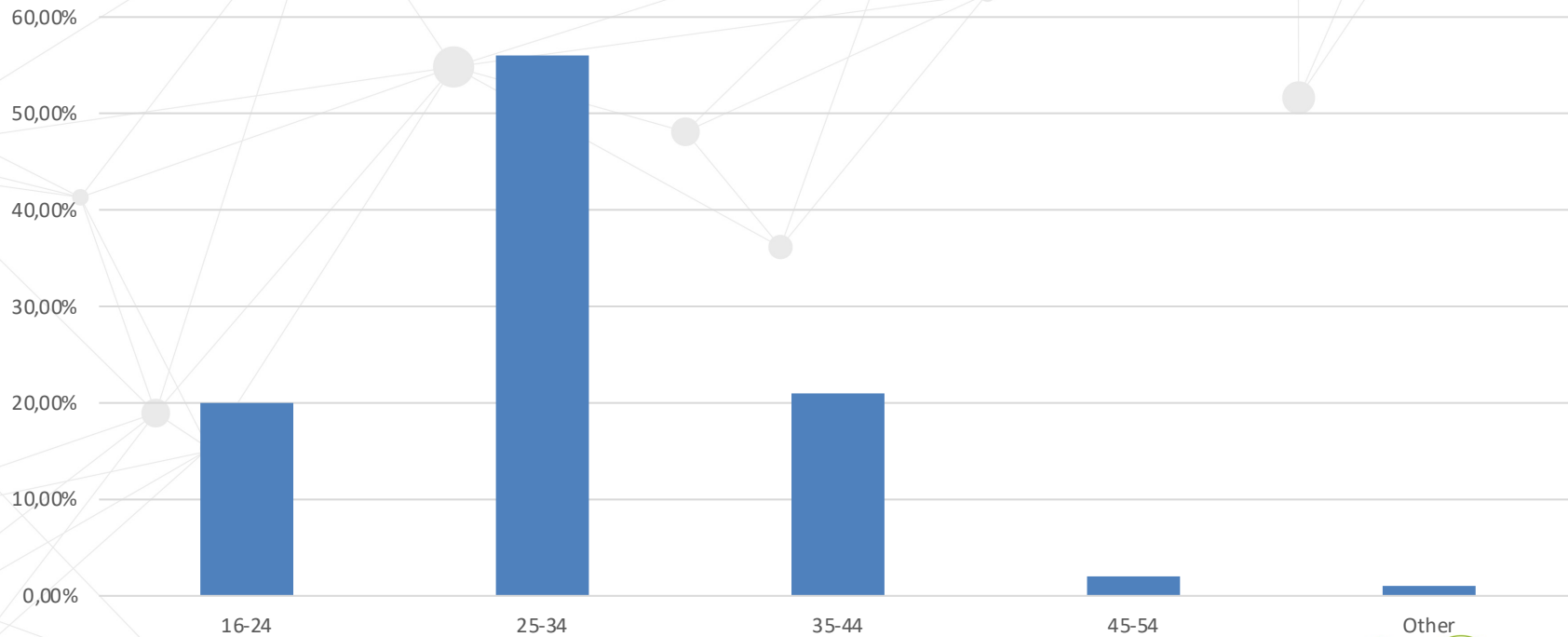


Project Aims

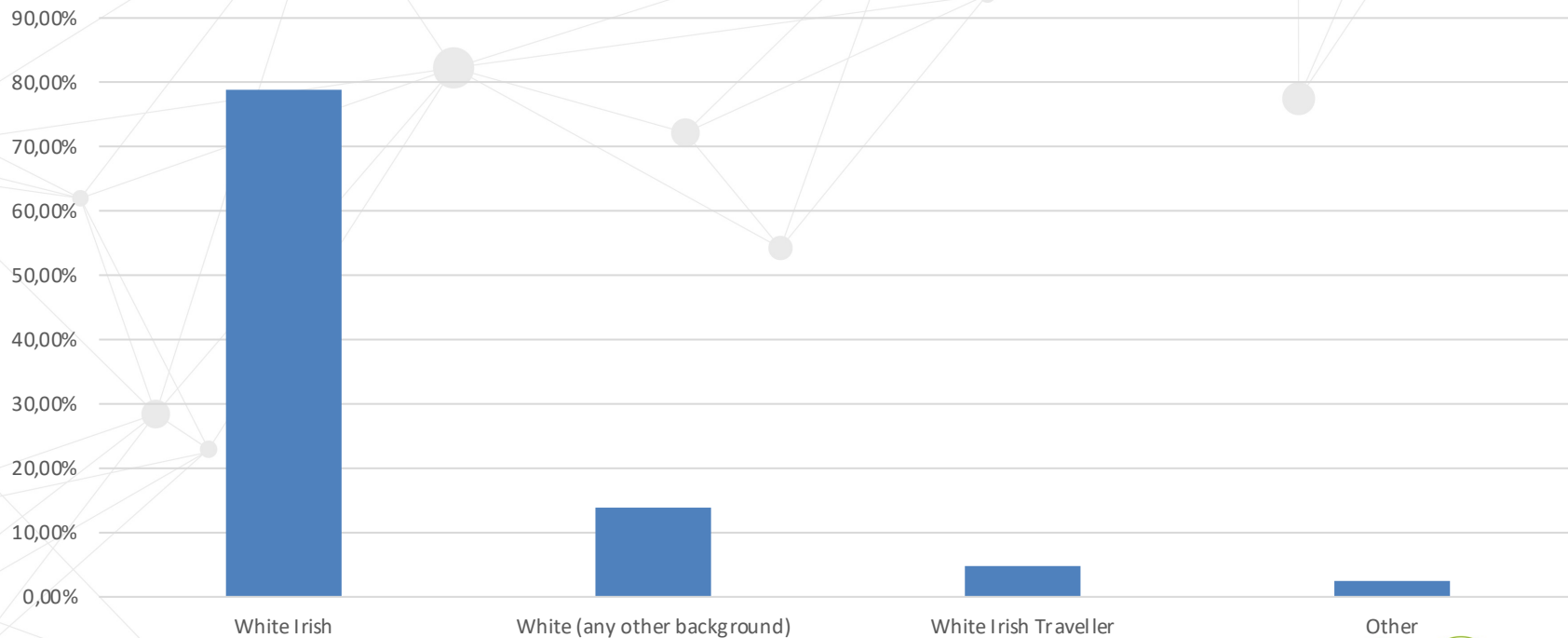
- To establish midwifery-led smoking cessation services for pregnant women in The National Maternity Hospital and Cork University Maternity Hospital
- Train staff in Making Every contact Count
 - Brief interventions and advice
 - Tobacco, Alcohol, Diet and Physical Activity
 - E-Learning
 - Face to Face Training
- Introduce routine Breath Carbon Monoxide (BCO) screening at antenatal booking visits



Age



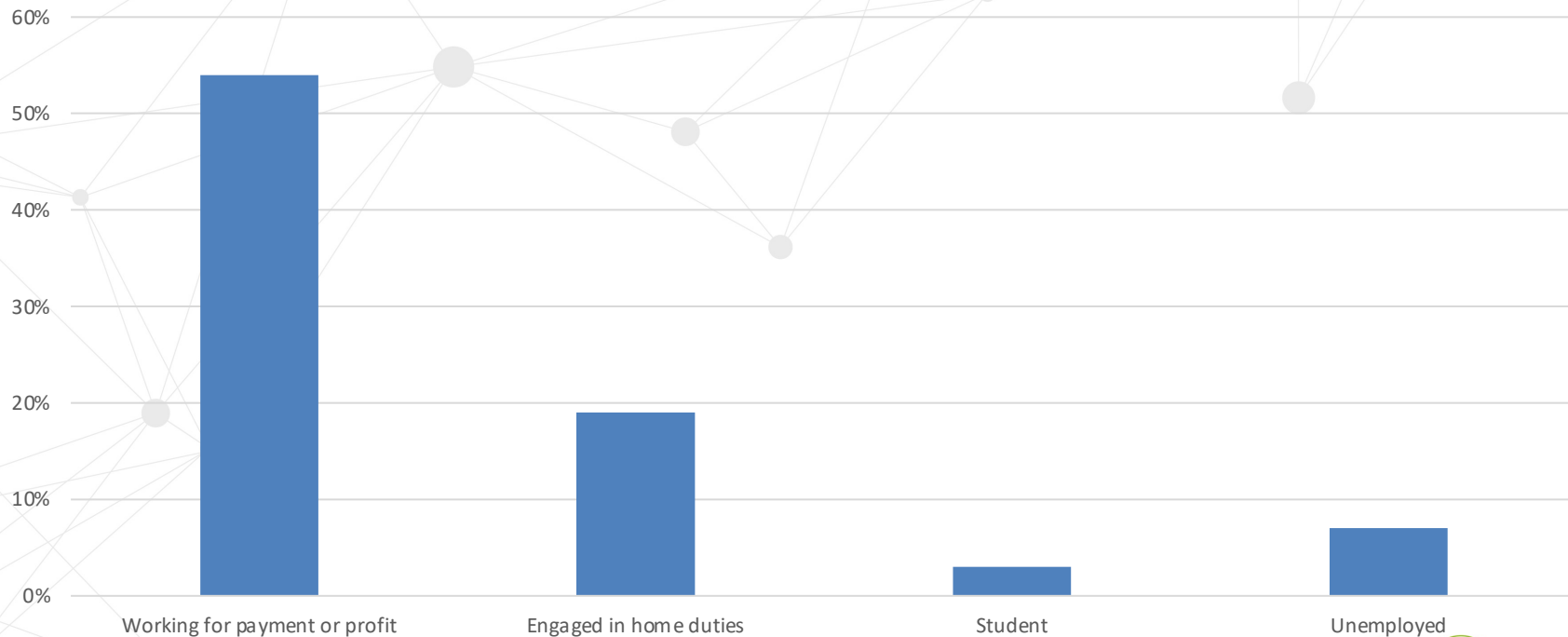
Ethnicity



Data available for 89% of clients



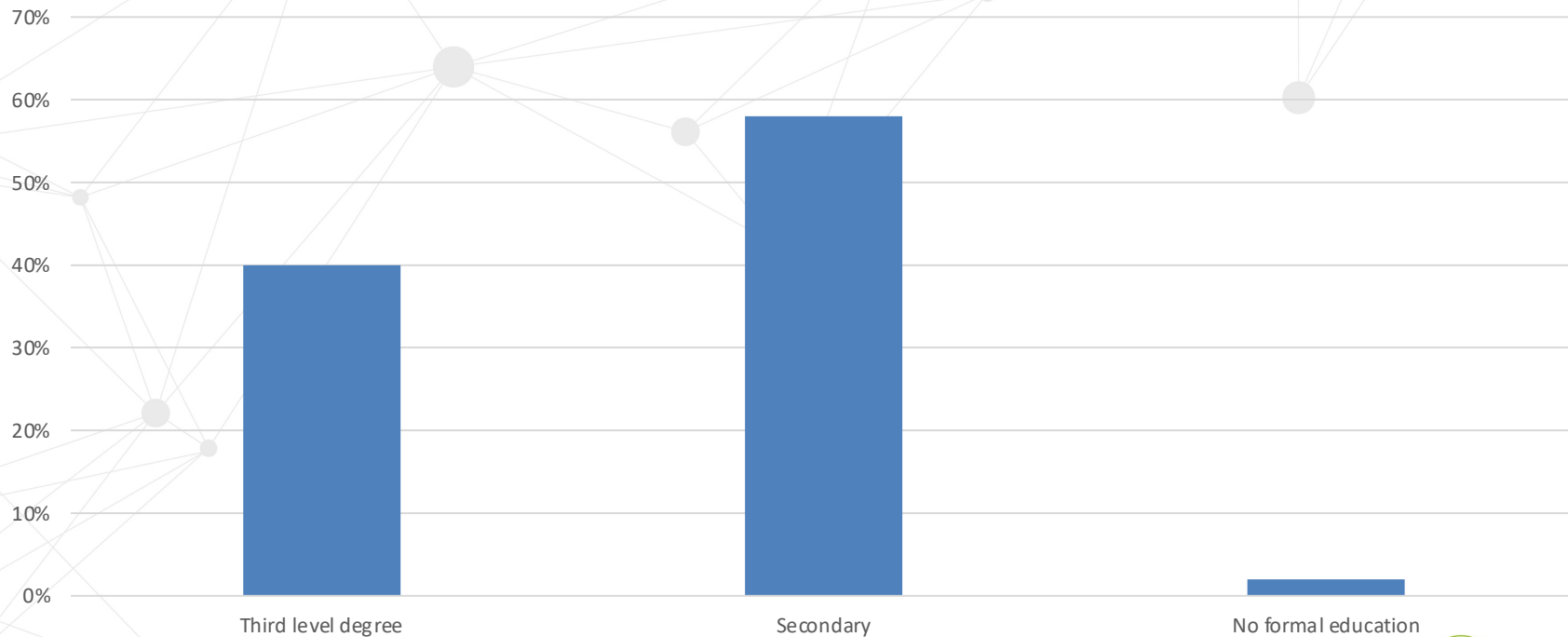
Occupation Status



Data available for 84% of clients



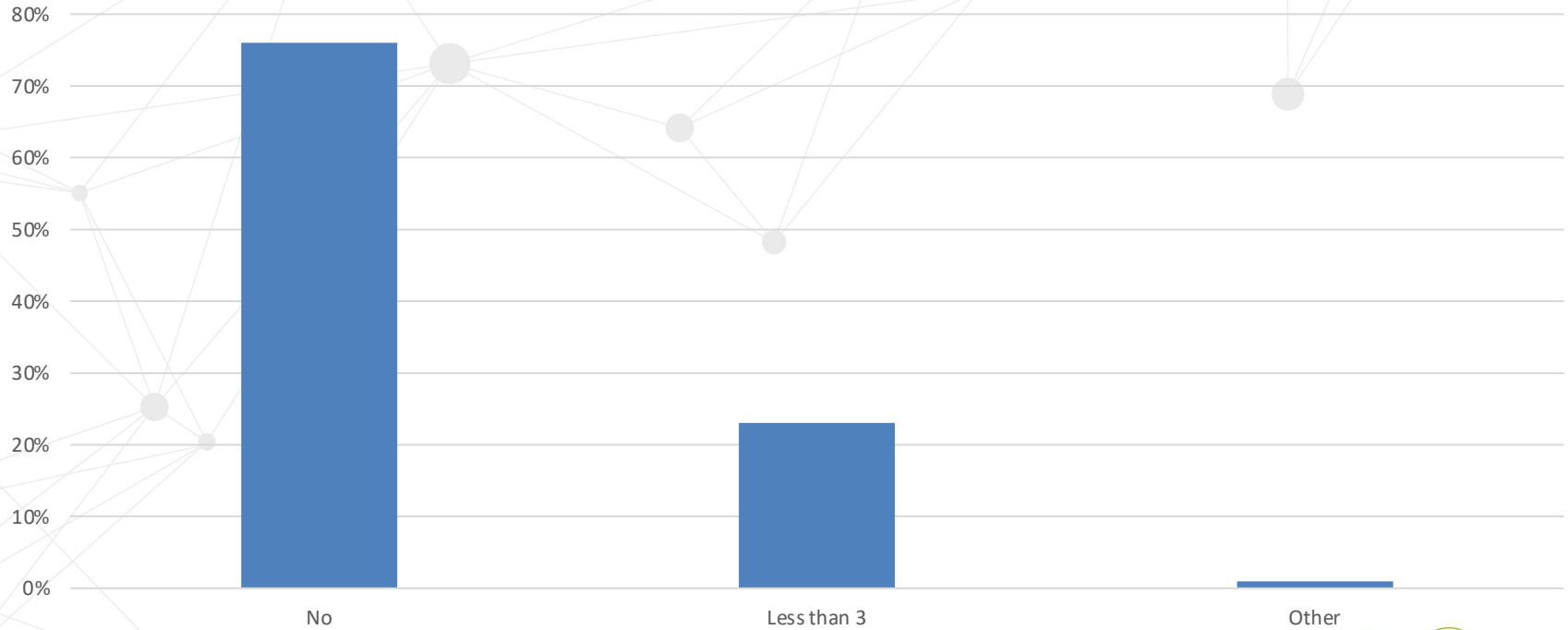
Highest Level of Education



Data available for 78% of clients



Previous Quit Attempts



Data available for 68% of clients



General Profile

- 90% of women pregnant at time of attending service
- 57% smoked for 10 years or more
- 31% disclosed a health condition
- 27% disclosed a mental health condition
- 57% lived with another smoker(s)
- 55% lived with children
- 60% of women multiparous (CUMH)
- 19% used Nicotine Replacement Therapy

Outcome Measures

Episodes of care with at least 1 episode

n = 2,257

Quit date set

n = 832 (37%)

Quit at 4-weeks

n = 511 (61%)

Quit at 12-weeks

n = 275 (33%)

Quit at 52-weeks

n = 77 (9%)

July 2020 – May 2024



Areas for Improvement

- Conversion rates from 'contemplation' to 'action'
- Addressing complex needs
- Keeping people in 'maintenance'
- Stop smoking medications in pregnancy

Information & Resources

National Clinical Guideline No.28 – Stop Smoking

<https://www.gov.ie/en/publication/4828b-stop-smoking/>

State of Tobacco Control in Ireland report 2022

<https://www.hse.ie/eng/about/who/tobaccocontrol/news/state-of-tobacco-control-report-2022.pdf>

Healthy Ireland Survey 2023

<https://www.gov.ie/en/publication/73c9d-healthy-ireland-survey-2023/>

Making Every Contact Count

www.hseland.ie

Quit.ie website

<https://www2.hse.ie/quit-smoking/>

