The ‘Spray and Walk Away’ project was a collaboration between Counties Manukau District Health Board and Pathways Health Limited. With the launch of a new nicotine replacement therapy on the block – the nicotine mouth spray, ‘Quickmist’ in December 2012, both organisations wanted to test it out and see how it worked. As Quickmist is marketed as taking away cravings within 60 seconds, it held much promise and both organisations thought it might be just the tool for the most addicted smokers who require fast relief. Its designed to relieve cravings reactively rather than proactively like the nicotine patch, gum and lozenge. Its novelty appeal attracted 178 people who offered to test it out, report back on how effective it was, and how much they liked to use it. 110 staff members from Counties Manukau DHB, 31 Pathways staff and 37 service users took up the opportunity. Quickmist prompted a quit attempt in 73 of the 110 people (41%), with the remaining people either using it to reduce their smoking or keeping it for a quit date at a later time. Out of the 73 trying to stop smoking, 37 were successfully Smokefree 4 weeks later (51%). Another 30% reported having significantly reduced their tobacco. Outcomes were validated with carbon monoxide monitors. Overall, the product was generally liked and preferred over traditional types of nicotine replacement. It seemed to be less aversive so more likely to be used, more convenient to use and strong enough to relieve cravings. Here are some of the comments people gave when asked what they liked about Quickmist.

Instant hit, took mind off smoking, stopped the cravings instantly, good size, fits in pocket, worked well and easy to use, flavour, can pop it out anywhere, easier to use so more likely to use, side effects are doable as opposed to side effects of oral products, spray helps with appetite which was main worry, didn't need to snack which was different to other times, handy to carry around with me, something to hold onto, Quick effect.

Quickmist can be purchased from pharmacies and supermarkets at a retail price between $45 and $59. One bottle can last 1 to 4 weeks and can be complimented by the nicotine patch.

Submitted by Michelle Lee, Counties Manukau DHB and Basil Fernandes, Pathways Health Ltd.
Helping Others to Quit: An E-Learning Opportunity

The platform for these courses has been transferred to the Ministry of Health’s e-learning site at

There are two course choices: ‘ABC – Smoking Cessation in Practice’ for registered health professionals and ‘Helping People to Stop Smoking’ for non-registered health professionals.

Please note to receive a certificate for either course in your own name you will need to register, and logon to the site with your user name.

Smoking Cessation in Residential Rehab....

How should we interpret our smoking cessation responsibilities in a residential context?

The issues include:

- clients have traditionally smoked in their rooms
- clients collect butts for latter recycling
- the physical health and mental well being of clients are both important
- client choice matters
- neighbours matter
- we try not to re-stigmatise our clients
- clients face boredom.

We decided to strategise moving towards smokefree. To that end we:

- encourage and support clients to make choices to cease smoking by asking the questions – ‘Do you smoke?’ and ‘Can we help you reduce or stop?’
- are trying to reduce the social connection benefit of congregating to smoke
- have sought to add meaningful activity into our clients lives
- have trained staff in cessation principles and have an NRT provider in the staff team
- assist staff to stop smoking too – in fact only 3 of our 55 staff smoke!

Outings (Yeah!). They also suggested the carrot and the stick approach be used – rewards and punishment. (Special events as rewards for those who have had one month 90% achievement of goals, and $1 fine for each transgression!)

Clients have received three group rewards in the last three months – their choices were: movies; A+P Show; Fish and chips (on a wet day). Those who were left behind because they didn’t meet the goals are now more motivated to achieve.

We have two clients using aids to reduce smoking – 1 on lozenges and one with patches.

Will we carry on?

Absolutely. We have only just begun!

Submitted by Robert Coats, Manager,
Arataki Ministries Ltd

You can also access both of these e-learning tools through the Network North smokefree website. There is also a User Guide available on the site to help you navigate your way through the Ministry’s e-learning tool.

Have we made a difference?

No one has stopped completely so it is hard to measure. However attitudes are changing so some progress has been made. Perhaps the easiest way to illustrate is to tell a couple of stories:
One of the actors who played the ‘Marlboro Man’ died recently. Eric Lawson, who portrayed the iconic cowboy from 1978 to 1981, is the fifth former Marlboro Man to die from smoking.

Lawson died on January 10 at the age of 72. According to his wife, Susan, he suffered respiratory failure caused by chronic obstructive pulmonary disease, or COPD. He'd smoked since age 14.

"He knew the cigarettes had a hold on him," his wife said. "He knew, yet he still couldn't stop."

In addition to his role as the ‘Marlboro Man’, Lawson had small parts in TV shows like Baretta and Charlie's Angels before his film and TV career ended after an injury.

He's survived by his wife, six children, 18 grandchildren, and 11 great-grandchildren.


Published in NBC News, January 2014.

On change:

“When patterns are broken, new worlds emerge.”

Tuli Kupferberg, Poet

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**World Smokefree Day**

31st May 2014

Create a mural that best expresses the benefits of a smokefree lifestyle

Tell me more?

- The mural could be inside or outside
- It could be created by an individual or a team
- Both staff and service users are welcome to participate
- Any medium can be used - paint, chalk, crayons, recycled material, natural material – it’s up to you!
- This competition is only open to NGO Mental Health and Addiction providers within the Northern Region

How to enter?

- Simply send a digital photo of your mural to Leanne.Kirton@nra.health.nz by the 31st May 2014
- Please include a description of what the mural represents in terms of smokefree, and an outline of how it came to be created
- A panel of three judges will decide on the best three entries
- The three leading entries will be posted on the smokefree section of the Navigate website and published in the ‘No Butts’ newsletter
- The 3 leading organisations will also receive a large fruit box with over 80 pieces of delicious fruit to share!
- Other spot prizes will also be given out to other entrants

So, have some fun, and get involved!
Helping Others to Quit: An E-Learning Opportunity

More than 350 New Zealanders die each year due to exposure to second-hand smoke.

Reducing exposure to second-hand smoke in cars and homes is one way we can really make a difference to preventing smoking-related illnesses and deaths.

Children are particularly vulnerable to second-hand smoke due to their smaller lungs and lower body weight and often do not have the choice to move away from smoke. Children need to be protected from second-hand smoke as much as possible as it can cause middle ear infections, lower respiratory illnesses and sudden unexpected death in infancy (SUDI also known as SIDS or cot death).

Second-hand smoke was the leading environmental cause of death in this country. There was no safe level of exposure to second-hand smoke and those who were exposed may suffer from many of the same diseases as regular smokers, such as coronary heart disease, lung cancer, acute stroke, eye and nasal irritation and nasal sinus cancer.

Useful tips on keeping your car and home Smokefree are available at www.smokefree.org.nz/second-hand-smoke

For help to quit smoking call 0800 778 778 to speak to a Quit Advisor or visit www.quit.org.nz

A fact for thought.....

Did you know it has been found that smoking has a significant effect on the calcium and vitamin D levels found in your body? This is one of the reasons that smokers have a higher risk of osteoporosis.

(Brot, Jorgensen, Helmer Sorensen, December 1999, Vol 53, Number 12, P 920-926)

Keep Cars and Homes Smokefree

Contact Leanne if you would like an electronic copy of the above image: Leanne.Kirton@nra.health.nz
The Quit Bus—Here to Help You Quit

The Quit Bus-Waka Auahi Kore is an innovative new mobile Smokefree support service that will operate across the Auckland region and make it easy and convenient to get help to become smokefree.

The service is delivered by trained Advisors who will provide free one-on-one advice, information, and nicotine replacement therapy (patches, gum and lozenges) from two ‘Quit Buses’ that can be located in town centres, workplaces, community events and other community locations. It can cater as far north as Te Hana and Port Waikato in the south.

Vicki Evans, Smokefree Programme Manager at Counties Manukau Health says the enthusiastic team have now been fully trained and are keen to talk to as many people as possible.

“If you see our Quit Buses out and about, don’t be shy. Come and have a chat about how you can become smokefree or support a whaanau member to quit. It could be the best decision you make this year.”

Ms Evans says a mobile ‘Quit Bus’ was specifically identified by people that smoke from low socio-economic areas as something that would help them quit.

“Evidence from similar services in the UK (such as Smokefree Life) indicates mobile smokefree services are effective at supporting people from communities with high rates of smoking to quit, particularly those who would not otherwise have accessed support.”

She says Māori, Pacific, pregnant women and whaanau, and rangatahi (youth) are the populations most affected by smoking so the service prioritises these groups, “but we are here for everyone that wants support to become smokefree.”

The 3-year initiative is a collaboration between three organisations; Counties Manukau Health, Comprehensive Care in association with Waitemata Primary Health Organisation, and Transitioning Out Aotearoa and has Ministry of Health Pathway to Smokefree 2025 funding. The cost is comparable with existing community-based smoking cessation services.

The service can come to your workplace from June 2014 onwards to provide tailored smokefree support. Contact 0800 569 568 or smokefree@middlemore.co.nz to book in, or for further information.