

Quick Reference Guide

A practical guide to providing **smoking cessation** services in pharmacy

1. Setting service goals

Meeting the standard

Lists goals and objectives of the pharmacy's smoking cessation service, based upon the principles of quality use of medicines of the National Medicines Policy and the objectives of the National Tobacco Strategy.

2. Continuing pharmacy education and practice development

Meeting the standard

Complete recognised pharmacy smoking cessation education and training.

3. Service resources

Meeting the standard

Allocate appropriate level of resources should be allocated to staff, consumer health information, dedicated counselling/consultation area and service documentation. Available resources include:

- PSA Smoking Cessation Package
- PSA Standards for the provision of Pharmacist and Pharmacy Only Medicines in Community Pharmacy
- *Australian Pharmacist* journal
- Pharmacy Self Care *Smoking & Staying a non-Smoker* Fact Cards
- National Prescribing Service (NPS) self-audit—Smoking Cessation
- Fagerström test for nicotine dependence (included with PSA Smoking Cessation Package)
- PSA Medication Assistance Service (MAS) Start-up Kit.

4. Action

Meeting the standard

Provide a structured, defined service based upon evidence and practice-based protocols for pharmacy, including:

Implementing the 5As for smoking cessation

▶ Ask

Ask your customer about their tobacco use at each visit. When asking your customer about their smoking, it is important to phrase questions in a way that will elicit an informative, accurate answer so as to not exclude social smokers and smokers who have just quit. Asking, "Have you had a cigarette in the past week?" can do this.

▶ Advise

Once you have determined your customer is a smoker you should advise him/her and all other smokers to quit based on the health effects of smoking and the benefits of quitting. Also advise/reinforce quitters to remain quit.

▶ Assess

Having now asked the appropriate questions and in order to tailor your assistance, you need to establish the motivation of all smokers and quitters to quit or stay quit. This can be done by using the “Stages of Change” model to assess your customer’s motivation:

Precontemplation – not ready to change

Contemplation – seriously considering quitting in the next six months (often ambivalent)

Preparation – planning to quit in the next 30 days

Action and Maintenance – quitting and staying quit

Relapse – transition to an earlier stage

To assess where the smoker is at, you could ask:

- Where are you at with your smoking?
- Are you thinking about quitting in the near future?

For Precontemplators, ask:

- What things have stopped you from trying to quit?

For Contemplators, ask:

- What is your reason for quitting?
- What do you hope to achieve from quitting?
- How confident are you in succeeding?

If your customer is preparing to quit, you could ask:

- Have you set a quit date?
- Do you have a quitting plan?

If your customer has quit, you could ask:

- How confident do you feel in remaining smoke-free?
- What are your reasons for quitting?
- Do you see yourself as a non-smoker?

▶ Assist

Assistance differs depending on the stage your customer is in. The aim is to move people along the stages of change and provide some concrete quitting strategies. People took time to learn how to smoke. It takes time to learn how to become a non-smoker. However, people do not automatically move through the stages, for example, some people are chronic contemplators. They are always thinking about quitting but don’t actually plan to do so. For people who are planning to quit in the next month, your role would be to provide some concrete strategies. For example, discuss the various quitting methods and products, such as nicotine replacement therapy.

▶ Arrange

At their next visit, ask your customer again about their smoking and encourage them to quit or remain quit.

5. Promoting the service

Meeting the standard

Develop a business plan for the pharmacy smoking cessation service outlining the ‘planned’ range of smoking cessation services to be provided with details of key outcomes from each of the five areas to be assessed.

The pharmacy develops a ‘Smoking Cessation Service’ business plan for implementation based upon research conducted over a three month period within the pharmacy. The research to be based around a series of customer surveys and questionnaires to determine the key components of the service.

- Ensure all staff are aware of smoking cessation services including service protocols.
- Ensure all staff (including new staff members) are kept up-to-date with the pharmacy’s smoking cessation services.
- Utilise events such as World No Tobacco Day as a key promotional event for the service.

6. Service review

Meeting the standard

Review the service every 12 month. Components of the service that should be reviewed include:

- Continuing education and practice development
- Resources
- Action protocols
- Service promotion.