Brief Advice Training for Smoking

‘Smoking kills more people every year than alcohol, cocaine, crack, heroin, homicide, suicide, car accidents, fires, and AIDS combined.’

(OPCS Series DH2, No.17. Mortality Statistics Cause, 1990.)
Definition of Brief Advice

Brief advice describes a short intervention (usually from 30 secs to 3 mins) delivered opportunistically in relation to a client’s reason for seeking help.

It can be used to raise awareness of, and assess a persons willingness to engage in further discussion about healthy lifestyle issues.

Brief advice is less in depth and more informal than a brief intervention and usually involves giving information about the importance of behaviour change and simple advice to support behaviour change.

Level 1 Brief Advice
Taken from the Prevention and Lifestyle Behaviour Change.
A Competence Framework NHS Yorkshire and Humber 2010

The worker is able to engage with individuals and use basic skills of awareness, engagement and communication to introduce the idea of lifestyle behaviour change and to motivate individuals to consider/think about making changes to their lifestyle/behaviours

- Ensure individuals are able to make informed choices
- Support and enable individuals to access appropriate information
- Communicate with individuals about promoting their health and wellbeing
- Provide opportunistic brief advice
Learning Outcomes

Knowledge and Understanding
• Understand the value of giving opportunistic brief advice in the context of an every day client encounter
• Understand the harmful consequences of smoking

Skills - practical
• Ability to raise the subject of smoking in a non-judgemental manner.
• Assess a persons level of health risk.
• Deliver brief advice in an empathic non-confrontational manner
• Employ knowledge of appropriate services for signposting people to additional sources of support – be aware of boundaries of own role

Skills - intellectual
• Judge when delivery of brief advice is an appropriate and relevant intervention
• Use a self reflective approach to delivering brief advice
The Purpose of this Brief Advice Training

To provide those who have regular contact with people who may smoke:

• The rationale behind brief advice
• The ability to recognise and explain the importance of the intervention
• The confidence to raise the subject of smoking directly with people
• To know where and how to signpost people for support to stop.
The Rationale for Brief Advice
The single most Cost Effective Preventive Action

- Opinions of Healthcare Practitioners (HCP) are crucial to the success of stop smoking interventions
- Brief advice from a HCP should be delivered opportunistically during a routine consultation (Whether or not they are seeking help with stopping smoking)
- 40% of smokers make a quit attempt following brief advice from a GP
Rationale Continued

13 million people in the UK are addicted to nicotine
Smoking related deaths in the UK

Equivalent to a full jumbo jet crashing every day of every year with no survivors
Smoking is the biggest single cause of premature death & preventable illness in UK

1 in 2 smokers will die prematurely from their addiction

Average life loss = 12yrs

Second Hand Smoke: 17,000 children under 5 admitted to hospital per year

Stopping smoking is the single most effective step to lengthen and improve patients lives and has immediate and long-term benefits
The Importance of Brief Advice
The Weapon of Mass Destruction

**Example**
- Acetone
- Ammonia
- Arsenic
- Benzene
- Benzo(a)pyrene
- Butane
- Cadmium

**Carbon Monoxide**
- DDT
- Dielndrin
- Formaldehyde
- Hexamine
- Hydrogen Cyanide
- Magnesium
- Methane
- Methanol
- Naphthalene

**Nicotine**
- Nitrobenzene
- Nitrous Oxide
- Phenols
- Polonium 210
- Stearic Acid
- Titanium

**Common Use**
- Nail polish remover
- Floor and toilet cleaner
- Rat poison
- Industrial solvent
- Diesel exhaust
- Cigarette lighter fluid
- Rechargeable batteries
- Car exhaust
- Insecticide
- Insecticide
- Preservative for dead bodies
- Barbeque lighter
- Gas chamber poison
- Flares
- Swamp gas
- Rocket and car fuel
- Moth balls
- Insecticide and the addictive drug in tobacco
- Petrol additive
- Disinfectant
- Radioactive compound
- Candle wax
- Aeroplane and missiles
How do these chemicals affect the body?

Cancers:
- Lung
- Stomach
- Pancreatic
- Mouth
- Throat
- Kidney
- Liver
- Prostate
- Cervical

Diseases:
- Chronic Obstructive Pulmonary Disease (COPD)
- Bronchitis
- Emphysema
- Asthma
- Peripheral Vascular Disease (Circulatory)
- Gangrene

Strokes
Cataracts
Loss of smell & taste
Chronic Heart Disease (CHD)
Diabetes - type 2
Impotence
Reduced fertility
Deep Vein Thrombosis (DVT)
Arteriosclerosis

Premature ageing
Stained teeth & skin
Gum disease
Stomach ulcers
Chronic Obstructive Pulmonary Disease (COPD)
Bronchitis
Emphysema
Asthma
Muscular tension

High blood pressure

Osteoporosis (women)
Lower immunity
Sudden Infant Death Syndrome (SIDS)

Diabetes – type 2
Deep Vein Thrombosis (DVT)
**Numbers Needed To Treat to prevent one death**

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Intervention</th>
<th>NNT</th>
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</thead>
<tbody>
<tr>
<td>Statins</td>
<td>Prevent 1 death over 5 years</td>
<td>107</td>
</tr>
<tr>
<td>Antihypertensive therapy</td>
<td>Prevent one stroke, one MI death over 1 year</td>
<td>700</td>
</tr>
<tr>
<td>Cervical cancer Screening</td>
<td>Prevent 1 death over 10 years</td>
<td>1140</td>
</tr>
<tr>
<td><strong>GP brief advice to stop smoking &lt;5 minutes</strong></td>
<td>Prevent one premature death*</td>
<td>80</td>
</tr>
<tr>
<td>… + pharmacological support</td>
<td>Prevent one premature death*</td>
<td>38-56</td>
</tr>
<tr>
<td>…+ behavioural support</td>
<td>Prevent one premature death*</td>
<td>16-40</td>
</tr>
</tbody>
</table>

*Over half of all continuing smokers will die prematurely from a smoking-related disease. For every 2 long term quitters one premature death is avoided (Doll & Peto)*
The minute smoking stops, the benefits begin!

20 minutes
Blood pressure and pulse return to normal
Circulation improves in hands and feet, making them warmer

8 hours
Nicotine and carbon monoxide levels in the blood reduced by half

24 hours
CO levels eliminated from the body
Lungs start to clear out mucus

48 hours
Nicotine eliminated from the body. Taste/smell improved

72 hours
Breathing becomes easier as the bronchial tubes relax. Energy levels increase
2-12 weeks
Blood circulation improves

3 to 9 months
Coughs and breathing problems improve: Overall lung function may improve by 5-10%

5 years
Risk of heart attack falls to about half of that of a smoker

10 years
Risk of lung cancer falls to half of that of a smoker

15 years
Relative risk of lung cancer only slightly greater than that of a non-smoker.
Risk of heart attack is almost same as someone who’s never smoked.
Good News!!

70% of smokers want to stop

Patients expect smoking to be raised as a subject during a healthcare intervention
How to undertake Brief Intervention
The 3 A’s

**ASK**  Identify smoking status

**ADVISE**  of the benefits of stopping smoking

**ASSIST**  Refer to Stop Smoking Service for advice and support
ASK

Be alert to opportunities for brief advice
Raise the issue sensitively

• ‘Do you know…….’
• ‘Are you aware of ….. benefits/risks’
• ‘Have you thought about…..’
• ‘What do you think…..’
• ‘Have you seen…..’
• Clarify with the individuals your responsibilities to
disclose information about possibly future risk to health.

Encourage the client to talk and take the lead
Advise

‘Do you know that stopping smoking is the best thing you can do for your health!’
(refer to a Stop Smoking Leaflet)

Or

‘Have you ever thought of stopping or tried to stop before? I can tell you where to get the best help.’
ASSIST

‘The Local NHS Stop Smoking Service can offer you support and advice on quitting.
You are up to 4 times more likely to stop with the support from the service
The Stop Smoking Service can make this much easier for you.
Shall I refer you? It really is the best thing you can do right now.’
And ….it’s a free advice service*

*Treatments are paid for by the patient under a prescription which is cheaper than over the counter.
Add in here the details of your Stop Smoking Service and how to refer
Please undertake the short test to consolidate your understanding on the necessary knowledge and skills to offer Brief Advice.
Congratulations!
You now have the knowledge and the confidence to raise smoking status, to mention the benefits of stopping smoking and how to signpost that person for the best possible support and a smoke free future.