

# NHS Health Check Bitesize sessions:

## Smoking cessation & NHS Health Checks

Delivered by Smokefree Hampshire/Smokefree Island



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## Housekeeping



### **Microphones off**

Please ensure your microphone off when the presenter is speaking



### **Questions?**

Please share via the chat or during the Q&A at the end of the session



### **Cameras**

If you can, please turn your cameras on



### **About you**

If you wish to, please put your name and role into the chat

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# Introduction to Smoking and NHS Health Checks

The NHS Health Check programme aims to prevent cardiovascular disease, and associated conditions, through the **early assessment, awareness and management** of individual behavioural and physiological risk factors.

The programme aims to prevent conditions such as heart disease, stroke, Type 2 Diabetes, Kidney Disease and also aims to reduce the risk of developing dementia.

Conversations about smoking during the NHS Health Check are an opportunity to help individuals to reduce their risk of cardiovascular disease through healthy lifestyle change. Your role is important!



## Did you know?

Smoking is the greatest modifiable risk factor for cardiovascular disease

## Session overview

- Smoking background and context
- The impact of smoking on health and cardiovascular risk
- What we can offer to help people quit smoking
- Eligibility criteria for referral to Smokefree Hampshire/Island
- How to make a referral
- Healthy conversation skills for the NHS Health Check



# Who Smokes Across Hampshire and the Isle of Wight?

Which population groups across Hampshire and the Isle of Wight do you think are most at risk of smoking?

Please put your answers in the chat or raise your hand

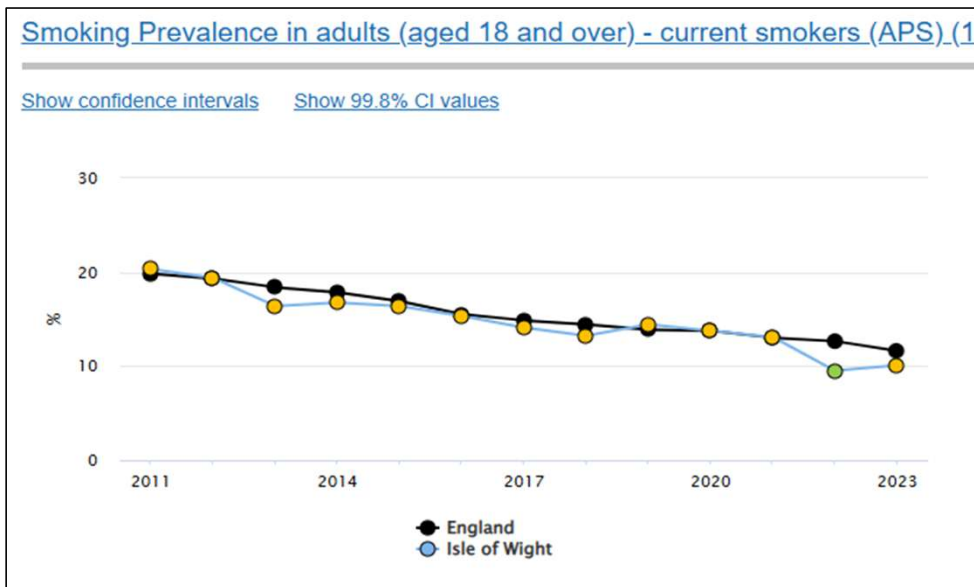


- **9.3% (106,000)** of Hampshire residents and **10.1% (11,800)** of the Isle of Wight residents currently smoke.
- **16.6% of smokers are routine and manual workers in Hampshire and 19.9% on the IOW.**
- **21.4% of smokers in Hampshire and 25.5% of smokers on the Isle of Wight have a long term mental health condition.**
- **Of the people admitted for substance misuse treatment, 54% were smokers (Hampshire); 42.5% were smokers (Isle of Wight)**
- **7.7% (Hampshire) and 7.9% (Isle of Wight) of mothers are smoking at delivery.**

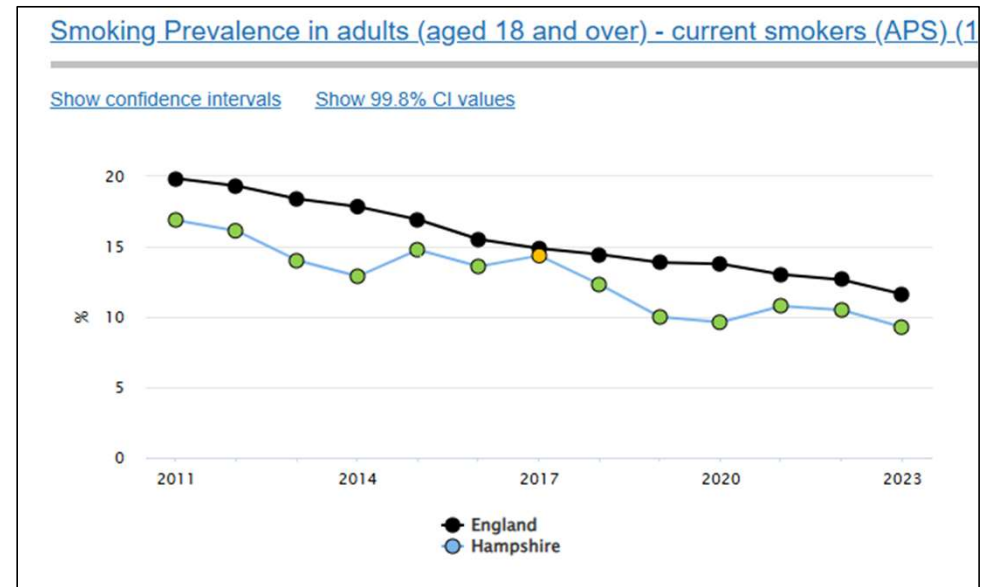


# Smoking trends

## Isle of Wight

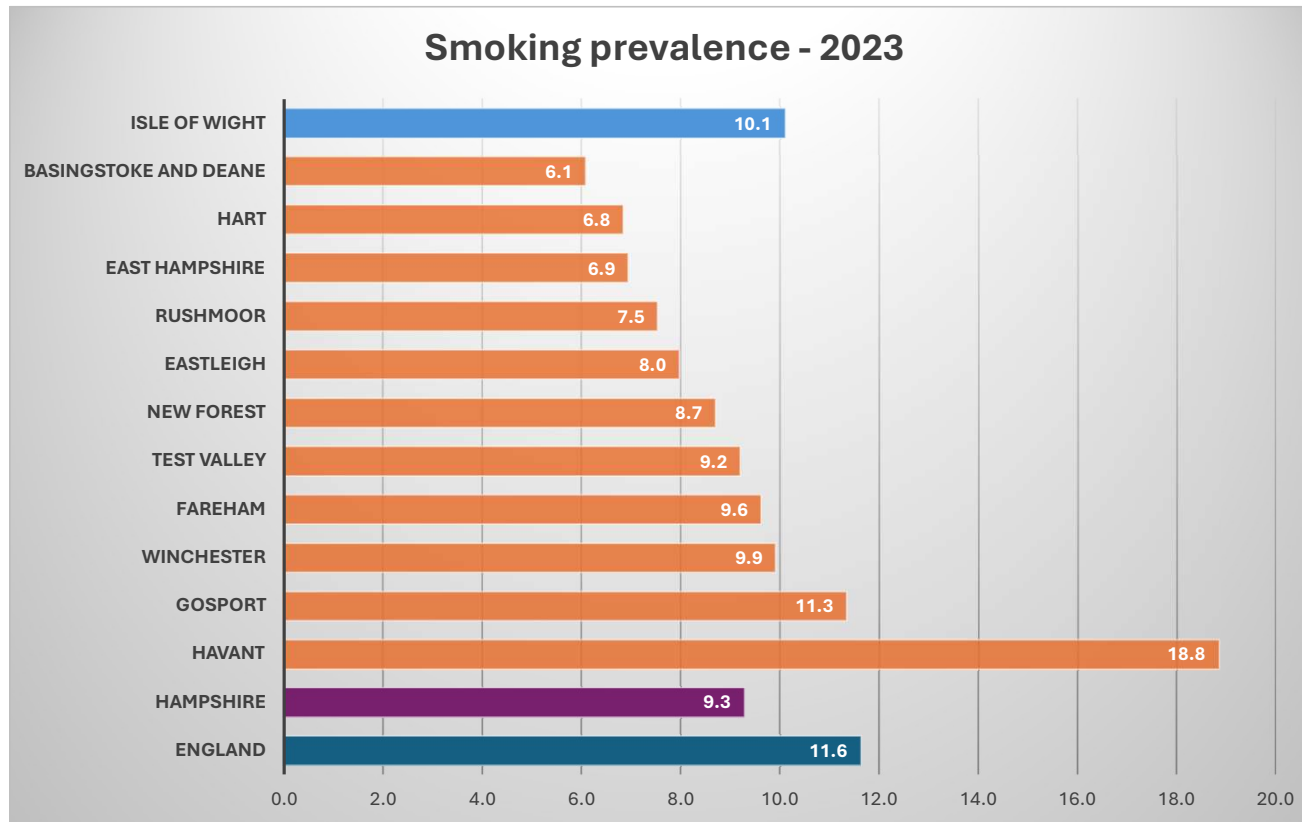


## Hampshire



- Recent data indicates that smoking prevalence is on a downward trend.
- However, the rate of decline has been significantly slower in priority populations such as, routine and manual, those residents living in deprivation and those experiencing poor mental wellbeing outcomes.

## Smoking rates by area in Hampshire and the Isle of Wight (2023)



**Smoking rates have more than halved since 1974. Previously, 51% of men and 41% of women smoked and in 2022, this had fallen to 15.1% of men and 11.5% of women.**

***(ONS, 2022)***

**Support from professionals like you is vital in helping to reduce this further**

**In January 2025, it was estimated that the combined cost of smoking-related medical treatment via hospital admissions and primary care services was £43.8m in Hampshire county and the Isle of Wight.**

***(ASH, 2025)***

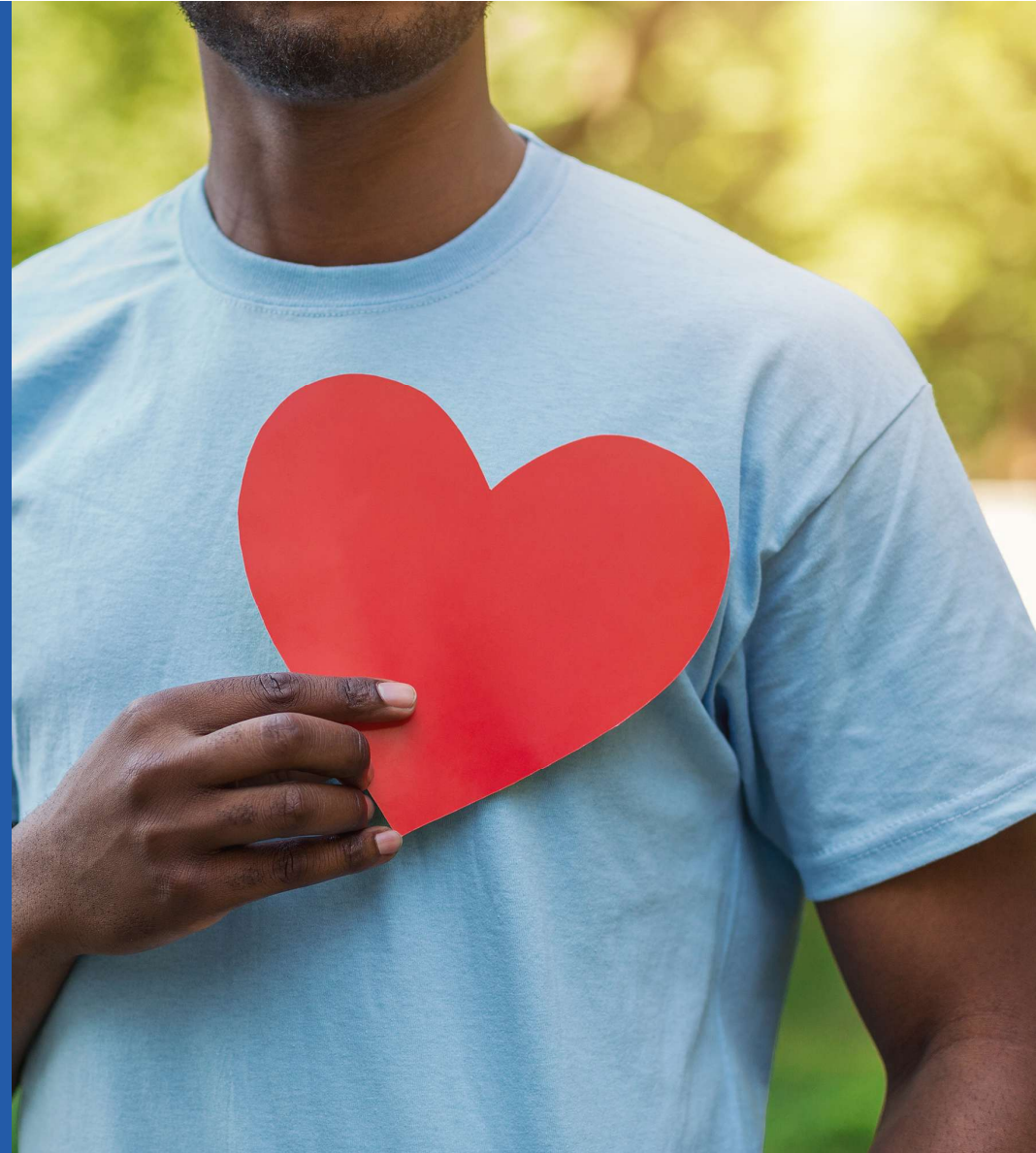
**42% of our referrals since April 2025 have come from NHS healthcare professionals – we would love to see more!**

***(Thrive Tribe, September 2025)***

# Components of a cigarette

- 
- Cadmium (found in batteries)
  - Hexamine (barbecue lighter)
  - Butane (found in lighter fluid)
  - Toulene (industrial solvent)
  - Stearic acid (candle wax)
  - Carbon Monoxide
  - Acetic acid (vinegar)
  - Methanol (rocket fuel)
  - Methane (Sewer gas)
  - Nicotine (insecticide)
  - Arsenic (Poison)
  - Paint
  - Amonia (Toilet cleaner)
  - Tar

# Smoking: The impact on health and cardiovascular risk



# How smoking harms the body



**Heart:** doubles the risk of having a heart attack



**Lungs:** It causes 84% of all deaths from lung cancer and 83% of deaths from COPD



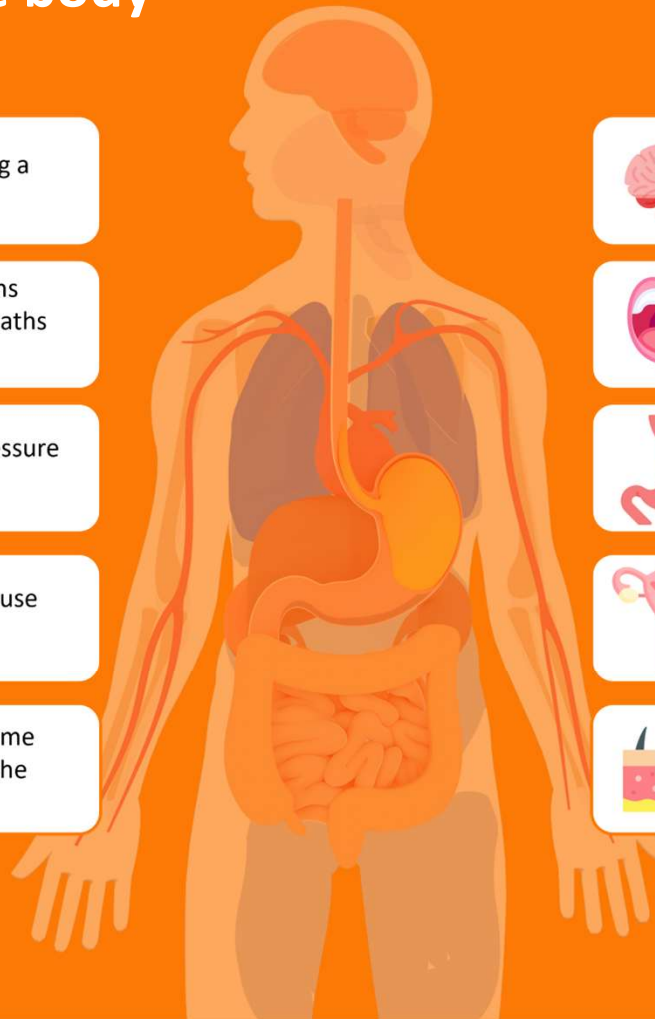
**Circulation:** increases blood pressure and heart rate



**Fertility (male):** Smoking can cause impotence in men



**Bones:** can cause bones to become weak and brittle and increases the risk of osteoporosis in women



**Brain:** increases risk of having a stroke by at least 50%



**Mouth and throat:** increases risk of cancer in lips, tongue, throat, voice box and gullet (oesophagus)



**Stomach:** increases chances of stomach cancer or ulcers

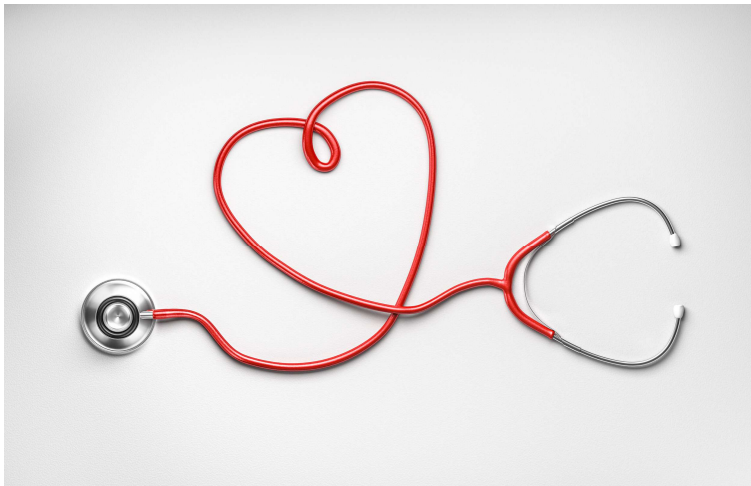


**Fertility (female):** Smoking can make it harder to conceive



**Skin:** prematurely ages skin by between 10 and 20 years

# Smoking and cardiovascular health



## **Arterial wall damage**

Arteries become sticky and prone to build up

## **Health risk from blockages**

Risk of heart attack and stroke due to restricted blood flow

## **Plaque build up in arteries**

Fatty build up on artery walls reduces blood flow space

## **Increased heart rate & blood pressure**

Placing extra strain on blood vessels

## **Increased risk of blood clots**

Leading to obstructed blood flow and increased risk of Cardiovascular disease related events

## **Reduced oxygen delivery to organs**

Impaired oxygen transport in the blood reduces oxygen delivery to organs causing fatigue



**Smoking: Support and resources available to help people quit**



## Eligibility criteria for Smokefree Hampshire/Smokefree Island

**Live, work, study  
or registered  
with a GP in  
Hampshire or the  
Isle of Wight**

**Aged 12 years  
and over**

**Currently using  
tobacco products**

Such as cigarettes, shisha  
or nicotine products such  
as vapes

## Generic smoking cessation offer

**1-to-1 appointments by phone or in-person** with a fully trained mentor – held at GP surgeries, community centres, vape stores and pharmacies.

**Flexible 1-1 calls at a time to suit the client** with morning, afternoon, evening and weekend calls available.

**Access to free quit aids at each session** including vapes, and NRT such as patches, lozenges, gum and inhalators. For remote clients, we'll deliver to their door.

**Free pharmacotherapy through selected pharmacies** such as Varenicline and Cytisine\*

**Regular sessions and support from advisors who understand the challenges people face when attempting to quit as part of our 12 week program.**

\*Not suitable for pregnant women

## Specialist programmes

**We offer specialist programmes to help people quit if they have additional needs:**

- Severe mental illness
- Pregnant or in the first six weeks postpartum
- At high risk of relapse
- Support specific to supporting children and young people

We also offer a **Cut Down to Stop** programme, for people who are not yet ready to quit completely but want to reduce the amount they smoke. This is not recommended for pregnant women.

# Vaping Cessation

**Quitting smoking and transitioning to vaping is a positive step, but e-cigarettes are not harmless, and many people wish to quit vaping when they realise their vape has replaced smoking.**

- Our advisers also offer support in helping those who vape to reduce their nicotine dosage to slowly decrease their dependence on nicotine and reduce cravings.
- Clients have access to a range of nicotine replacement products whilst using this program which can support them with replacing their vape with a product which does not require inhalation.
- We provide a structured vaping cessation programme focused on behaviour change to support people to become nicotine-free.

**REMEMBER:** Vapes are a useful aid for quitting smoking. However, it's important to remember that vaping is not completely harmless, and children and non-smokers should never vape.

## What we offer



**Telephone support**



**Online support**



**Face to face support**

Whatever support route you choose, we offer a range of quit aids including vapes and other nicotine replacement products to help you quit successfully.

# How to refer a patient to our service



## How to refer



### Using System1 or Emis Web

The referral goes straight to our secure nhs.net inbox and we'll contact your patient to triage



### Self-referral

Text **QUIT** to **80011** or visit:  
[Sign up- Smokefree Hampshire](#)  
[Sign up - Smokefree Island](#)



### Refer using our website form

[Sign up-Smokefree Hampshire](#)  
[Sign Up - Smokefree Island](#)

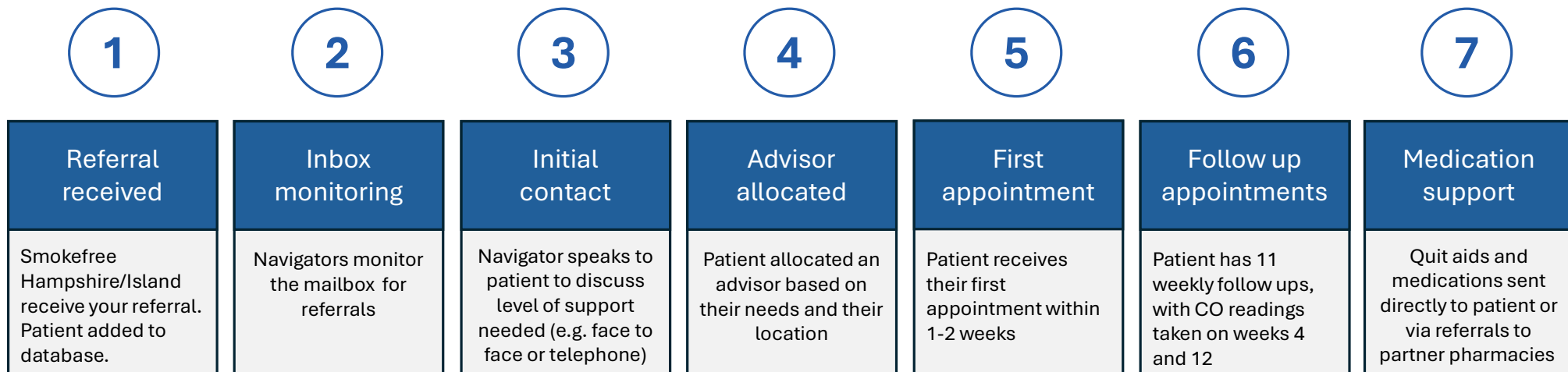


Need help signing a patient up? Are you a health professional with a general question?  
Would you like to provide a contact number to a patient? **Please contact us.**

**Isle of Wight**  
[01983 642369](#)  
[0800 999 1396](#)

**Hampshire**  
[01264 563039](#)  
[0800 772 3649](#)

## What next: The patient journey after your referral



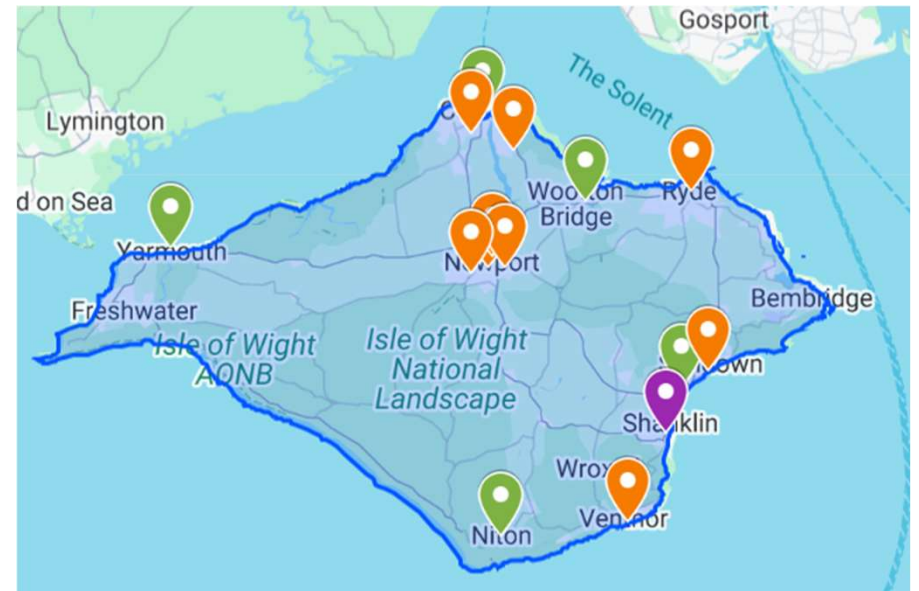
## Finding local support

Please visit the Smokefree Hampshire or Smokefree Island website homepage and select **'Find support near you'** for Hampshire or **'Find Your Local Clinic'** for IOW along the top menu to see our map of clinics, pharmacies and vape shops.

[Local Stop Smoking Help in Hampshire | Find Support](#)



[Local Quit Smoking Help Near You | Isle of Wight Support](#)



**Smoking:  
Healthy conversations &  
the NHS Health Check**



# What experiences have you had when discussing smoking as part of the NHS Health Check?

Have you experienced any challenges?

What has worked well?



## VBA: what is it?

- VBA stands for Very Brief Advice
- Designed to promote quitting
- Can be used in any setting
- Takes 30 seconds
- Uses the 3 A's
- Appropriate action taken from VBA and promoting smoking cessation support can help promote more quit attempts.
- People are 3x more likely to quit with support and medication.



 You can access VBA training via [Training - Smokefree Hampshire](#), [Training - Smokefree Island & Very Brief Advice](#)


[Smoking \(VBA\)+](#)

A man with dark hair and a beard, wearing a grey sweater, is sitting on a grey couch in a living room. He is looking towards the left of the frame with a thoughtful expression. The room is dimly lit with a blue tint. In the background, there is a potted plant, a framed picture, and a bookshelf.

The 3 A's

**Ask**  
**Advise**  
**Act**

## ASK: What NOT to say...



“Why do you still  
smoke”?



“You should stop  
smoking”

## ASK: What might you say instead?

“Do you smoke?”

“What are your thoughts about your smoking?”

“Have you ever tried to stop smoking before? – if so, how?”

“if not, would you like to give it a go?”

## ADVISE

“Did you know that the best way to stop smoking is with a combination of specialist support and medication?”

“I can refer you to our local stop smoking service, which many of my patients have found useful”

“I can make a referral to the service whilst you are with me now, it will only take a few minutes”

## ACT: on the patient's response

**“YES! – I’m interested!”**

- Build confidence
- Refer to Smokefree Hampshire/Smokefree Island.

**“NO! – I’m no interested!”**

- “It’s your choice of course, help will always be available”.
- “Smokefree Hampshire/Island also have a Cut Down to Quit Program which can also help you reduce your smoking”
- Ensure they know where to get help should they change their mind.

# Conversation skills in practice: Case Study

## Case study - Sarah

Sarah has come in for her first health check.

This is some of the data we have collected during her Health Check.

<b>About you</b>	
Age (25-84):	<input type="text" value="42"/>
Sex:	<input type="radio"/> Male <input checked="" type="radio"/> Female
Ethnicity:	<input type="text" value="White or not stated"/>
UK postcode: leave blank if unknown	
Postcode:	<input type="text" value="GU14 8UQ"/>
<b>Clinical information</b>	
Smoking status:	<input type="text" value="heavy smoker (less than 10)"/>

## What next?

Sarah is currently smoking.

- What could we say next to support Sarah?
- What could we include?
- What should we avoid?



## Key takeaway points

- Smoking is the **biggest cause** of preventable illness and death
- Your support in referring patients to our services to help them quit is **vital in improving health outcomes** for residents of Hampshire and the Isle of Wight.
- Remember to keep any Very Brief Advice around 30 seconds **and remain non-judgemental at all times** with patients who are smoking.
- Ensure that any patients who decline support are equipped with the knowledge of risks around smoking and how to obtain a referral to the service in future – **the door is always open to Smokefree Hampshire and Smokefree Island!**

Any questions?



# Thank you for attending!

We would be grateful for your feedback.

Please complete this short survey:



## Contact us in Public Health:

Hampshire - [keziah.akpan@hants.gov.uk](mailto:keziah.akpan@hants.gov.uk)

Isle of Wight - [maddy.bune@iow.gov.uk](mailto:maddy.bune@iow.gov.uk)

<https://forms.office.com/e/WPGAFiVR8d>



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## Upcoming bitesize sessions

Topic	Date	Time	Registration
<b>Alcohol &amp; NHS Health Checks</b> Delivered by Inclusion Hampshire	Wednesday 15 October 2025	13:00-14:00	<a href="#">Click to register</a>
<b>Weight management &amp; NHS Health Checks</b> Delivered by Gloji Hampshire	Wednesday 26 November 2025	13:00-14:00	<a href="#">Click to register</a>
<b>Physical activity &amp; NHS Health Checks</b> Delivered by Energise Me	Wednesday 11 February 2026	13:00-14:00	<a href="#">Click to register</a>

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