



London Clinical Senate

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To all NHS Trust and NHS Foundation Trust Chief Executives, Medical Directors, Directors of Nursing

5 March 2015

Dear Colleague

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 all want this to change. The London Clinical Senate believes that healthcare professionals are key to making this happen. We are uniquely placed to help smokers quit by providing evidence-based care to people we see who are tobacco dependent. We can also support our colleagues to quit.

We believe every clinician should know the smoking status of each patient they care for and have the competence and commitment to encourage those who smoke to quit through direct action or referral. Every contact a clinician has with a patient or a colleague who smokes should be seen as an opportunity to help that person quit.

We want to create a real movement for change. To do that, we need your help. **No Smoking Day on 11 March 2015** is the ideal time to affirm your commitment to helping smokers quit. We are asking every London health trust to sign up to the four elements of our CO4 initiative on No Smoking Day.

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.

Training is available to help staff. We urge you to make it a requirement for all staff within your trust to undertake the validated 20 minute online training from the National Centre for Smoking Cessation Training on Very Brief Advice http://www.ncsct.co.uk/publication_very-brief-advice.php, or an equivalent evidence-based programme. It can take just 30 seconds to help a smoker quit.

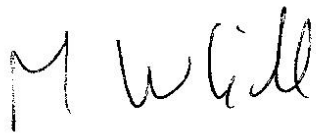
Quitting smoking is THE value proposition for the NHS. It benefits individuals, their families and health services.

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 a fact sheet to be circulated to all staff and a poster which 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 trusts and CCGs 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 and help make a difference to Londoners.

Kind regards



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