

The CURE Project – Treating Tobacco Addiction in Hospital

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Smoking - the scale of the problem

The devastating effect tobacco addiction has on the population of Greater Manchester is unquestionable. For too long this disease has been neglected and the NHS has failed to provide fair and equal access to the highly effective treatments for tobacco addiction to the sufferers of this disease.

There is recognition in the strategy that smoking is a chronic, relapsing addiction and that treating tobacco addiction is the single most cost effective health intervention the NHS can provide.



WHAT'S IN A CIGARETTE?

When a cigarette burns it releases a dangerous cocktail of over 5,000 different chemicals - many of which cause cancer

- 1,3-BUTADINE**: Used in rubber manufacturing
- CHROMIUM**: Used to manufacture dye, paints and alloys
- ARSENIC**: A poison
- CADMIUM**: Used in batteries
- BENZENE**: An industrial solvent, refined from crude oil
- POLYCYCLIC AROMATIC HYDROCARBONS**: A group of DNA-damaging chemicals, including benzo(a)pyrene
- FORMALDEHYDE**: Used as a preservative in science laboratories and mortuaries
- POLONIUM-210**: A highly radioactive element
- BERYLLIUM**: Used in nuclear reactors

What is CURE?

Most patients currently who smoke are not helped to “quit” when they are admitted to hospital, may be even continue smoking during their hospital stay.

Although many health professionals will advise patients about the risk that smoking presents to their health condition, they are not routinely offered medication or psychological support to stop smoking.

The CURE programme would change this, fundamentally and systematically...

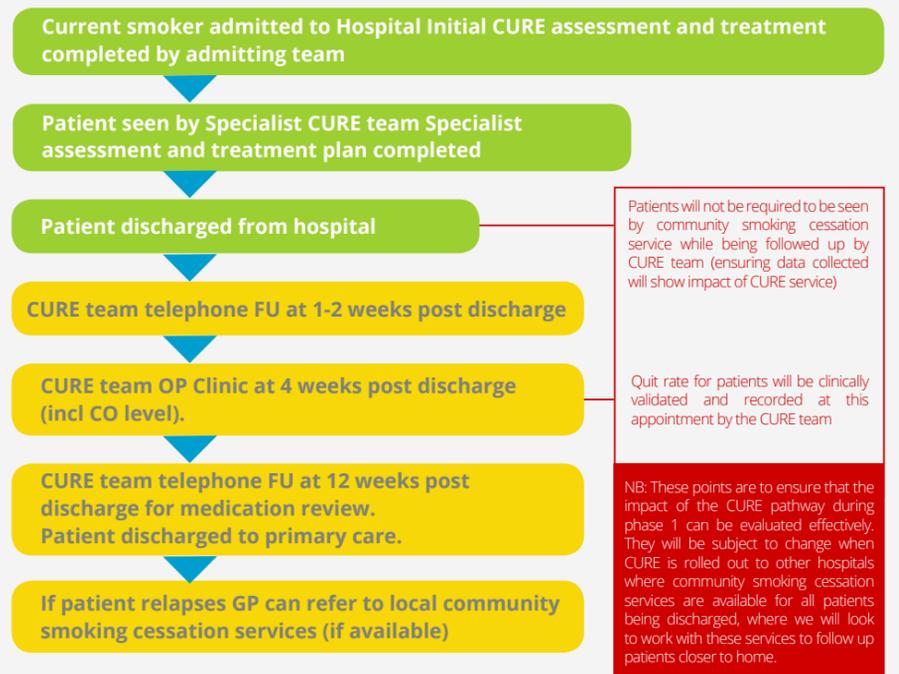
The CURE Stands for:

- C** **Conversation**
The right conversation every time
- U** **Understand**
Understand the level of addiction
- R** **Replace**
Replace nicotine to prevent withdrawal
- E** **Experts and Evidence-based treatments**
Access to experts & the best evidenced based treatments

What do you need to make CURE a success?

- Training the medical workforce to have the competence & confidence to discuss tobacco treatment with smokers
- A standardised assessment and treatment pathway for smokers admitted to secondary care
- Appropriately resourced expert CURE team to provide specialist support & design individualised treatment plan beyond discharge
- Robust hand over of treatment to primary care upon discharge
- Culture change within secondary care to embed the treatment of tobacco addiction into all medical teams day to day practice
- IT systems to support the delivery of this programme

Patient Pathway



Expected Benefits

Benefits to System

- Reductions in AE pressures and bed days
- Savings associated with reduction in readmissions at 30 days by 50%
- Improvements in clinical outcomes
- Delivery on The Greater Manchester Health and Social Care Partnership's tobacco control plan Making Smoking History
- Additional hospital income associated with new clinical activity
- Increased signposting and use of the GM quit line telephone support service promoting continued commissioning.
- Benefits from the provision of a specialist care plan for smokers discharged from secondary care

Benefits to Patients

- Increase in quit rates at 6 months
- Reduction in mortality rates at 1 year
- Endless associated health benefits for patients who are supported to quit smoking effectively
- Maximising the teachable moment with equitable access to specialists & treatment
- Telephone support without need to travel to the hospital.

Change the way we look and talk about smoking

What is a disease?

“An abnormal condition of a body part, an organ, or a system resulting from various causes, such as infection, genetic, defect, or environmental stress, and characterized by an identifiable group of signs or symptoms.”

What is the purpose of the NHS?

To provide equal & fair access to all patients to the most effective & evidence based treatments for their illness and disease, physical or mental.

- Tobacco addiction is a disease
- Every patient deserves access to the most effective treatment
- Every health care professional requires the confidence and the competence to treat tobacco addiction
- Tobacco addiction is no different to the treatment of alcohol addiction, MRSA screening & thromboprophylaxis
- Effective treatment of tobacco addiction brings immediate and substantial benefits to the NHS
- Hospitals must become institutes of health care promotion