

SUPPORTING A SMOKER WHO WANTS TO QUIT

NICE guidelines¹ advise that all frontline healthcare staff should be trained on providing Very Brief Advice (VBA) on smoking. VBA refers to a short 30-second intervention,² using three steps to support customers with stop smoking advice:

ASK

if they smoke

e.g. "Do you smoke?/Are you a smoker?"
If they answer "yes", proceed to the next step

ADVISE

on effective ways of quitting

e.g. "Using willpower alone is the least effective way to quit smoking.³ There are products that can help increase your chances of quitting for good - would you be interested in finding out more?"

ACT

on customer's response

YES

If they are interested, provide information to build confidence to quit and recommend a suitable treatment plan, e.g.

"One of the most effective methods to quit is using a combination of NRT (nicotine replacement therapy) and behavioural support.¹ NRT acts by providing measured doses of nicotine to help stop your craving to smoke and reduce nicotine withdrawal symptoms."⁴

TO TAILOR YOUR ADVICE, ASK:

"How much do you smoke?"



"Have you tried to quit before?"

NO

If they are not interested to quit at this time, respect their choice without judgement and let them know that support is available if they change their mind, e.g.

"We are always available to discuss suitable options if you change your mind."

WHICH NICORETTE PRODUCT IS RIGHT FOR YOUR CUSTOMER?



"I want to find out more about using NRT to quit smoking. Which Nicorette product should I choose to relieve cravings?"

1: Select a format

"It is important to choose a format that will fit with your lifestyle. Which of the following sounds like they would work for you?"

 PATCH Apply to the skin once per day	 GUM Chew using 'chew & park' technique	 LOZENGE or MICROTAB Dissolve slowly in the mouth	 MOUTHSPRAY or NASAL SPRAY For quick administration	 INHALATOR Mimics the hand-to-mouth action of smoking
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Did you know...?
Combining a long-acting format (the patch) with one of the short-acting format options is 27% more effective than single NRT⁵

 A long-acting patch to provide nicotine throughout the day	+	 OR 	OR	 A short-acting flexible format to relieve sudden cravings whenever they strike
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2: Choose an appropriate strength

"Selecting the right strength will help to manage your cravings¹ and enhance your chances of quitting successfully."

Maximum units per day:
Patch: 1 patch
Gum: 15 pieces
Lozenge: 15 lozenges
Microtab: 40 tablets
Mouthspray: 64 sprays
Nasal spray: 64 sprays
Inhalator: 6 cartridges

Number of cigarettes smoked	Recommended Nicorette Products
LESS THAN 10 (HALF A PACK) PER DAY	Patch: 15mg (Step 2) Gum: 2mg Lozenge: 2mg Microtab: 2mg Mouthspray: 1mg/spray Nasal spray: 0.5mg/spray Inhalator: 15mg/cartridge
10-20 (HALF TO ONE PACK) PER DAY	Patch: 25mg (Step 1) Gum: 2mg Lozenge: 2mg Microtab: 2mg Mouthspray: 1mg/spray Nasal spray: 0.5mg/spray Inhalator: 15mg/cartridge
MORE THAN 20 (ONE PACK) PER DAY	Patch: 25mg (Step 1) Gum: 4mg Lozenge: 4mg Microtab: 2mg Mouthspray: 1mg/spray Nasal spray: 0.5mg/spray Inhalator: 15mg/cartridge

3: Advise on how to use the product

"Using the product correctly will ensure you get the most out of your NRT. Let me explain how to use it."

Visit now:



SETTING CUSTOMERS UP FOR SUCCESS



Understand your customer

Stopping smoking can be challenging and your customer will likely benefit from additional support and motivation. You can get a better understanding of their situation by asking these types of questions:





What situations may trigger your cravings, and how can these be avoided?	Who will be supporting you on your quit journey?	What do you think are the benefits of being a non-smoker?	Have you tried to stop smoking before? If so, what can you do differently this time?
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Remember:

Talk through their reasons for stopping - this will help to keep them motivated. Encourage them to set a quit date and help them to recognise their milestones.

Remind them of the health benefits

Discussing some of the health benefits of stopping smoking⁶ may help keep your customer on track.

AFTER 72 HOURS Breathing becomes easier and energy levels increase	
AFTER 2-12 WEEKS Blood circulation improves	
AFTER 1 YEAR The risk of a heart attack halves compared to a smoker's	
AFTER 10 YEARS The risk of death from lung cancer falls to around half that of a smoker	

What advice can I give pregnant or breastfeeding women?

Care should be taken when recommending medicines for use in pregnancy as medicines can cross the placenta and may affect the fetus.

Nicotine can pass across the placenta or into breast milk; however, if the mother is unlikely to quit without pharmacological support, then discuss using NRT to help them. NICE advises that any risks from using NRT are much lower than those of smoking.¹ Intermittent dosing forms of NRT can help to minimise exposure and pregnant women using nicotine patches should be advised to remove them before going to bed. Refer to the Summary of Product Characteristics for further information and advise pregnant women to talk to their midwife, who can provide support to help them quit smoking.



Additional support



You can refer your customer to the **Nicorette website** where they can sign up to receive support over 12 weeks.

www.nicorette.co.uk

You could also highlight the **Nicorette Stop Smoke & Vape app*** that can help track nicotine usage against a personal quit plan.



Provide your customer with 'My Support Guide', a step-by-step printed guide to help them quit smoking. Order them for your pharmacy via **academy-plus.co.uk**

*vaping cessation indication relates only to Nicorette® QuickMist mouthspray

References

1. NICE. *Tobacco: preventing uptake, promoting quitting and treating dependence*. 2023. [Online.] Available at: <https://www.nice.org.uk/guidance/ng209> 2. NCSCT. *Very brief advice on smoking (VBA+)*. 2021. [Online.] Available at: <https://www.ncsct.co.uk/library/view/pdf/VBA.pdf> 3. Public Health England. *Health matters: stopping smoking – what works?* 2019. [Online.] Available at: <https://www.gov.uk/government/publications/health-matters-stopping-smoking-what-works/health-matters-stopping-smoking-what-works> 4. Wadgave U and Nagesh L. Nicotine replacement therapy: an overview. *Int J Health Sci (Qassim)*. 2016; 10(3):425-435. 5. Theodoulou A, et al. Different doses, durations and modes of delivery of nicotine replacement therapy for smoking cessation. *Cochrane Database of Systematic Reviews* 2023, Issue 6. Art. No.: CD013308. 6. NHS. Better Health. *Quit smoking*. [Online.] Available at: <https://www.nhs.uk/better-health/quit-smoking/>.

Online sources last accessed June 2024

Nicorette Inhalator. Presentation: Nicotine 15mg per cartridge. **Uses:** Nicorette Inhalator relieves and/or prevents cravings and nicotine withdrawal symptoms associated with tobacco dependence. It is indicated to aid smokers wishing to quit or reduce prior to quitting, to assist smokers who are unwilling or unable to smoke, and as a safer alternative to smoking for smokers and those around them. **Legal category:** GSL. **PL holder:** McNeil Products Ltd, 50-100 Holmers Farm Way, High Wycombe, HP12 4EG. UK. Information about this product, including adverse reactions, precautions, contraindications, and method of use can be found at: <https://www.medicines.org.uk/emc/product/4707>

Nicorette Invisi Patch. Presentation: Transdermal patches releasing a nominal of 25mg, 15mg or 10mg of nicotine per 16 hours. **Uses:** Nicorette Invisi patch relieves and/or prevents cravings and nicotine withdrawal symptoms associated with tobacco dependence. It is indicated to aid smokers wishing to quit or reduce prior to quitting, to assist smokers who are unwilling or unable to smoke, and as a safer alternative to smoking for smokers and those around them. **Legal category:** GSL. **PL holder:** McNeil Products Limited, 50-100 Holmers Farm way, High Wycombe, HP12 4EG. Information about this product, including adverse reactions, precautions, contraindications, and method of use can be found at: <https://www.medicines.org.uk/emc/search?q=invisi+patch>

Nicorette Cools 2mg Lozenge, Nicorette Cools 4mg Lozenge, Nicorette Fruit 2mg Lozenge. Presentation: Each lozenge contains 2mg or 4mg of nicotine. **Uses:** Nicorette lozenges relieves and/or prevents cravings and nicotine withdrawal symptoms associated with tobacco dependence. It is indicated to aid smokers wishing to quit or reduce prior to quitting, to assist smokers who are unwilling or unable to smoke, and as a safer alternative to smoking for smokers and those around them. **Legal category:** GSL. **PL holder:** McNeil Products Limited, 50-100 Holmers Farm Way, High Wycombe, HP12 4EG, UK. Information about these products, including adverse reactions, precautions, contraindications, and method of use can be found at: <https://www.medicines.org.uk/emc/search?q=Nicorette+lozenge>

Nicorette QuickMist 1mg/spray Mouthspray, Nicorette QuickMist Cool Berry 1mg/spray mouthspray & Nicorette QuickMist SmartTrack 1mg/spray mouthspray. Presentation: Each 0.07ml contains 1mg nicotine corresponding to 1 mg nicotine/spray dose. Excipients with known effect: ethanol, propylene glycol, butylated hydroxytoluene. **Uses:** Nicorette QuickMist and QuickMist SmartTrack relieves and/or prevents cravings and nicotine withdrawal symptoms associated with tobacco dependence. It is indicated to aid smokers wishing to quit or reduce prior to quitting, to assist smokers who are unwilling or unable to smoke, and as a safer alternative to smoking for smokers and those around them. **Legal category:** GSL. **PL holder:** McNeil Products Ltd, 50-100 Holmers Farm Way, High Wycombe, HP12 4EG. Information about these products, including adverse reactions, precautions, contraindications, and method of use can be found at: <https://www.medicines.org.uk/emc/search?q=nicorette+mouthspray>

Nicorette Gum. Presentation: Chewing gum containing 2 or 4mg of nicotine. **Uses:** Nicorette Gum relieves and/or prevents cravings and nicotine withdrawal symptoms associated with tobacco dependence. It is indicated to aid smokers wishing to quit or reduce prior to quitting, to assist smokers who are unwilling or unable to smoke, and as a safer alternative to smoking for smokers and those around them. **Legal category:** GSL. **PL holder:** McNeil Products Ltd, 50-100 Holmers Farm Way, High Wycombe, HP12 4EG. Information about this product, including adverse reactions, precautions, contraindications, and method of use can be found at: <https://www.medicines.org.uk/emc/search?q=Nicorette+Gum>

Nicorette Microtab 2mg Sublingual Tablet. Presentation: Sublingual tablet equivalent to 2mg of nicotine. **Uses:** Relief of nicotine withdrawal symptoms as an aid to smoking cessation. It is used to help smokers ready to stop smoking immediately and also smokers who need to cut down their cigarette use before stopping. **Legal category:** GSL. **PL holder:** McNeil Products Ltd, 50-100 Holmers Farm Way, High Wycombe, HP12 4EG. Information about this product, including adverse reactions, precautions, contraindications, and method of use can be found at: <https://www.medicines.org.uk/emc/product/6182>

Nicorette Nasal Spray. Presentation: Nicotine 10 mg/ml. Each spray of 50µl delivers 0.5 mg nicotine. **Uses:** Indicated for the relief of nicotine withdrawal symptoms as an aid to smoking cessation. **Legal category:** GSL. **PL holder:** McNeil Products Limited, 50-100 Holmers Farm Way, High Wycombe, HP12 4EG UK. Information about this product, including adverse reactions, precautions, contraindications, and method of use can be found at: <https://www.medicines.org.uk/emc/product/6207>

Adverse events should be reported. Reporting forms and information can be found at www.mhra.gov.uk/yellowcard. Adverse events should also be reported to McNeil Products Limited on 0808 238 9999.

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