

## Smoke Aware Initiative



**Safety Tested E-Cigarettes for mental health services – Free Digital Smoking Cessation App**  
- Expert by Experience Led training – Free guidance, support and resources -

### **What is the Smoke Aware Initiative?**

Tobacco dependency is the leading cause of death for people experiencing mental distress and the inequalities around mortality are even greater for individuals within in-patient services.

The Smoke Aware Initiative is a lived experience led collaborative of health & Social care providers and stakeholders committed to reducing these inequalities through supporting meaningful smoking cessation and awareness within in-patient services.

The Smoke Aware Initiative was founded by the Collaborative Centre for Smoking Cessation in partnership with Cygnet Health Care. Members now include numerous service providers and stakeholders from across the health and social care sector including NHS services and the Priory Group.

## **Vision and Aims**

The vision of the initiative is to address the gaps within existing smoke free directives across the sector through co-production, meaningful dialogue and action with service providers, people with lived experience and stakeholders.

Identified by the Care Quality Commission as ‘best practice’ and NHS England as ‘innovative’. The aims of the smoke aware initiative are to:

- Combat tobacco dependency and support positive physical health benefits of smoking cessation.
- Improve the service user experience of individuals within in-patient services.
- Improve safety within services through the use of safety tested devices created for mental health services.
- Raise awareness of digital cessation aids such as the Smoke Free App.
- Raise awareness of harm reduction through the use of Experts by Experience workshops and smoking cessation training.
- Meet ongoing and developing regulation/recommendations (CQC, PHE, NHSE etc.).

## **Safety Tested E-Cigarettes for mental health services**

E-cigarettes are the most effective tool in combatting tobacco dependency; however safety issues caused by existing devices have caused confusion within the sector to date. Such concerns include but are not limited to; fire hazards, choking hazards, self-harm and overuse.

Smoking has also long been identified as a leading cause for violence and aggression stemming from flash points relating to restrictive practices around smoking. It was identified that the restrictions were as a result of concerns around safety.

Through co-production between service users, staff and stakeholders within Cygnet Health Care including collaboration with the University of Hull and e-cigarette manufacturers a safe e-cigarette product was developed to the specification of being safe enough to be used within bedroom areas of in-patient mental health services. This creates a safe way for service users to use devices in a least restrictive manner.

Our pilots successfully demonstrated the effectiveness of these devices through seeing significant reductions in tobacco dependency as well as acts of violence and aggression stemming from flash points within in-patient mental health services relating to smoking.

Other benefits included; reductions in environmental damage and fire risks as well as improved service user/staff experience.

### **Smoke Free App**

Embracing the digital revolution, the Smoke Aware Initiative is a proud partner of the Smoke Free App which is a ground breaking application focused on harnessing technology to support with tobacco harm reduction and smoking cessation.

The Smoke Free app is an evidenced based app used to support individuals throughout their cessation journey. Over 40 different, evidence-based, techniques help support individuals become - and remain - smoke free.

Individuals are able to see and celebrate how long they have been able to remain tobacco free, how their health is improving and how much money is being saved.

The Smoke Free app gives tips on dealing with cravings and has functions that enables the user to add notes to see what patterns can be identified and a graph to see how they're decreasing. More than ten people stop smoking every hour with the Smoke Free app.

### **Partners**

CCSC – Overseeing body and facilitator.

Cygnat Health Care – Pilot Partner

Priory Group – Pilot Partner

Venta SVS – Supplier Partner for devices and NRT's

Adact Medical – Testing Body for devices and NRT's

Smoke Free App – Digital Cessation Aid Partner

For more information on the Smoke Aware Initiative please check out [www.ccscuk.org.uk](http://www.ccscuk.org.uk) or contact [info@ccscuk.org.uk](mailto:info@ccscuk.org.uk) . For enquires relating to e-cigarettes please contact Venta SVS at [info@ventasvs.com](mailto:info@ventasvs.com)