

Public Health, West Sussex County Council

Public Health in West Sussex County Council (WSCC) has a strong and longstanding partnership with the Local Pharmacy Committee. We are thrilled to be invited to write a regular Public Health update for the community pharmacy newsletter. Our first instalment includes some news (on e-cigarettes), campaigns (Stay Well pharmacy and Be Clear on Cancer) and a chance for you to meet a key member of our team (Roddy Crockett- Primary Care Liaison Officer). Please send us comments on what was useful or what you would like to hear more about in future issues.

News: E-cigarettes - tackling misconceptions that they are as harmful as cigarettes

E-cigarettes and Heated Tobacco were the subjects of a recent Public Health England (PHE) evidence review which looked to update our understanding of the impact of these products with new evidence. Key findings included:

- Evidence suggests that e-cigarettes are a contributing factor in thousands of additional quits in England.
- Research shows cancer potencies of e-cigarettes are largely under 0.5% of the risk of smoking.
- In contrast to the point above though, smokers and ex-smokers think that complete replacement of cigarettes with e-cigarettes would **not** lead to major health benefits.

The West Sussex Smoking Cessation Service became e-cigarette friendly in June 2015 – this means people using tobacco can be supported by trained stop smoking advisors to quit even if they are also using e-cigarettes. Community pharmacies delivering smoking cessation should be aware of the public perception that e-cigarettes are just as harmful as cigarettes and should seek to tackle this misconception using the latest review findings.

For further reading please visit the [website](#) where you can access the evidence review, commissioned by Public Health England (PHE).

Campaigns

Stay Well Pharmacy Campaign

The Stay Well Pharmacy campaign, launched by NHS England on 12th February, aims to raise awareness of the services that pharmacies offer. It positions pharmacies as the initial contact for clinical advice and treatment for coughs, colds and all other minor health concerns and treatments. All pharmacies, GP surgeries and Dentist surgeries will be provided with a toolkit by PHE that promotes the campaign, this includes posters, information cards and briefing sheets – please look out for your toolkit or visit the PHE campaign resource [website](#).

Be Clear on Cancer: Breast cancer in women over 70 Campaign

On 22nd February, PHE will relaunch their National breast cancer campaign, targeted at women over 70. The 'Be Clear on Cancer' campaign will run until the end of March 2018 and reminds women that they are more likely get breast cancer as they get older and raises awareness of breast cancer symptoms. Women will be encouraged to see their doctor promptly if they notice any breast changes.

A 2018 Pharmacy Pack of campaign materials is available for pharmacies who wish to support the campaign. This can be ordered from the [PHE Campaign Resource Centre](#). **Please do not display campaign materials until the 22nd February 2018 launch date as they are embargoed.**

Introducing the Public Health team: Roddy Crockett – Primary Care Liaison Officer

This month we introduce to you a key contact in the West Sussex County Council Public Health Healthy Lifestyles team, Roddy Crockett our Primary Care Liaison Officer.



Hi my name is Roddy Crockett, I support pharmacies and surgeries with both the Smoking Cessation Service and NHS Health Checks. If you have any questions about providing stop smoking services or NHS Health Checks then you can contact me for information by email on: roddy.crockett@westsussex.gov.uk

For Smoking Cessation Services - I can answer questions about CO monitors, consumables, training or how to record and claim for quit attempts. I can also answer questions about current best practice including how to incorporate e-cigarettes or vaping into quit attempts.

For NHS Health Checks - you can contact me about anything to do with the process of delivering checks or training. If it is a technical or clinical question I will find the right person to support you. I can also put you in touch with support with Point of Care Testing (POCT) machines (i.e. the CardioChek machines) and the regular testing of them.

Focus on Training

I am often asked about training. For the stop smoking programme online training is available free-of-charge at the National Centre for Smoking Cessation and Training (NCSCT) [website](#). Please contact me if you are not sure which modules you need to do or consult the [service specification](#). N.B. the 2 day face-to-face training is no longer a requirement.

Public Health also offer free NHS Health Check training and two forums annually to providers, please ensure we have your correct email address to enable you to hear about the training we provide.

As previously advertised in PharmOutcomes, a FREE Motivational Interviewing one day training day is available to attend on 20th February in Crawley and 21st February in Chichester –there may be places remaining so please contact us urgently by Friday 16th February to reserve your place.

If you would like to be added to our mailing list or you have any questions regarding stop smoking services and NHS Health Checks then please contact me for advice- via roddy.crockett@westsussex.gov.uk . I will be visiting community pharmacies later in the Spring so look forward to seeing many of you then.

For more information on West Sussex, Public Health matters please visit the West Sussex Wellbeing website at www.westsussexwellbeing.org.uk/

List of useful web addresses:

- www.westsussexwellbeing.org.uk/
- <https://www.gov.uk/government/publications/e-cigarettes-and-heated-tobacco-products-evidence-review>
- <https://campaignresources.phe.gov.uk/resources/campaigns/73-stay-well-pharmacy/resources>
- http://www.ncsct.co.uk/pub_training.php
- <https://campaignresources.phe.gov.uk/resources/campaigns/31/resources/3703>
- <http://communitypharmacyss.co.uk/westsussexlpc/west-sussex-county-council-public-health/>