



## London Clinical Senate

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To all CCG Chairs and Chief Officers

5 March 2015

Dear Colleague

The London Clinical Senate has today written to every health trust in London asking them to help us create a movement for change against the harm of tobacco smoking starting on No Smoking Day on 11 March.

Tobacco dependence is the greatest single cause of avoidable death and health inequalities in London. It claims one in five lives in the capital and costs the NHS in London £416 million a year. It is a long term and relapsing condition starting in childhood for which we now have evidence-based treatment.

We have asked every London health trust to sign up to the four elements of our CO4 initiative on No Smoking Day, and to encourage staff to undertake a 20 minute online training programme to enable them to provide evidence-based care to people they see who are tobacco dependent.

CO4 is:

1. The right **CO**nversation with every patient and staff member who smokes that gives him or her a chance to quit, referring if necessary.
2. Make routine exhaled carbon monoxide (**CO**) monitoring by clinicians possible: "*Would you like to know your level?*"
3. **CO**de the intervention so we can evaluate effectiveness – including death certification.
4. **CO**mmission the system to do this right: so the right behaviours are incentivised systematically.

Therefore we need your help. We know that GPs are already working as commissioners and providers on a number of programmes to help smokers quit, but will you:

1. Sign up to CO4?
2. Include CO4 in any contract with providers?
3. Start by increasing the number of staff who have completed the 20 minute online training programme from the National Centre for Smoking Cessation Training on Very Brief Advice [http://www.ncsct.co.uk/publication\\_very-brief-advice.php](http://www.ncsct.co.uk/publication_very-brief-advice.php) or an equivalent evidence-based programme?

March 11 is also NHS Change Day <http://changeday.nhs.uk/>. Join our campaign and let people know what change you have already started by using the #NHSChangeDay hash tag.

We have included with this email the letter to the trusts along with a fact sheet to be circulated to all staff and a poster that we hope you will display prominently.

We encourage you to join us in this movement for change. The Helping Smokers Quit Team is offering support to all CCGs and trusts to help them take the next steps. We will share with you examples of how to take this forward. Please let us know of your successes and challenges. Sign up to CO4 by emailing [England.Londonclinicalsenate@nhs.net](mailto:England.Londonclinicalsenate@nhs.net) and help make a difference to Londoners.

Kind regards



**Dr Mike Gill**  
Chair, Helping Smokers Quit Programme  
London Clinical Senate Council Member



**Dr Marc Rowland**  
Chair, Lewisham CCG  
Chair, London Clinical Commissioning Council