

**Swansea & Neath Port Talbot Cluster/Community Pharmacy/Dentistry/Optomety Actions on Smoking**

**Prevention, Wellbeing and Self Care**

**Bay**

No #	What action will be taken	Who	When	What will success look like? What will the outcome be for patients?	Resource required	Current position
1.4	<p>Improve access to expert smoking cessation counselling and treatment by:</p> <p>Targeting Bay Cluster smoking population.</p> <p>Promoting 'Bay Cluster Stop Smoking Month'</p> <p>Developing promotional material to be sent to all patients recorded as smokers</p>	<p>All Practice Staff</p> <p>Cluster Multi-Disciplinary Team</p> <p>Third Sector</p>	March 2021	Reduction in Smoking prevalence.	<p>Funding</p> <p>Promotional material</p> <p>Administrative staff</p> <p>Accurate Help Me Quit smoking cessation location details</p>	All practices have been provided CO monitors in order to accurately record patients smoking status.

**City**

No #	What action will be taken	Who	When	What will success look like? What will the outcome be for patients?	Resource required	Current position
1.5	<p>Smoking / COPD</p> <p>Increase number of patients accessing smoking cessation services and proactively identify individuals who smoke.</p>	Cluster practices	Ongoing	Increased smoking cessation service uptake.	<p>PHW capacity.</p> <p>Funding.</p>	Part of Primary Care Smoker recruitment Project.

	Build on funding proposal with PHW.	Community pharmacies  Dentists		Increased use of CO monitors recorded and fed back to practices.		
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### Llwchwr

No #	What action will be taken	Who	When	What will success look like? What will the outcome be for patients?	Resource required	Current position
1.6	To further promote existing No smoking pathways and target Young People	PHW Community Pharmacist Practices	Oct 19 and ongoing	Less Children and young people smoking leading to healthier lifestyles	Time/PHW/Community Pharmacists	Link with PHW made

### Cwmtawe

1.12	Developing and delivering a preventative work programme focusing on reducing the rates of obesity. Identify additional funding to allow the cluster to commission a lifestyle coach/physical trainer to develop a series of exercise programmes to be delivered to cluster patients, though group sessions within the community, targeting weight management, pain management, diabetes, hypertension	SCVS Cwmtawe Clusters Llwchwr Cluster Swansea Council YMCA Bike Ability Plus other partners	TBC	Appointment of a lifestyle coach Increase in physical activity in patients. Reduction in patient hypertension  Development of a peer support volunteers	Lifestyle coach Funding	Currently looking for funding
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**Penderi**

1.6	<p>Patients to actively be encouraged to attend 'Help Me Quit'/Stop Smoking Clinics.</p> <p>Service to be promoted at key points in the year for maximum effect eg: January/New Year</p>	<p>Practice Managers GPs PHW</p>	Ongoing	To reduce the number of smokers in the Cluster from 23.0% to 22% by September 2020 resulting in better health outcomes and wellbeing for patients	<p>Help Me Quit Clinics run by PHW</p> <p>Promotional materials from PHW</p>	'Help Me Quit' Service is available in some practices across the network. Cluster Development Manager (ST) is coordinating data and stats. Cluster to keep 'watching brief' on new initiatives/schemes related to smoking
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**Neath**

1.1.	Increase awareness of the community pharmacy Common ailment scheme, level 3 Smoking cessation and Emergency Medical Supplies	<p>NCN</p> <p>Community Pharmacies</p>	Ongoing	<p>GP time saved</p> <p>Patients are seen at the right time by the right person at the right place</p>	<p>Staff time</p> <p>Communication support</p>	Practices are now referring to the pharmacies under the common ailments scheme
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**Upper Valleys**

8.1	Increase awareness of the community pharmacy Common ailment scheme, level 3 Smoking cessation and Emergency Medical Supplies	UVCN	Ongoing	Patients are aware of services offered in community pharmacies	<p>Staff time</p> <p>Communications support</p>	Community pharmacies are engaged in cluster meetings and are offering local services
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## Afan Cluster

1.6	<p>To contribute to the Obesity Pathway Delivery Review:</p> <ul style="list-style-type: none"> <li>• Completion of baseline survey by practices</li> <li>• Participation in qualitative interviews</li> </ul>	<p>Practices</p> <p>Swansea Bay Public Health Team</p> <p>Cluster Development Managers</p>	<p>March 2020/21</p>	<p>Obesity Pathway Delivery Review completed</p> <p>Greater understanding of level 2 provision in Primary Care, in order to improve and deliver a consistent and coherent patient centred obesity pathway</p>	<p>Staff time</p> <p>Appropriate funding stream where funding is identified as a requirement for project delivery</p>	<p>Obesity Pathway Delivery Review commenced in Swansea Bay March 2019</p> <p>Level 2 insight with Primary Care to commence September 2019</p>
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## Community Pharmacy

1.1	<p>Increase the number of smokers accessing smoking cessation support through community pharmacy.</p>	<p>Community Pharmacies</p> <p>Public Health Team</p> <p>Community Pharmacy Wales</p> <p>Primary Care Team</p> <p>Help Me Quit Network</p>	<p>Ongoing</p>	<p>Reduction in smoking prevalence within cluster areas.</p>	<p>Workforce capacity</p> <p>Continued HMQ promotional campaigns</p>	<p>1643 patients accessed smoking cessation services within community pharmacy during 2018/19.</p>
1.2	<p>Increase the number of patients quitting smoking through community pharmacy</p>	<p>Community Pharmacies</p> <p>Public Health Team</p>	<p>Ongoing</p>	<p>Reduction in smoking prevalence within cluster areas</p>	<p>Workforce capacity</p> <p>Continued HMQ promotional campaigns</p>	<p>Community pharmacies within SBU HB have a quit rate of 46%. A task and finish group has been established with all stakeholder to undertake a piece service improvement to drive the</p>

		Community Pharmacy Wales Primary Care Team Help Me Quit Network				community pharmacy smoking cessation service.
1.3	Integrate community pharmacy within the Help Me Quit network to raise engagement and work co-productively	Help Me Quit Network Community Pharmacy Wales Public Health Wales	Ongoing	An integrated HMQ platform to share patient data and referrals effectively.	National Public Health Wales Support	Local pathways have been developed, this will be further enhanced with Stop Smoking Wales (SSW) moving into Local Health Board teams.
1.4	Pilot the national minimum standards for smoking cessation delivery	Help Me Quit Network Community Pharmacy Wales Public Health Wales	Ongoing	Smoking cessation services delivered consistently throughout all HMQ services.	Workforce Capacity	A series of national workshops have been held to co-productively scope and design a national integration platform for community pharmacy.
1.3	Work collaboratively with Help Me Quit partners to ensure that the workforce within community pharmacy are trained to	Community Pharmacies Public Health Team	Ongoing	Reduction in smoking prevalence within cluster areas	Workforce capacity Continued HMQ promotional campaigns	

	deliver brief intervention on smoking cessation.	Community Pharmacy Wales Primary Care Team Help Me Quit Network				
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### **Dentistry**

1.1	All General Dental Practices engaged in the Contract Reform Programme are to effectively refer patients to HMQ services via the professional referral.	General Dental Practices Public Health Wales Primary Care Team	Ongoing	Increased number of professional referrals from dental practices.	Continued awareness raising of HMQ services.	29% of dental practices are engaged in the Dental Reform Programme with varying levels of engagement with HMQ services, HMQ event scheduled for 08/10/19 to raised awareness of local HMQ services.
1.2	All Design to Smile teams deliver oral health sessions within schools to contain a healthy eating section	Design to Smile Local Authority Primary Care Team	Ongoing	Greater engagement from parents/staff/schools on healthy eating messages	Continued support from parents and children	
1.3	100% of Design to Smile team to complete the Cymru Agored OCN Nutritional Level 2 course	Design to Smile Primary Care Team	Ongoing	Reduction of obesity and tooth decay in children.	Workforce Capacity	Majority of Design to Smile team complete the Cymru Agored OCN Nutritional Level 2 course

**Optometry:**

1.1	100% of optometry practices across the SBU HB signposting appropriate patients to HMQ services	Community Optometry Practices  Optometry Wales  Primary Care Team	Ongoing	Increased professional referrals from optometry practices.	Continued HMQ promotional campaigns to raise awareness.	Optometry Wales are aware of the HMQ campaign and are a key stakeholder in signposting patients into smoking cessation services.

**Singleton Delivery Unit – Midwifery**

Update	Issues	Plans
<p><b>Smoking Cessation in Pregnant women Working Group</b></p> <p>As part of the National Improvement Programme a working group was established in 2018 to collectively look at the whole system for smoking cessation for pregnant women, and to have a wider understanding of how referrals processed and monitored in the HMQ system. Data analysis on these referrals showed an increased drop-out rate for those who had an automatic referral. Further insight work indicated that the quality of the conversation between midwives and pregnant smokers could be improved. This led to development of a training package for midwives</p> <p><b>Training</b></p>	<p><b>MAMMS</b></p> <p>MAMMS service cannot be implanted due to funding. MAMMS service funding has been included within the national prevention bid to Welsh Government, however no announcement has yet been made on whether this funding will be available to progress service delivery</p>	<p>Roll out of brief intervention training to all midwives</p> <p>Analysis of referrals and quits to be undertaken to determine the impact of quality improvement work.</p> <p>To develop MAMMS service if national funding is announced</p>

<p>Extensive training needs analysis undertaken with community midwives. Training needs identified a requirement to raise skills, knowledge and confidence to support and direct pregnant smokers to available services.</p> <p>40 midwives trained to deliver smoking cessation interventions to pregnant women (March and July 2019)</p> <p>Post training evaluation indicates staff feel confident, motivated and have a better understanding of Help me Quit services.</p> <p><b>Performance Management - CO monitoring</b></p> <p>Audit of handheld notes shows that CO monitoring at booking has reached 98% compliance. Those women not monitored at booking are offered CO monitoring as part of their dating scan in ANC. Further CO monitoring of pregnant women will be at 28 weeks and 34 weeks.</p> <p>In addition, women attending AN Day Assessment Unit or Antenatal Assessment Unit will be CO monitored on admission. All women admitted to the Antenatal ward are CO monitored as part of admission process and smokers will be offered further support from referral to Smoking Cessation services.</p> <p>Champions are now in place on both Ante and Post natal wards to support pregnant smokers to quit by arranging for NRT to assist adherence to “smokefree hospitals”.</p> <p>.</p>		
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