

SERVICE SPECIFICATION

PHARMACY STOP SMOKING SERVICE (LEVEL 2) – DEVON

Service	Pharmacy Stop Smoking Service – Level 2
Authority Lead	Devon
Period	1st October 2021 – 30th September 2023
Date of Review	October 2022

To enable pharmacies in Devon to provide a high quality, accessible stop smoking service

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1. AIM, OBJECTIVES AND EVIDENCE

1.1 Aim

The aim of this specification is to enable pharmacies in Devon to provide a high quality, accessible stop smoking service.

1.2 Objectives

Pharmacy stop smoking services must:

- support people to quit smoking, achieving quit rates of between 35-70%ⁱ
- offer the most effective evidence-based treatments available^{ii iii}
- achieve high levels of client satisfaction, and
- offer a choice of treatment options.

1.3 Background and evidence

- 1.3.1 Smoking is the single largest cause of preventable illness and premature death in England and one of the largest causes of health inequalities^{iv}.
- 1.3.2 There are an estimated 87,600 people who smoke in Devon. Smoking prevalence in adults is currently 13.5% in Devon, slightly below the South West (14%) and England (13.9%) rates^v. However smoking rates are higher in more deprived areas and are higher in males than females. This pattern contributes to higher levels of smoking in routine and manual occupational groups (29.7% in Devon). Furthermore, smoking prevalence continues to be high in those with mental health conditions, with 42.1% of adults with serious mental illness being tobacco dependent.
- 1.3.3 Helping a patient to stop smoking is one of the most cost effective of all medical interventions.
- 1.3.4 People are up to three times more likely to quit smoking with pharmacotherapy coupled with behavioural support from a Stop Smoking Advisor, compared to quitting without support.

2. SERVICE REQUIREMENTS

To provide a high quality, accessible and effective stop smoking service, practices must deliver the service in accordance with the following requirements:

2.1 Training

- 2.1.1 Any staff member involved in delivering the service must complete the level 2 intermediate stop smoking advisor training course provided by Devon's specialist stop smoking service during working hours. Advisors need not be qualified healthcare professionals. On training completion, they will be added to the register of level 2 stop smoking advisors in Devon.
- 2.1.2 The level 2 stop smoking advisor training requires:
- Completion of Making Every Contact Count (MECC) e-learning at www.e-lfh.org.uk/programmes/making-every-contact-count (a certificate will be required)
 - Completion of further face to face MECC Lite training is recommended when available.
 - One day training delivered by One Small Step, Devon's healthy lifestyle service (this may be virtual or face to face delivery).

- Follow up completion of the National Centre for Smoking Cessation and Training (NCSCT) online training and assessment programme for stop smoking practitioners, to achieve NCSCT certification: https://www.ncsct.co.uk/publication_training-and-assessment-programme.php

2.1.3 At least one stop smoking advisor from each setting must access annual training updates and then disseminate the information to other stop smoking advisors in the setting.

2.1.4 The OneSmallStep healthy lifestyle service will run monthly virtual meetings to offer advice and support to all level 2 advisors. These can be accessed at any time, but one should be attended within 2 months of initial level 2 training completion.

2.1.5 Training dates and information will be publicised on the Smokefree Devon Alliance website (www.smokefreedevon.org.uk/training) and on PharmOutcomes.

2.2 Premises

2.2.1 Consultations should take place with a registered advisor, in a room or area that can provide clients with a confidential service.

2.2.2 The availability of support to stop smoking should be prominently advertised within the setting via posters/resources. There are some available from Public Health England: <https://campaignresources.phe.gov.uk/resources>

2.3 Equipment

2.3.1 All equipment used must be used in line with the manufacturers' guidance and protocols for safe and effective use.

2.3.2 Carbon monoxide (CO) monitors must be used and are available from the healthy lifestyle service free of charge. CO monitors remain the property of Public Health Devon, Devon County Council (DCC). Calibration of CO monitors, for models that require annual calibration, is available from the healthy lifestyle service, alongside further support (**see Appendix 1**).

2.3.3 The pharmacy must purchase and use the correct disposable mouthpieces for the CO monitor they have been supplied. Details will be outlined during training and within information provided to the pharmacy.

2.4 Service Description

2.4.1 The service must follow the standard treatment programmeⁱⁱⁱ as outlined in the NCSCT guidance, accessible here: www.ncsct.co.uk/usr/pdf/Standard%20Treatment%20Programme.pdf

The standard treatment programme consists of a pre-quit assessment (one or two weeks prior to quit date) and weekly sessions until four weeks after the quit date.

2.4.2 Staff must supply or recommend licensed pharmacotherapy, currently nicotine replacement therapy (NRT), varenicline (Champix) and bupropion (Zyban), **in combination with intensive behavioural support**. Dispensing is included as part of the overall reimbursement structure and is not funded separately. Varenicline or combination NRT offer smokers the best chances of quitting and, unless contraindicated, should be available as first-line treatments to all clients. Where a client wishes to use varenicline or bupropion, a letter of prescription request must be sent to their GP (template available through OneSmallStep). Pharmacotherapy must only be prescribed for a maximum of 12 weeks for each quit attempt: it should not continue to be prescribed after a client has been smokefree for 12 weeks. Each further attempt to quit as detailed in 2.5.1 should be treated as a new attempt.

2.4.3 Staff must use the Heaviness of Smoking Index (HSI) or fagerstrom test alongside a CO reading to assess nicotine dependence and use this to inform prescribing recommendations.

2.4.4 Face to face delivery of stop smoking support is evidenced to be the most effective model of delivery^{vi} and is therefore preferred within this service. However, a combination of face to face

and virtual support can be given depending on the client's preferences. It is recognised some exceptional circumstances require entirely virtual delivery of this support. This virtual delivery should continue to follow the standard treatment programme as closely as possibleⁱⁱⁱ. It is recognised that when entirely virtual delivery is necessary, CO monitoring may not be possible.

2.5 Further attempts to quit after failing at 28 days

- 2.5.1 It is recognised some clients require more than 28 days to quit successfully. If a client has not quit at 4 weeks, the stop smoking advisor should assess the client's motivation again and use their professional judgement over whether to continue to provide behavioural support and pharmacotherapy. In such cases, the original data set should be submitted as 'not quit' and a new entry with a new quit date initiated. This procedure should **only** be used in cases where the stop smoking advisor believes the client is able to quit in the next six weeks. It must not be used where clients appear to be 'cutting down to quit'.
- 2.5.2 Clients who have already been supported twice by level 2 intermediate advisors and failed to quit should be offered a referral to specialist stop smoking advisors within OneSmallStep (see **Appendix 1** for the contact details). The pharmacy may continue to support them if that is what the client wishes; however no more than four quit attempts for the same client may be supported in any one financial year.

2.6 Waiting times

- 2.6.1 Clients must not be placed on waiting lists for stop smoking support, so if a client cannot be seen within one week the client must be referred to Devon's healthy lifestyle service, OneSmallStep for support to quit (see **Appendix 1** for details).

2.7 Referrals for specialist stop smoking support

- 2.7.1 The specialist stop smoking advisors are trained to help those that find it very hard to quit e.g. the very dependent or those who relapse frequently. Therefore, clients who may require a higher level of support can be referred directly to Devon's specialist stop smoking advisors within OneSmallStep (see **appendix 1** for details).
- 2.7.2 The level 3 stop smoking advisors can provide specialist support and access to free, direct supply NRT. The following groups are eligible for this enhanced service and therefore would benefit from being offered direct referral to OneSmallStep, although they may prefer to remain within their local level 2 service:
- People with diagnosed mental health conditions, with priority support for current and recent users of Devon Partnership Trust services.
 - People living with a long-term medical condition and / or secondary care service users
 - Pregnant mothers and others living in the household (e.g. partners, parents)
 - People that have a learning disability
 - Substance misuse service users
 - Young people aged 12-16
 - Routine and manual workers
 - Those living in deprived areas
- 2.7.3 Clients who have already been supported twice by level 2 intermediate advisors and failed to quit should also be offered referral for specialist stop smoking support.

2.8 Monitoring and audit

- 2.8.1 Providers must:

- Collect the Russell Standard (clinical) minimum data set for each client supported on each attempt, whether they are successful in their quit attempt or not. The data should adhere to the quality definitions included within the 2014 NCSCCT Local Stop Smoking Services service and monitoring guidance^{vii}. A successful quitter is defined by the guidance as “a treated smoker who reports not smoking for at least days 15–28 of a quit attempt (-3 or +14 days)”. For CO verified quits, the CO reading must be assessed 28 days from their quit date (-3 or +14 days) and be less than 10 ppm^{Error! Bookmark not defined.}.
- Record monitoring data on PharmOutcomes in a timely manner. Data from PharmOutcomes are used to determine the quarterly payments for smoking cessation activity. DCC will post quarterly reminders on PharmOutcomes ahead of the deadline for the draw-down of the data that will be used to make payment for the pharmacy’s activity. Any queries please call Sue Tilley on 01392 386391.
- Attempt CO monitoring at the four-week quit review session (recommended in a minimum of 85% of cases). CO monitoring is an important data quality marker and motivational tool.
- Ensure four-week quit review session occurs between 25 and 42 days from the quit date that was set.
- Make a minimum of three attempts to contact clients whose smoking status is ‘unknown’ using different methods of contact and at different times of the day.
- Agree to undertake a review of the service if quit rates are less than 35%. Public Health Devon will ensure support is provided to help practices increase quit rates in these circumstances. If quit rates continue to be below 35% even with this support, this may result in a requirement to cease provision of the stop smoking service.
- Facilitate any audit process by allowing access to and inspection of relevant documentation and services within the premises. Any request to the practice for such audits will have a minimum deadline period of four weeks.

2.9 Client consent to data sharing

- 2.9.1 The client must give consent for their data to be shared with their GP and their anonymised data to be shared with Devon County Council. The stop smoking adviser should record that the client has given their verbal consent in the ‘consent’ data field in PharmOutcomes.

3. COMMISSIONER REQUIREMENTS

Devon County Council will provide the following support to general practices to ensure that they can provide a high quality, accessible and effective stop smoking service:

3.1 Training

- 3.1.1 Public Health Devon will ensure staff delivering this specification (as stop smoking advisors) are able to access training and support (as detailed in 2.1).

3.2 Equipment

- 3.2.1 Public Health Devon will ensure access to one CO monitor (“smokerlyzer”) per pharmacy. Public Health Devon will ensure CO monitor servicing and calibration is available, as detailed in 2.3.

3.3 Information

- 3.3.1 Public Health Devon will ensure practices and their stop smoking advisors are informed of training availability, new evidence, information on clinical effectiveness, and new products via the Smokefree Devon Alliance newsletter. It is requested all stop smoking advisors sign up to the Smokefree Devon Alliance newsletter:
https://public.govdelivery.com/accounts/UKDEVONCC/subscriber/topics?qsp=UKDEVONCC_10_Public_Health Training dates will also be advertised on PharmOutcomes

3.4 Monitoring and audit

- 3.4.1 Public Health Devon will monitor the quit rates of individual practices, reporting back on a regular basis.

4. POPULATION COVER AND ELIGIBILITY

- 4.1 This specification covers the provision of support to smokers (aged 16 and over) living or working in the Devon County Council's geographical area. Torbay and Plymouth residents may be included if the quit attempt, from start to finish, is provided by a practice which falls in the Devon County Council geographical footprint.
- 4.2 Those **under 16** should be referred onto the specialist service for support (see 2.7.2)

5. EXCLUSION CRITERIA

5.1 Smokeless tobacco

- 5.1.1 Supporting people to quit smokeless tobacco is not covered by this contract, e.g. chewing tobacco.

5.2 Use of e-cigarettes

- 5.2.1 People wishing to use unlicensed nicotine containing products to stop smoking should be encouraged to use a licensed product or other licensed stop smoking medication instead according to NCSCT guidance:
http://www.ncsct.co.uk/usr/pub/Electronic_cigarettes._A_briefing_for_stop_smoking_services.pdf. However, if they prefer to use an unlicensed product they can and should receive behavioural support from the service.
- 5.2.2 E-cigarettes may be the most acceptable form of nicotine delivery for the smoker. The service must emphasise that current evidence suggests e-cigarettes are far less harmful than smoking tobacco and should actively engage with those choosing this method of support. Advice given must be in line with the latest evidence reviews from Public Health England:
<https://www.gov.uk/government/collections/e-cigarettes-and-vaping-policy-regulation-and-guidance#e-cigarettes-evidence-reviews>
- 5.2.3 The service is not commissioned to support users of unlicensed nicotine containing products who do not smoke, to stop their use of such products.
- 5.2.4 The provider is not permitted to provide unlicensed nicotine containing products to people accessing the service, but smokers may supply their own.

6. INTERDEPENDENCIES WITH OTHER SERVICES

- 6.1 There are a range of services to ensure that people in Devon who smoke and wish to quit get the right information and support at the right time and in the right place. Stop smoking services in Devon

are provided by a number of organisations, outlined below. Very brief advice and brief interventions delivered by staff in health and social care organisations should ensure that the issue of tobacco dependence is raised and people who wish to quit smoking are signposted to services that can support them to quit.

6.2 Level 1 stop smoking support

6.2.1 Health and social care professionals in a wide variety of settings, including primary care, should offer brief advice and brief intervention on smoking. This includes:

- Offering brief, or very brief, advice to all smokers (30 seconds – three minutes)
- Referring those who would like support with quitting smoking to an in-house stop smoking advisor or the Devon Healthy Lifestyle Service which is able to signpost people to the most appropriate and convenient stop smoking support service for them. This includes signposting clients to pharmacies. Pharmacies that provide stop smoking support are also listed on Devon’s pinpoint community services directory: www.pinpointdevon.co.uk.

6.3 Level 2 (intermediate) stop smoking support

6.3.1 Intermediate advisors in Devon provide behavioural support, alongside pharmacotherapy, to people living and working in Devon who wish to quit smoking. Devon County Council has contracts with many primary care and pharmacy providers for the provision of level 2 stop smoking support. Level 2 support is also offered by Devon’s healthy lifestyle service, OneSmallStep.

6.4 Level 3 specialist stop smoking support

6.4.1 The OneSmallStep healthy lifestyle service is also commissioned by Devon County Council to provide specialist stop smoking support as detailed in 2.7. Specialist stop smoking support can include one to one, telephone and group support across Devon to target populations listed in 2.7.2. Support includes access to free, direct supply NRT.

6.4.2 The healthy lifestyle service provides level 2 stop smoking advisors with training and support, as well as providing support to organisations in contact with target group populations, such as Mental Health NHS Trusts, maternity departments and substance misuse services.

6.5 Devon’s healthy lifestyle service – alcohol, healthy weight and physical activity

6.5.1 Devon’s healthy lifestyle service, OneSmallStep, offers Devon residents information, advice and guidance on alcohol, diet and physical activity, as well as smoking. Support is available online, by telephone and through coaching and is designed to help clients make a series of small steps towards improved health and well-being. See **appendix 1** for contact details.

7. NATIONAL AND LOCAL STANDARDS

7.1 The national guidance and service delivery standards are as follows:

- NICE guidanceⁱⁱ: <https://pathways.nice.org.uk/pathways/smoking>
- The Russell Standard^{viii}: www.ncsct.co.uk/publication_The-Russell-Standard.php

- The NCSCT Standard Treatment Programmeⁱⁱⁱ: www.ncsct.co.uk/shopdisp_a-standard-treatment-programme-for-smoking-cessation.php
- Local Stop Smoking Services: Service and Delivery Guidance 2014^{vii}: www.ncsct.co.uk/usr/pub/LSSS_service_delivery_guidance.pdf

8. PRICING AND PAYMENT

- 8.1 Payment rates can be found in **Volume one: Instructions and Information** of the tender and in **Appendix E: Charges** of the terms and conditions of the overall contract.
- 8.2 **NRT charge**: The client should be charged the current prescription levy per item of NRT dispensed (i.e. if a combination of 2 items is supplied this would constitute two charges).
- 8.3 Clients who are **exempt from prescription charges** should provide the required proof to the pharmacy. Once verified, the pharmacy should complete PharmOutcomes appropriately and full payment will be made (drug tariff cost + 5% VAT).
- 8.4 Reimbursement for NRT. The pharmacy will be reimbursed for the cost price of NRT products supplied from the list of available products on PharmOutcomes (drug tariff cost + 5% VAT), minus prescription levy collected by the pharmacy from the patient where appropriate.
- 8.5 Submissions for quarter 4 must be made by the deadline set (see schedule of deadlines of submissions 2.8.1). There is no opportunity for late submission of quarter 4 data.
- 8.6 Payment will be made via the Devon County Council processes outlined in the Public Health Service Contract Appendix B.

Contact Details for Devon's healthy lifestyle service, OneSmallStep

OneSmallStep can help clients quit smoking, reduce their drinking, manage a healthy weight and move more.

Web: www.onesmallstep.org.uk

Local number: 01392 908 139

Referral to specialist stop smoking support within OneSmallStep (as detailed in 2.7)

If you have a client that needs to be referred for specialist stop smoking support please refer online at onesmallstep.org.uk/professionals-2/professional-referral-form or email the client's details across to:

onesmallstep2.quit@nhs.net

Refer to Healthy Lifestyle Service for:

1. Support to reduce drinking, achieve a healthy weight or move more
2. Level 2 stop smoking support for those not in target populations, in case of unacceptable waiting list within primary care service

Refer online at onesmallstep.org.uk/professionals-2/professional-referral-form or email details to onesmallstep2.quit@nhs.net

If you have enquires about Level 2 smoking training or annual update sessions please contact onesmallstep2.quit@nhs.net

References

- ⁱ NICE (2018) NICE Guideline NG92: Stop smoking interventions and services. Available from: <https://www.nice.org.uk/guidance/ng92/chapter/Recommendations> [Accessed 10 September 2020].
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- ⁱⁱⁱ McEwen, A., (2014). NCSCT Standard Treatment Programme: A guide for behavioural support for smoking cessation. Available from: www.ncsct.co.uk/usr/pdf/Standard%20Treatment%20Programme.pdf (Accessed 10 September 2020)
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- ^v PHE (2020) Local Tobacco Control Profiles. Available from: <https://fingertips.phe.org.uk/profile/tobacco-control> [Accessed 10 September 2020].
- ^{vi} PHE (2017) Models of Delivery for Stop Smoking Services: Options and Evidence. Available from: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/647069/models_of_delivery_for_stop_smoking_services.pdf [Accessed 10 September 2020].
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- ^{viii} West, R. (2005) Assessing smoking cessation performance in NHS Stop Smoking Services: The Russell Standard (Clinical). Available from: www.ncsct.co.uk/publication_The-Russell-Standard.php [Accessed 10 September 2020].