

INTRODUCTION

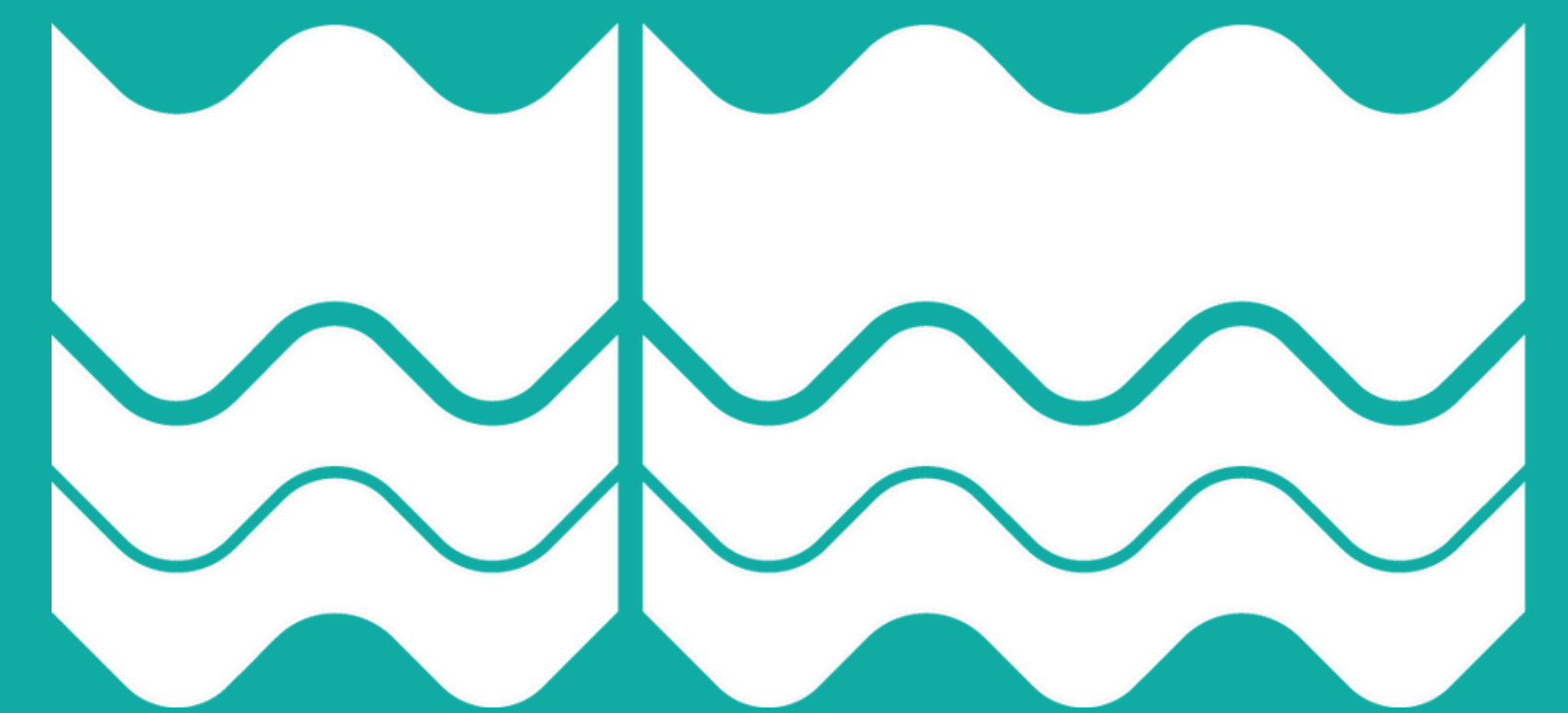
- Hastings is currently number 4 in the country for highest level of smoking prevalence at 20.1% Smoking Prevalence in adults (aged 18 and over) - current smokers - APS - 3 year range.
- ESCC had 22 pharmacies signed up to deliver smoking cessation, however only 8 interventions were recorded across East Sussex.
- We used the theoretical underpinning of the COM-B model to further understand community pharmacies' barriers and facilitators to engaging with the locally commissioned smoking cessation service.
- Findings from the insights will be used to boost smoking cessation engagement within our community pharmacy pathway.



OBJECTIVES

- Foster greater collaboration between Community Pharmacies and Public Health regarding the locally commissioned smoking cessation pathway.
- Increase the number of community pharmacies enrolled in the local stop smoking initiative.
- An increase in smoking cessation activity.

East Sussex
County Council



METHOD

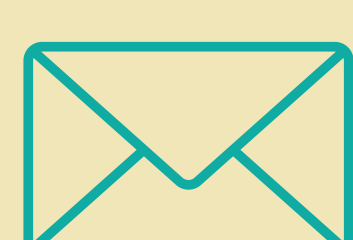
- Email and phone communications to community pharmacies to gauge motivation and capability in delivering smoking cessation services.
- Hosting a webinar with community pharmacies in East Sussex, explaining the service and promoting the uptake.
- Conducting visits to enrolled community pharmacies to ascertain their capability, motivation and opportunity to deliver services.

RESULTS

- 3 additional community pharmacies have signed up.
- MECC training offered for pharmacy staff.
- 3 pharmacy staff recently completed NCSCT practitioner training.
- 2 professional webinars delivered for pharmacy staff.
- Swap to Stop pilot.
- Providing additional staff time for engagement with community pharmacies.

CONCLUSION

- We needed to change our approach to focus on the barriers and facilitators to engagement with community pharmacy owners, before focusing on boosting number of enrolments in the local stop smoking service.
- For pharmacies that are registered to provide the service but are currently inactive, we need to collaborate with them to activate the service.
- Conduct quarterly quality assurance visits with participating pharmacies.
- The team realised that to be able to engage with pharmacies and pharmacy owners we first needed to change our behaviour and assumptions around the delivery of service.



Tobacco.Team@eastsussex.gov.uk

