

# UKNSCC

## 2010 UK National Smoking Cessation Conference

**Monday 14th & Tuesday 15th June 2010**  
The Radisson SAS Hotel, Glasgow, Scotland

**Pre-conference registration**  
Sunday 13th June 7.30 pm – 9.30 pm

## Programme

[uknsc.org](http://uknsc.org)

# Monday – Programme | 14th June 2010

Chair: **Amanda Amos**, Professor of Health Promotion, Centre for Population Health Sciences, University of Edinburgh, UK

7.30	<b>Registration</b>
	<b>Plenary session</b> Main Hall
9.45	<b>Welcome</b> <i>Mike Palmer</i> , Deputy Director, Public Health Division, Scottish Government, UK
9.55	<b>Can we get more out of NRT?</b> <i>Hayden McRobbie</i> , Senior Clinical Research Fellow, Queen Mary University of London, Barts and The London School of Medicine and Dentistry, UK
10.20	<b>Is it better to cut down before stopping?</b> <i>Nicola Lindson</i> , PhD Researcher, Primary Care Clinical Sciences, University of Birmingham, UK
10.40	<b>Commentary on cutting down before stopping</b> <i>Robert West</i> , Professor of Health Psychology, Cancer Research UK Health Behaviour Research Centre, University College London and UK Centre for Tobacco Control Studies
10.50	<b>Is paying smokers to stop money well spent?</b> <i>Linda Bauld</i> , Professor of Social Policy, University of Bath and UK Centre for Tobacco Control Studies
11.15	<b>Coffee</b>
11.45	<b>Parallel sessions</b> Main Hall <b>Medication</b> Chair: <i>Gay Sutherland</i> , Research Psychologist, Tobacco Research Unit, Institute of Psychiatry, Kings College London, UK <ol style="list-style-type: none"><li><b>1. Prescribing of smoking cessation medication since the introduction of varenicline</b> <i>Tessa Langley</i>, Research Associate, Division of Epidemiology and Public Health, University of Nottingham, UK</li><li><b>2. Is the use of NRT for cutting down and for periods of temporary abstinence associated with desire and intention to quit and self-efficacy?</b> <i>Emma Beard</i>, PhD Research, University College London, UK</li><li><b>3. Did the introduction of varenicline in England substitute for, or add to, the use of other smoking cessation medications?</b> <i>Daniel Kotz</i>, Epidemiologist and Post-Doc Researcher, Maastricht University Medical Centre, CAPHRI School for Public Health and Care, Maastricht, The Netherlands</li></ol> <p>For sessions running parallel to these, see programme on page 4</p>
1.00	<b>Lunch</b> <b>Poster presentations</b> Presenters will be by their posters to discuss their work with delegates from 1.30 pm to 2.00 pm

2.15	<p><b>Parallel sessions</b></p> <p>Main Hall</p> <p><b>Pregnancy</b></p> <p>Chair: <b>Joanne Locker</b>, <i>Regional Tobacco Policy Manager (South East), Department of Health South East, Guildford, UK</i></p> <ol style="list-style-type: none"> <li>1. <b>The ‘HERS’ scheme: A holistic approach to stop smoking in pregnancy</b> <i>Jeff Keighley, Deputy Coordinator / Pregnancy Lead For Smoking, Ipswich Hospital Trust, West Suffolk Hospital Trust, UK</i></li> <li>2. <b>Routine antenatal specialist clinics for pregnant smokers – the way forward?</b> <i>Lisa Fendall, Specialist Midwife, Rotherham Community Health Centre, Rotherham NHS, UK and Wendy Griffith, Specialist Midwife, Rotherham NHS, UK</i></li> <li>3. <b>Exploring pregnant women’s and midwife’s perceptions of services and financial incentives for smoking cessation in the south west of England</b> <i>Elaine Watson, Service Manager, Gloucestershire NHS Stop Smoking Service, UK and Linda Bauld, Professor of Social Policy, University of Bath and UK Centre for Tobacco Control Studies</i></li> </ol> <p>For sessions running parallel to these, see programme on page 5</p>
3.30	<p><b>Coffee</b></p>
4.00	<p><b>Plenary session</b></p> <p>Main Hall</p> <p><b>Smoking cessation medications: compliance, adherence and concordance</b> <i>Rob Horne, Professor of Behavioural Medicine, Head of Department of Practice and Policy and Director, Centre for Behavioural Medicine, The School of Pharmacy, University of London, UK</i></p>
4.45	<p><b>Welcome to the city from the Lord Provost of Glasgow</b></p>
5.00	<p><b>Conference drinks reception</b></p>
5.30	<p>Film screening: <b>‘Smoking I Wait’</b> (86mins) in Hall 2</p>
7.00	<p><b>Close</b></p>

**Main conference sponsors**



# Monday – Morning parallel sessions

11.45	Parallel sessions
Main Hall	<p><b>Medication</b> Chair: <b>Gay Sutherland</b>, Research Psychologist, Tobacco Research Unit, Institute of Psychiatry, Kings College London, UK</p> <ol style="list-style-type: none"> <li><b>1. Prescribing of smoking cessation medication since the introduction of varenicline</b> <b>Tessa Langley</b>, Research Associate, Division of Epidemiology and Public Health, University of Nottingham, UK</li> <li><b>2. Is the use of NRT for cutting down and for periods of temporary abstinence associated with desire and intention to quit and self-efficacy?</b> <b>Emma Beard</b>, PhD Research, University College London, UK</li> <li><b>3. Did the introduction of varenicline in England substitute for, or add to, the use of other smoking cessation medications?</b> <b>Daniel Kotz</b>, Epidemiologist and Post-Doc Researcher, Maastricht University Medical Centre, CAPHRI School for Public Health and Care, Maastricht, The Netherlands</li> </ol>
Hall 2	<p><b>Quitting</b> Chair: <b>Emma Croghan</b>, Programme Lead, Tobacco Control Delivery, Department of Health, London, UK</p> <ol style="list-style-type: none"> <li><b>1. Who does or does not try to quit smoking?</b> <b>Rachael Murray</b>, Lecturer in Health Policy and Promotion, University of Nottingham, UK</li> <li><b>2. A new bi-directional model connecting smoking, quitting and relapse: Implications for spontaneous quitting</b> <b>Lynn Larabie</b>, Physician, Ontario, Canada</li> <li><b>3. Conflicting motivations and the decision to stop smoking gradually or abruptly – evidence from smokers clinics in Malaysia</b> <b>Lion Shahab</b>, Research Associate, University College London, UK</li> </ol>
Room 1	<p><b>Smoking cessation in secondary care</b> Chair: <b>Christine Owens</b>, Programme Manager Tobacco Control, NHS Knowsley, Liverpool, UK</p> <ol style="list-style-type: none"> <li><b>1. Smoking referral pathway for cardiology patients quitting in hospital 2008–2009</b> <b>Sharon Williams</b>, Specialist Stop Smoking Adviser, Newcastle and North Tyneside Stop Smoking Service, North Tyneside Primary Care Trust, UK and <b>Marian Phebey</b>, Cardiology Ward Sister, Newcastle Hospitals Foundation Trust, Newcastle upon Tyne, UK</li> <li><b>2. Short length of stay: How NHS Greater Glasgow and Clyde smokefree hospital service meets this challenge to service delivery</b> <b>Agnes McGowan</b>, Health Improvement Lead Tobacco, NHS Greater Glasgow and Clyde, UK</li> <li><b>3. Implementation of the DH ‘Stop Smoking Interventions in Secondary Care’ pilot</b> <b>Sarah Matthes Edwards</b>, Delivery Manager, Tobacco Control Policy Team, Department of Health, London, UK</li> </ol>
Room 2	<p><b>What competences are needed for behavioural support for smoking cessation?</b> <b>Robert West</b>, Professor of Health Psychology, Cancer Research UK Health Behaviour Research Centre, University College London and UK Centre for Tobacco Control Studies</p>
Room 3	<p><b>The voice of smokers</b> Chair: <b>Gerry McElwee</b>, Head of Cancer Prevention, Ulster Cancer Foundation, Belfast, UK</p> <ol style="list-style-type: none"> <li><b>1. An exploration of barriers to client engagement with the smoking cessation service beyond self initiated referral</b> <b>Brenda Friel</b>, Health Improvement Senior (Tobacco Control), NHS Greater Glasgow and Clyde, UK</li> <li><b>2. Men’s perspectives on smoking cessation in North Derbyshire: A qualitative study</b> <b>Simon White</b>, Lecturer in Pharmacy Practice, School of Pharmacy, Keele University, UK and <b>Wendy Baird</b>, Director, National Institute for Health Research Design Service for Yorkshire and the Humber, School of Health and Related Research, University of Sheffield, UK</li> <li><b>3. What smokers tell us about e-cigarettes</b> <b>Martin Dockrell</b>, Director of Policy and Research, Action on Smoking and Health (ASH), London, UK</li> </ol>
Room 4	<p><b>Smoking cessation and tobacco control in prisons and the wider criminal justice system</b> <b>Susan MacAskill</b>, Senior Researcher, Centre for Tobacco Control Research, University of Stirling, UK and <b>Michelle Baybutt</b>, Pan Regional Prisons Programme Lead /Research and Development Officer, Healthy Settings Development Unit, University of Central Lancashire, UK</p>
Room 5	<p><b>Which reduction methods work best and how you can use them?</b> <b>Paul Aveyard</b>, Clinical Reader /NIHR Career Scientist, <b>Nicola Lindson</b>, PhD Researcher and <b>Sarah Clarke</b>, Trial Co-ordinator, Primary Care Clinical Sciences, University of Birmingham, UK</p>

# Monday – Afternoon parallel sessions

2.15 Parallel sessions	
<b>Main Hall</b>	<p><b>Pregnancy</b> Chair: <b>Joanne Locker</b>, Regional Tobacco Policy Manager (South East), Department of Health South East, Guildford, UK</p> <ol style="list-style-type: none"> <li><b>The 'HERS' scheme: A holistic approach to stop smoking in pregnancy</b> <b>Jeff Keighley</b>, Deputy Coordinator/Pregnancy Lead For Smoking, Ipswich Hospital Trust, West Suffolk Hospital Trust, UK</li> <li><b>Routine antenatal specialist clinics for pregnant smokers – the way forward?</b> <b>Lisa Fendall</b>, Specialist Midwife, Rotherham Community Health Centre and <b>Wendy Griffith</b>, Specialist Midwife, Rotherham NHS, UK</li> <li><b>Exploring pregnant women's and midwife's perceptions of services and financial incentives for smoking cessation in the south west of England</b> <b>Elaine Watson</b>, Service Manager, Gloucestershire NHS Stop Smoking Service, UK and <b>Linda Bauld</b>, Professor of Social Policy, University of Bath and UK Centre for Tobacco Control Studies</li> </ol>
<b>Hall 2</b>	<p><b>Smokefree</b> Chair: <b>Andy McEwen</b>, Cancer Research UK Health Behaviour Research Centre, Department of Epidemiology and Public Health, University College London, UK</p> <ol style="list-style-type: none"> <li><b>Smokefree playparks: A common approach in Glasgow City</b> <b>Brenda Friel</b>, Health Improvement Senior (Tobacco Control), NHS Greater Glasgow and Clyde Smokefree Services, UK</li> <li><b>Exposure of children to second hand smoke in cars</b> <b>Hilary Wareing</b>, Co-Director, Tobacco Control Collaborating Centre, Warwick, UK and <b>Araceli Sanchez-Jimenez</b>, Research Scientist, Institute of Occupational Medicine, Edinburgh, UK</li> <li><b>The fluidity of home smoking rules in disadvantaged households: The need to address risk perceptions and rationalisations</b> <b>Laura Jones</b>, Division of Epidemiology and Public Health, Nottingham University, Nottingham City Hospital, UK</li> </ol>
<b>Room 1</b>	<p><b>How to interpret a scientific paper and make your own conclusions</b> <b>Craig Beck and Imran Khan</b>, Medical and Scientific Relations, Pfizer Ltd, Tadworth, UK</p>
<b>Room 2</b>	<p><b>Mental health</b> Chair: <b>Kawal dip Sehmi</b>, Director of Health and Inequalities, QUIT, London, UK</p> <ol style="list-style-type: none"> <li><b>Factors associated with success of smokefree initiatives in Australian psychiatric inpatient units: Lessons for progressing smokefree mental health in the UK</b> <b>Sharon Lawn</b>, Senior Lecturer, Flinders Human Behaviour and Health Research Unit, Flinders University, Adelaide, Australia and <b>Jonathan Champion</b>, Consultant Psychiatrist, Department of Health, London, UK</li> <li><b>Stop smoking interventions in mental health settings: a systems approach</b> <b>Alex Higgins</b>, Consultant /Trainer, Smokefree Solutions, London, UK</li> <li><b>Working towards a smokefree environment: A survey of mental health professionals' knowledge and attitudes towards smoking</b> <b>Golnar Aref-Adib and Lubna Karim</b>, Psychiatry Trainees, London, UK</li> </ol>
<b>Room 3</b>	<p><b>Young people</b> Chair: <b>Jenny Fidler</b>, Research Health Psychologist, Cancer Research UK Health Behaviour Research Centre, University College London, UK</p> <ol style="list-style-type: none"> <li><b>Increasing youth self-referral and attendance rate in Camden through outreach approaches in innovative educational settings</b> <b>Sarah Morris</b>, Young Person's Advisor, Smokefree Camden, St Pancras Hospital, London, UK</li> <li><b>Cut Films – a social marketing approach to reaching young people</b> <b>Karen Ford</b>, Independent Health Research and Policy Adviser, London, UK and <b>Lucinda Shaw</b>, Director, Deborah Hutton Campaign, London, UK</li> <li><b>'They are not really bothered, as long as they earn the money' – a qualitative study of young people's sources of cigarettes</b> <b>Jude Robinson</b>, Senior Lecturer, University of Liverpool, UK and <b>Amanda Amos</b>, Professor of Health Promotion, Centre for Population Health Sciences, University of Edinburgh, UK</li> </ol>

## Monday – Afternoon parallel sessions

2.15	Parallel sessions (continued)
Room 4	<p><b>Routine and manual smokers</b> Chair: <b>David Robertson</b>, ASH Scotland Alliances Manager, UK</p> <ol style="list-style-type: none"><li><b>1. Innovation in delivery – ‘mobile go anywhere stop smoking service’</b> <b>Leena Sankla</b>, Project Director and <b>John Rodway</b>, Operations Director, Solutions 4 Health Ltd, Reading, UK</li><li><b>2. Exploring, identifying and addressing barriers to engaging with smoking cessation services</b> <b>Fiona Moore</b>, Public Health Adviser (Tobacco), NHS Health Scotland, Edinburgh, UK</li><li><b>3. A spotlight on routine and manual smokers – male haulage workers</b> <b>Andrew Head</b>, Regional Tobacco Policy Manager, Directorate of Public Health East Midlands, Nottingham, UK and <b>Helen Shields</b>, Regional Development Manager, LSSS, East Midlands, UK</li></ol>
Room 5	<p><b>What are the barriers to local success?</b> <b>A systematic analysis of recommendations made by the Tobacco Control National Support Team</b> <b>Dale Ricketts</b>, Associate Delivery Manager and <b>Andy Graham</b>, Deputy Head, Department of Health Tobacco Control National Support Team, London, UK</p>

# Tuesday – Programme | 15th June 2010

Chair: *Sheila Duffy*, Chief Executive, ASH Scotland, Edinburgh, UK

7.30	<b>Registration and buffet breakfast</b>
8.15	<p><b>Early morning parallel sessions</b></p> <p>Main Hall</p> <p><b>Shisha, social networking and community action</b> Chair: <i>Heather Thomson</i>, Health Improvement Manager, NHS Leeds, UK</p> <ol style="list-style-type: none"> <li><b>Assessment of polycyclic aromatic hydrocarbons, carbon monoxide, nicotine, metals content and particle size distribution of mainstream shisha smoke</b> <i>Araceli Sanchez-Jimenez</i>, Research Scientist, Institute of Occupational Medicine, Edinburgh, UK</li> <li><b>Internet-based social networking for quitters: Can peer-based support groups promote cessation and help prevent relapse?</b> <i>Trevor van Mierlo</i>, Chief Executive Officer, Evolution Health Systems Inc, Toronto, Canada</li> <li><b>Smoke free me – tobacco education initiative in NHS Greater Glasgow and Clyde</b> <i>Kirsten Donald</i>, Health Improvement Practitioner (Smoke Free Schools), NHS Greater Glasgow and Clyde, UK</li> </ol> <p>For sessions running parallel to these, see programme on page 8</p>
9.30	<p><b>Plenary session</b></p> <p>Main Hall</p> <p><b>How does smoking cause health inequalities?</b> <i>Laurence Gruer</i>, Director of Public Health Science, NHS Health Scotland, Glasgow, UK</p>
10.00	<p><b>Illicit tobacco: undoing the good work</b> <i>Ailsa Rutter</i>, Director, FRESH – Smoke Free North East, Chester-le-Street, UK</p>
10.30	<p><b>The genetics of smoking and smoking cessation</b> <i>Marcus Munafò</i>, Reader in Biological Psychology, Department of Experimental Psychology, University of Bristol, UK</p>
11.00	<b>Coffee</b>
11.30	<p><b>Parallel sessions</b></p> <p>Main Hall</p> <p><b>New innovations in smoking cessation</b> (including varenicline pre-loading; E-cigarettes; ‘light’ smokers) <i>Hayden McRobbie</i>, Senior Clinical Research Fellow, Queen Mary University of London, Barts and The London School of Medicine and Dentistry, UK</p> <p>For sessions running parallel to these, see programme on page 9</p>
12.45	<p><b>Lunch</b></p> <p><b>Poster presentations</b> Presenters will be by their posters to discuss their work with delegates from 1.15 pm to 1.45 pm Lunchtime film screening: ‘<b>Oral health and trans-cultural tobacco: a guide for health professionals and trans-cultural tobacco users</b>’ in Hall 2 at 1.15 pm</p>
2.00	<p><b>Plenary session</b></p> <p>Main Hall</p> <p><b>Can stopping smoking be bad for mental health?</b> <i>Jonathon Foulds</i>, Professor, University of Medicine and Dentistry of New Jersey, School of Public Health and Director, Tobacco Dependence Program, New Jersey, USA</p>
2.30	<p><b>Provision of smoking cessation advice and treatment: Guidelines, policy and the law</b> <i>Alison Britton</i>, Senior Lecturer, Department of Law, School of Law and Social Sciences, Glasgow Caledonian University, UK</p>
3.00	<p><b>What’s the story? Engaging with the press</b> <i>Jill Palmer</i>, Medical journalist, Former medical editor of the Daily Mirror, London, UK</p>
3.30	<b>Conference close</b>

## Tuesday – Early morning parallel sessions

8.15	Parallel sessions
Main Hall	<p><b>Shisha, social networking and community action</b> Chair: <b>Heather Thomson</b>, Health Improvement Manager, NHS Leeds, UK</p> <ol style="list-style-type: none"> <li><b>Assessment of polycyclic aromatic hydrocarbons, carbon monoxide, nicotine, metals content and particle size distribution of mainstream shisha smoke</b> <b>Araceli Sanchez-Jimenez</b>, Research Scientist, Institute of Occupational Medicine, Edinburgh, UK</li> <li><b>Internet-based social networking for quitters: Can peer-based support groups promote cessation and help prevent relapse?</b> <b>Trevor van Mierlo</b>, Chief Executive Officer, Evolution Health Systems Inc, Toronto, Canada</li> <li><b>Smoke free me – tobacco education initiative in NHS Greater Glasgow and Clyde</b> <b>Kirsten Donald</b>, Health Improvement Practitioner (Smoke Free Schools), NHS Greater Glasgow and Clyde, UK</li> </ol>
Hall 2	<p><b>Smokefree homes and cars</b> Chair: <b>Andy McEwen</b>, Cancer Research UK Health Behaviour Research Centre, Department of Epidemiology and Public Health, University College London, UK</p> <ol style="list-style-type: none"> <li><b>Greater Glasgow and Clyde smoking in the home campaign</b> <b>Brenda Friel</b>, Health Improvement Senior (Tobacco Control), NHS Greater Glasgow and Clyde, UK</li> <li><b>Delivering smokefree homes and cars</b> <b>Fiona Andrews</b>, Director and <b>Kate Knight</b>, Head of Social Marketing and Communications, Smokefree South West, Bristol, UK</li> <li><b>Successes and (missed) opportunities: Delivering messages to parents around secondhand smoke</b> <b>Jude Robinson</b>, Senior Lecturer, University of Liverpool, UK</li> </ol>
Room 1	<p><b>Mental health</b> Chair: <b>Ann McNeil</b>, Professor of Health Policy and Promotion, Division of Epidemiology and Public Health, University of Nottingham, UK</p> <ol style="list-style-type: none"> <li><b>The peer-to-peer tobacco dependence recovery program</b> <b>Chad D. Morris</b>, Associate Professor and <b>Cynthia J. Wang</b>, Clinical Director, Behavioral Health and Wellness Program, University of Colorado, Denver, USA</li> <li><b>A missed opportunity: Cessation of smoking among inpatients with mental health disorders</b> <b>Robert Tait</b>, Research Fellow, Centre for Mental Health Research, Australian National University, Canberra, Australia</li> <li><b>An exploration of the complex interplay of factors influencing the use of tobacco in people with mental health problems</b> <b>Susan Kerr</b>, Reader in Public Health, School of Health, Glasgow Caledonian University, UK</li> </ol>
Room 2	<p><b>Smokefree marketing strategy present and future</b> <b>Caroline Fox</b>, Integrated Communications Manager, Tobacco Control Marketing and <b>Ryan Adams</b>, Communications Planning Manager, Department of Health, London, UK</p>
Room 3	<p><b>Turning interest into quitters – bringing smokefree campaign alive at a local level</b> <b>Lara Clements</b>, Senior Campaigns Manager, Department of Health, London, UK</p>
Room 4	<p><b>Motivating smokers to quit: Service innovations</b> Chair: <b>Patricia Grierson</b>, Dumfries and Galloway Primary Care NHS Trust, UK</p> <ol style="list-style-type: none"> <li><b>The Phoenix toolkit – a guide to stop shop developments</b> <b>Gary Burroughs</b>, Lincolnshire Tobacco Control Strategy Manager and <b>Carol Brewer</b>, Phoenix Workplace Specialist, Phoenix NHS Stop Smoking Service, Lincolnshire Community Health Services, UK</li> <li><b>Offering lung health checks to motivate smokers to access stop smoking services</b> <b>Irene Houghton</b>, Lung Health Check Project Manager and <b>Jane Roberts</b>, Head of Tobacco Control, NHS Blackpool, UK</li> </ol>
Room 5	<p><b>Special populations (I)</b> Chair: <b>Jennifer Percival</b>, Royal College of Nursing Tobacco Policy Advisor, UK</p> <ol style="list-style-type: none"> <li><b>Results of the smoking cessation needs assessment of the BME population living in South East Glasgow</b> <b>Heather Bath</b>, Health Improvement Senior, Tobacco Control, South East Glasgow Community Health and Care Partnership, UK</li> <li><b>London Smokefree Ramadan Campaign 2009</b> <b>Dominick Nguyen</b>, Regional Communication and Campaigns Manager, Regional Public Health Group for London, UK</li> <li><b>The re-shaping of life-worlds: Male UK Bangladeshi smokers and the English smoke-free legislation</b> <b>Deborah Ritchie</b>, Head of Nursing Studies / Senior Lecturer (Health Promotion and Mental Health), Medical School, University of Edinburgh, UK</li> </ol>

## Tuesday – Morning parallel sessions

11.30	Parallel sessions
Main Hall	<p><b>New innovations in smoking cessation</b> (including varenicline pre-loading; E-cigarettes; ‘light’ smokers)  <b>Hayden McRobbie</b>, Senior Clinical Research Fellow, Queen Mary University of London, Barts and The London School of Medicine and Dentistry, UK</p>
Hall 2	<p><b>Flexible quitting</b></p> <ol style="list-style-type: none"> <li><b>Tailored quit plans in England – the next steps for flexibility in supporting smokers to stop</b>  <b>Emma Croghan</b>, Programme Lead, Tobacco Control Delivery, Department of Health, London, UK</li> <li><b>Pre-quit in practice: A No Smoking Day initiative</b>  <b>Helen Poole</b>, Smoking Cessation Counsellor, Cardiff and Vale University Health Board In-House Smoking Cessation Service, University Hospital of Wales, UK</li> </ol>
Room 1	<p><b>Special populations (II)</b>  Chair: <b>Dan Tickle</b>, Chief Executive, No Smoking Day, London, UK</p> <ol style="list-style-type: none"> <li><b>Treating tobacco users with mental health challenges in a quit line setting: A pilot</b>  <b>Ken Wassum</b>, Senior Clinical Product Manager, Free and Clear, Seattle, USA</li> <li><b>Barriers to use of tobacco cessation services for lower SES and African-American tobacco users in the Arkansas Mississippi Delta</b>  <b>Christine E. Sheffer</b>, Assistant Professor, University of Arkansas for Medical Sciences, USA</li> <li><b>An exploration of the tobacco-related health promotion needs of people with mild/moderate learning disabilities</b>  <b>Susan Kerr</b>, Reader in Public Health, School of Health, Glasgow Caledonian University, UK</li> </ol>
Room 2	<p><b>Service uptake</b>  Chair: <b>Jennie Kenyon</b>, Research Coordinator, NHS Centre for Smoking Cessation and Training, London, UK</p> <ol style="list-style-type: none"> <li><b>People like me – opportunities and obstacles from a marketing campaign highlighting real life quitters</b>  <b>Andy Lloyd</b>, Media, Communications and Social Marketing Manager and <b>Martyn Willmore</b>, Performance Delivery Improvement Manager, FRESH – Smoke Free North East, Chester-le-Street, UK</li> <li><b>Lose the smoker in you: A community approach to quitting in New Parks, Leicester</b>  <b>Louise Ross</b>, Tobacco Control Delivery Manager, NHS Leicester City, UK and <b>Kay Harris</b>, Head of Local Marketing, Pfizer Ltd, Tadworth, UK</li> <li><b>Quit kits – a tool to engage more smokers?</b>  <b>Ryan Adams</b>, Communications Planning Manager, Department of Health, London, UK and <b>Rachael Murray</b>, Lecturer in Health Policy and Promotion, University of Nottingham, UK</li> </ol>
Room 3	<p><b>Illicit tobacco – exploring the role of the NHS stop smoking services to help to tackle the issue</b>  <b>Andrea Crossfield</b>, Director, Smokefree North West, Manchester, UK and <b>Ailsa Rutter</b>, Director, FRESH – Smoke Free North East, Chester-le-Street, UK</p>
Room 4	<p><b>What is effective?</b>  Chair: <b>Robert West</b>, Professor of Health Psychology, Cancer Research UK Health Behaviour Research Centre, University College London and UK Centre for Tobacco Control Studies</p> <ol style="list-style-type: none"> <li><b>NICE guidance on quitting smoking in pregnancy and following childbirth</b>  <b>Jayne Rowney</b>, Implementation Adviser, National Institute for Health and Clinical Excellence, Manchester, UK</li> <li><b>An effective strategy for helping clients who have failed in the past?</b>  <b>Alan Curley</b>, Director of Therapeutic Change, UC-MindSolutions, Paisley, UK</li> <li><b>Improved rate of absorption of a novel oral transmucosal dosage form of nicotine in human subjects</b>  <b>Vikas Agarwal</b>, Associate Director, Formulation Development, CIMA LABS INC, Minnesota, USA</li> </ol>
Room 5	<p><b>In care, in hand and in the numbers</b>  Chair: <b>Madge Boyle</b>, Performance Improvement Delivery Manager, Regional Public Health Group, Government Office for Yorkshire and the Humber, UK</p> <ol style="list-style-type: none"> <li><b>Smoking cessation and looked after and accommodated children</b>  <b>Brenda Friel</b>, Health Improvement Senior (Tobacco Control) and <b>Lauren Parsons</b>, Smoking Cessation Advisor for Looked After and Accommodated Children (LACC) and Young People, NHS Greater Glasgow and Clyde, UK</li> <li><b>Perceptions, rituals, usage and potential prompts to quit amongst South West HRT (hand rolled tobacco) smokers</b>  <b>Fiona Andrews</b>, Director, Smokefree South West, Bristol, UK</li> <li><b>Projecting smoking cessation in the north of England using Delphi methods</b>  <b>Rob Gandy</b>, Independent NHS Healthcare Consultant, Wirral, UK</li> </ol>

# Posters

Presenters will be by their posters to discuss their work with delegates from 1.30 pm to 2.00 pm on Monday 14th June and from 1.15 pm to 1.45 pm on Tuesday 15th June

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## **Innovation in delivery – ‘mobile go anywhere stop smoking service’?**

**Leena Sankla**, Project Director and **John Rodway**, Operations Director, Solutions 4 Health Ltd, Reading, UK

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## **What are the barriers to local success? A systematic analysis of recommendations made by the Tobacco Control National Support Team**

**Dale Ricketts**, Associate Delivery Manager and

**Andy Graham**, Deputy Head, Department of Health Tobacco Control National Support Team, London, UK

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## **The impact of smoking cessation prior to surgery on postoperative complications: A systematic review and meta-analysis**

**Ian Lockhart**, Evidence-based Medicine Manager, Pfizer Ltd, Tadworth, UK

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## **Check my lifestyle – online support to lead a healthy lifestyle**

**Debbie Nelson**, Health Improvement Senior, Health at Work NHS Greater Glasgow and Clyde, Glasgow, UK

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## **Audit of the stop smoking services in London**

**Liz Hughes**, Regional Development Manager, Stop Smoking Services, London Regional Public Health Group, UK

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## **Viral change and social marketing**

**Gary Burroughs**, Lincolnshire Tobacco Control Strategy Manager, Lincolnshire Community Health Services, Phoenix NHS Stop Smoking Service, UK

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## **Stockton and Hartlepool stop smoking service lung health project**

**Eileen Hutchinson**, Specialist Stop Smoking Nurse Advisor, Stockton and Hartlepool Foundation Trust

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## **How do we challenge the consistent 40% SATOD in Blackpool?**

**Fran Frankland**, Pregnancy Co-ordinator and **Jane Roberts**, Head of Tobacco Control, NHS Blackpool, UK

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## **Assessing wants and needs: Using a different approach with smokers in hospital**

**Rebecca Haynes**, Stop Smoking Specialist Advisor, Fresh Start Stop Smoking Service, Derby, UK

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## **Client satisfaction with English stop smoking services**

**Sylvia May**, Administrator /Researcher, Smoking Cessation Service Research Network (SCSRN), North Woodchester, UK

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## **Development of group smoking cessation strategies for indigenous Australians**

**Gillian Gould**, Senior Research Fellow, Rural Clinical School, University of New South Wales, Coffs Harbour, Australia

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## **Serving up cessation at the Quit Café**

**Gillian Gould**, Senior Research Fellow, Rural Clinical School, University of New South Wales, Coffs Harbour, Australia

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## **Outcomes of a large single session smoking cessation group: a case study**

**Gillian Gould**, Senior Research Fellow, Rural Clinical School, University of New South Wales, Coffs Harbour, Australia

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## **Partnership marketing campaign for stop smoking services in Central Lancashire – NHS Central Lancashire/Pfizer/Gingernut Creative**

**Angela Longworth**, Stop Smoking Service Coordinator and **Tracy Murdoch**, Clinical Coordinator, NHS Central Lancashire, Preston, UK

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# Posters

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## **Beat the boss – senior managers in marketing stop smoking services**

**Angela Longworth**, Stop Smoking Service Coordinator and **Tracy Murdoch**, Clinical Coordinator, NHS Central Lancashire, Preston, UK

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## **The partnership approach to the development and delivery of training in Scotland around raising the issue of smoking to support workforce development**

**Liz Martin**, Learning and Development Adviser, NHS Health Scotland, Glasgow, UK and **Judy Corbett**, National Training and Development Manager, ASH Scotland, Edinburgh, UK

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## **Newham's innovative strategies: To set up smoking cessation in a secondary care setting**

**Anusha Pasula**, Pregnancy and Hospital Stop Smoking Specialist and **Meghna Vithlani**, Lead Commissioner for Stop Smoking Service, NHS Newham, London, UK

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## **A tobacco strategy for Glasgow**

**Fiona Dunlop**, Health Improvement Lead (Tobacco), NHS Greater Glasgow and Clyde, UK

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## **Evaluation of varenicline as an aid to smoking cessation in UK general practice – a thin database study**

**Koo Wilson**, Director, Health Economics and Outcomes Research, Pfizer Ltd, Tadworth, UK

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## **Medication case studies and challenges advisors can face**

**Darush Attar-Zadeh**, Pharmacist and Freelance Trainer, CPPE, QUIT, Houslow SSS, London, UK

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## **Developing professional training for stop-smoking specialists in Scotland**

**Judy Corbett**, National Training and Development Manager, ASH Scotland, Edinburgh, UK

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## **Fighting smoking together**

**Jane Oliver**, Health Improvement Programme Officer, NHS Health Scotland, Glasgow, UK

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## **Development of an audio visual resource to help raise awareness of smoking, tobacco and paan use within minority ethnic communities and its impact on oral health**

**Tracey Norris**, Strategy Development Manager (Inequalities), ASH Scotland, Edinburgh, UK and **Smita Grant**, Project Manager, Minority Ethnic Health Inclusion Project (MEHIP), Edinburgh, UK

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## **Good practice guidance for pilot projects: lessons learned from partnership action on tobacco and health and ASH Scotland's tobacco and inequalities initiatives pilot work**

**Linda Bates**, Project Officer (Partnership Action on Tobacco and Health), ASH Scotland, Edinburgh, UK

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## **The (unadvertised) role of the cessation adviser in mental health**

**Denise Meldrum**, Stop Smoking Link Practitioner, NHS Greater Glasgow and Clyde, Mental Health Partnership, Glasgow, UK

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## **Referral from dentists to pharmacy smokefree services – a novel approach?**

**Mohammed Ameen**, Pharmacist, NHS Greater Glasgow and Clyde Health Board, Pharmacy Public Health, Glasgow, UK

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## **Setting up and effectively running a hospital based stop smoking service**

**Gillian McIhinney**, Specialist Stop Smoking Adviser for Secondary Care, Middlesbrough, Redcar and Cleveland Community Services Specialist Stop Smoking Service, Middlesbrough, UK and **Nicola Ann Clarke**, Stop Smoking Facilitator, James Cook University Hospital, Middlesbrough, UK

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## **Identifying effective smoking interventions**

**Hilary Wareing**, Co Director, Tobacco Control Collaborating Centre, Warwick, UK and **Aaron Bohannon** Regional Improvement Manager (Stop Smoking Services), Government Office, West Midlands, UK

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# Posters

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## **Tackling health inequalities: Taking the service to the smoker – Roy Castle Fag Ends**

*James O'Neill, Stop Smoking Advisor, Roy Castle Lung Cancer Foundation, Liverpool, UK*

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## **Implementing hospital based stop smoking services. The good, the bad and the ugly**

*Tracey Holliday, Stop Smoking Specialist for Pregnancy and Hospital, NHS Bolton, UK*

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## **REFRESH: Reducing children's exposure to second-hand smoke in the Home**

*April Shaw, Senior Researcher, ASH Scotland, Edinburgh, UK*

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## **Workplace stop smoking support – effective NHS and employer partnerships**

*Karen Austin, Senior Campaign Manager, Department of Health, Tobacco Control Marketing Team, London, UK and Sarah Edwards, Delivery Manager, Supporting Smokers to Stop, Department of Health, Tobacco Control Policy Team, London, UK*

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## **The benefits of a pharmacy led enhanced smoking cessation service in deprived areas of Glasgow**

*Katrina Henderson, Starting Fresh Enhanced Service Support Pharmacist/Public Health Pharmacy Facilitator, NHS Greater Glasgow and Clyde, UK*

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## **A comprehensive training programme for a large Scottish health board area**

*Rebecca Campbell, Health Improvement Senior (Tobacco), Greater Glasgow and Clyde NHS, UK*

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## **Newham's stop smoking mobile roadshow – effective and cost efficient model**

*Meghna Vithlani, Lead Commissioner for Stop Smoking Service and David McMaster, Communities Stop Smoking Advisor, NHS Newham, London, UK*

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## **Leveraging on community ties: Smoking cessation interventions in a non-healthcare setting**

*Neo Yi Lin, Senior Executive, Health Promotion Board, Singapore*

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## **The challenges of providing stop smoking services in areas of deprivation**

*Doreen Regan, Smoking Cessation Specialist, Ulster Cancer Foundation, Belfast, UK*

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## **Improving access to employment for people with mild/moderate mental health issues**

*Brigitte Dingle, Health Inequalities Manager and Kostakis Christodoulou, Head of Health Promotion, NHS Brent, London, UK*

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## **'The Flipside' – reducing smoking prevalence in young people**

*Andrew Head, Regional Tobacco Policy Manager, Department of Health East Midlands, Nottingham, UK*

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## **Central and Eastern European region capacity building and social exclusion programme**

*Andrew Stripp, Project Manager, European Network of Quitlines, QUIT/ENQ, London, UK and Kawaldip Sehmi, Director of Health and Inequalities, QUIT, London, UK*

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## **Best practice model for an NHS smoking cessation service**

*Alan Curley, Health Improvement Senior for Tobacco, NHS Greater Glasgow and Clyde, UK*

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## **Using a tobacco alliance on No Smoking Day to get referrals for smoking cessation service**

*Alan Curley, Health Improvement Senior for Tobacco, NHS Greater Glasgow and Clyde, UK*

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## **Best practice methods for engaging with clients who experience inequalities**

*Catherine Tearne, Tobacco worker for the Health Inequalities, Renfrewshire Community Health Partnership, Paisley, UK and Alan Curley, Health Improvement Senior for Tobacco, NHS Greater Glasgow and Clyde, UK*

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## **Sustaining effective tobacco control and NHS stop smoking services must remain a top priority for World Class Commissioning (WCC)**

*Juniper Connal, Regional Development Manager and Andrea Dickens, Head of Policy, Innovation and Development, Smokefree South West, Bristol, UK*

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# Posters

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## **Record year 2009 – profile of quitters through the NHS Greater Glasgow and Clyde smokefree pharmacy service**

*Liz Grant, Public Health Pharmacist, NHS Greater Glasgow and Clyde, UK*

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## **NHS Greater Glasgow and Clyde smokefree services**

*Agnes McGowan, Health Improvement Lead (Tobacco) and Kirsty Scott, Health Improvement Senior, NHS Greater Glasgow and Clyde, UK*

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## **Latest findings from the national monitoring of smoking cessation services in Scotland**

*Linsey Galbraith, Principal Information and Development Officer, ScotPHO Team, ISD Scotland, Edinburgh, UK*

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## **W-WEST – Tobacco youth advocacy group**

*Kirsten Donald, Health Improvement Practitioner (Smoke Free Schools), NHS Greater Glasgow and Clyde, UK*

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## **An inpatient smoking cessation programme – the Singapore model**

*Joanne Chandler, Manager, Substance Abuse Programme, Adult Health Division, Health Promotion Board, Singapore*

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## **Nicotine inhaler reduces post-cessation weight gain**

*Åsa Walthermo, Research Associate, McNeil AB, Helsingborg, Sweden*

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## **Making a difference by working ahead of performance: Regional tobacco control office outcomes from inaugural year**

*Andrea Dickens, Head of Policy, Innovation and Development and Fiona Andrews, Director, Smokefree South West, Bristol, UK*

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## **Equally well social marketing projects**

*Laura Mullen, Senior Health Improvement Practitioner, West Dunbartonshire CHP, Clydebank, UK and*

*Gloria Coats, Senior Communications Manager, NHS Health Scotland, Edinburgh, UK*

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## **Smoking cessation within a forensic mental health service with conditions of special security at The State Hospital Carstairs**

*Diane Laughtland, Smoking cessation coordinator and*

*Thomas McSeveney, Smoking Cessation Advisor, The State Hospital Carstairs, Lanark, UK*

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## **A direct comparison of two transdermal nicotine systems: Clinical pharmacokinetic performance**

*Angela M. DeVeauugh-Geiss, Principal Clinical Research Scientist, GlaxoSmithKline, New Jersey, USA*

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## **Ethnic minority stop smoking pilot project**

*Jamila Khatoon, Health Improvement senior, NHS Greater Glasgow and Clyde, UK*

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## **Preparing for implementation of smokefree grounds and buildings policy (mental health)**

*Sheila MacFadyen, Stop Smoking Nurse Specialist, NHS Lanarkshire, UK*

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## **Developing a patient group direction (PGD) to meet the needs of special client groups**

*Catherine Burke, Stop Smoking Nurse Specialist, Monklands Hospital, Airdrie, NHS Lanarkshire, UK*

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## **What smokers tell us about e-cigarettes**

*Martin Dockrell, Director of Policy and Research, Action on Smoking and Health, London, UK*

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## **East of England smoking cessation web-based system**

*Jill Eastment, Systems Facilitator, Public Health Programmes, East of England Strategic Health Authority, Cambridge, UK*

*Liam Cahill, Project Manager, East of England Smoking Cessation Database, Cambridge, UK*

*Vicki Snelgrove, Commissioner Tobacco Control, Great Yarmouth and Waveney PCT, East of England SHA/NHS Great Yarmouth and Waveney, Yarmouth, UK*

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# Film screenings

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## Monday: Hall 2 – 5.30 pm

### Smoking I wait

Director and Screenplay: *Adriana L. Dutra*

Executive Producer: *Claudia Dutra*

Associated Producers: *Katia Fernandes Quanta*

Duration: 86 minutes

Year: 2008

A heavy smoker for more than 20 years (two packs a day), actress and director of Brazilian film festivals abroad, Adriana L. Dutra decided to look closely at: why after all it is so hard to quit smoking?

It all started with a personal interest that grew and became an extensive research on the topic. Nevertheless, *Smoking I wait*, goes beyond the traditional dimension of a self-focused documentary. Personal testimonials reveal individual battles with the cigarettes, while advertising executives, lawyers, sociologists and doctors analyse techniques of diffusion and consequences of the use of nicotine and its high levels of chemical and psychological dependency.

The film presents the evolution of cigarette consumption since its inception, through the transformation of consumer's habits throughout history and marketing strategies, unveiling the industry's omission of medical data and compensations.

An upbeat animation created by Fabiana Egredas and Carlos Duba outlines the historical and cultural evolution of the cigarette, while scenes of cult Hollywood movies show how stars and divas contributed to the tobacco industry's profits.

## Tuesday: Hall 2 – 1.15 pm

### Oral health and trans-cultural tobacco: a guide for health professionals and trans-cultural tobacco users

Produced by: *Minority Ethnic Health Inclusion Project (MEHIP)*

Funded by: ASH Scotland's Tobacco and Inequalities Project Small Grants Fund (Funded by the Scottish Government and NHS Health Scotland) Big Lottery

Duration: 38 minutes

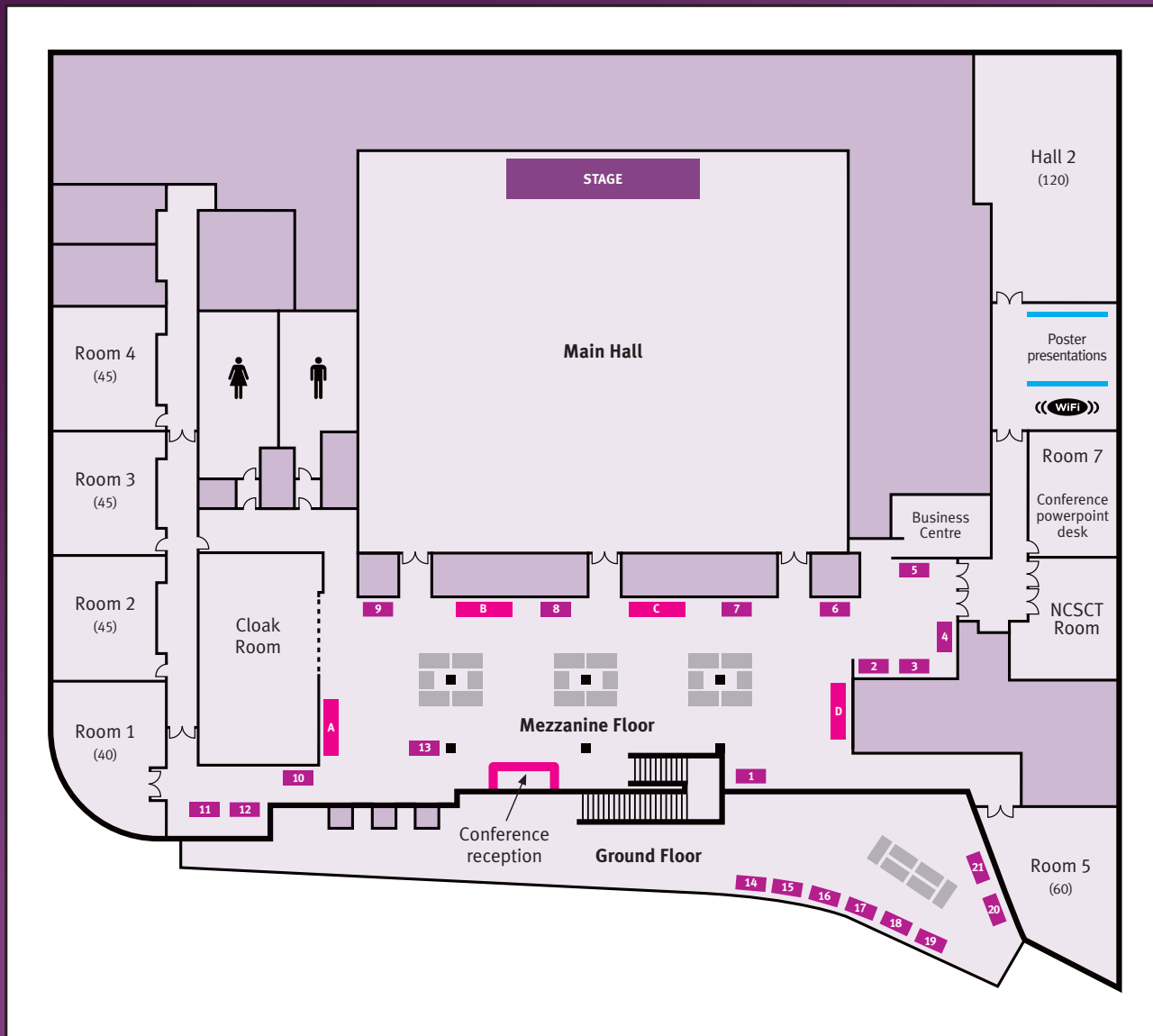
Year: 2009

To address smoking within minority ethnic communities, stop-smoking services must offer support, information and advice that is both accessible and sensitive to different cultures, religions and languages. As well as smoked tobacco products a wide range of chewed tobacco and tobacco-related products such as paan are also used within some minority ethnic communities. This creates new challenges for stop-smoking services about how best to support and raise the issue of smoking and chewing tobacco.

Knowledge and understanding of chewed tobacco products used amongst this community and its health impact varies amongst practitioners. To address this gap and the ongoing challenge of increasing engagement of communities with stop-smoking services a multi media resource was developed by the Minority Ethnic Health Inclusion Project (MEHIP) called 'Oral health and trans-cultural tobacco: a guide for health professionals and trans-cultural tobacco users'. Launched in Edinburgh, 2009, the resource partly funded by ASH Scotland's Tobacco and Inequalities Small Grants fund, is aimed at health professionals including dentists and stop-smoking staff.

Produced in English, Urdu, Bengali-Sylheti, Arabic and Punjabi the resource explores: the products, cultural contexts, the health impacts of consumption; provides a product photo gallery; glossary; and a series of printable reference resources.

# Floor plan



## Exhibition stands



- |                        |                       |                          |                     |
|------------------------|-----------------------|--------------------------|---------------------|
| 1 Department of Health | 7 Essentia Group      | 12 ICE                   | 17 ABS Laboratories |
| 2 Webstar Health       | 8 Bedfont             | 13 AN Computing          | 18 QUIT             |
| 3 Pfizer Enhance       | 9 NHS Health Scotland | 14 GASP                  | 19 ASH Scotland     |
| 4 Gingernut Creative   | 10 NHS Blackpool      | 15 Solutions 4 Health    | 20 Cochrane Clinic  |
| 5 North 51             | 11 No Smoking Day     | 16 Roy Castle Foundation | 21 Intellicig       |
| 6 CareFusion           |                       |                          |                     |

■ Main Sponsors   
 ■ Exhibitors   
 — Poster presentations   
 ■ Lunch / coffee stand   
 (XX) Room capacities

The restaurants on the ground floor will offer seated dining during lunch.

Conference supporters



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