

## **NHS Update – March 2011**

### **South West has the highest proportion of people who smoke ‘roll-ups’**

Smokefree South West launches a major campaign in Wiltshire in early March, targeting the 33% of smokers in the South West, the highest in the country, who use hand rolling tobacco. The first of its kind, it will highlight its inherent health risks and dispel the myths that have built up around it.

The campaign, which has been backed by Cancer Research UK and the Faculty of Public Health, will be seen across Wiltshire, including eye catching billboards, support packs for smokers looking to quit and hard-hitting radio and television adverts premiering today.

The cost of hospital admissions for users of hand rolling tobacco in the South West ran to approximately £31.7m in 2008/09, this represents an estimated £6 for every person in the South West.

Smokefree South West has developed a brand new Wise-Up to Roll-Ups pack, in the style of a hand rolling tobacco pouch, containing information about hand rolling tobacco and quitting tools to aid smokers to quit hand rolling tobacco. Smokers can order a pouch, by texting **WISE** to a unique text number, 0800 028 0553, or by going online to our dedicated website [www.wiseupandquit.co.uk](http://www.wiseupandquit.co.uk). Leaflets and posters will also be placed in GP surgeries across the South West.

### **New NHS Stop-Smoking drop-in clinic for Westbury**

Westbury smokers wanting to take the first steps to freedom from the habit will have a new option on their doorstep, with the opening of NHS Wiltshire's Saturday drop-in clinic at The Laverton in Bratton Road. The clinic has been set up in response to increasing demand for support to stop smoking, and will open on Saturday 26 February 2011, initially running for a 12-week pilot.

There is already an award-winning stop smoking clinic established in Westbury on Tuesday evenings which has proved a great success with people giving up and becoming smoke free. The Westbury clinic at the Hospital has attracted over 100 smokers since April 2010 with 65 per cent of those being smoke free four weeks after setting a quit date.

For information on how to get off the cigarettes, your local NHS Stop Smoking Service is the first place to call – phone 01380 733891. Alternatively people can visit <http://www.wiltshire.nhs.uk/> for more information to help them make this important move.

### **Chippenham Hospital CQC Inspection**

In early February, the Care Quality Commission (CQC) which is the independent regulator of health and social care services in England, published a report following its visit to Chippenham Hospital in December 2010.

The visit was one of a programme of unannounced inspection visits to NHS facilities. Inspectors looked at the hospital environment, spoke to patients and staff on two wards and in the minor injuries unit, and reviewed a range of information.

The report identified that the Care Quality Commission has minor concerns about *some* aspects of the service on Beech Ward at Chippenham Hospital. It also found that new mothers praised staff on Chippenham Birthing Unit for their patient support with breastfeeding, and in the minor injuries unit staff were described as cheerful and welcoming.

Wiltshire Community Health Services (WCHS), which runs Chippenham Hospital, has welcomed the report, and acknowledged the areas where the CQC defined it has minor concerns. Responding, Annie Kelly, WCHS Director of Nursing with responsibility for the quality of patient care, said: "We take all the concerns seriously and are finalising a robust action plan, detailing how we can work with staff and others to ensure that we are providing the high quality care that people rightly expect."

### **Director of Public Health thanks health colleagues as flu numbers drop**

This year's seasonal influenza virus appears to be on the decrease this month after a difficult winter. Maggie Rae, Director of Public Health for Wiltshire, praised staff for their dedication and commitment over the last few months.

"As the person with responsibility for the public health of the people of Wiltshire, I would like to give my thanks to the GPs, hospital doctors, nurses, pharmacists and NHS Wiltshire's Primary Care Team who have done a tremendous job this winter – as they do every winter – in keeping the local health service running effectively. All the health and social care staff have done an excellent job, and thanks to their efforts, along with appropriate self-treatment and use of services by local people, we have managed very well".

Influenza is still circulating in our communities, although at much lower levels than we saw over the Christmas period.

### **Next NHS Wiltshire Board Meeting**

The next Board meeting of NHS Wiltshire will be held on **Wednesday 16 March at 10am - 2011 at Southgate House**. Members of the public are welcome to attend.

Papers are published a week before the meeting on [www.wiltshire.nhs.uk](http://www.wiltshire.nhs.uk) or on request from Stacey Saunders, NHS Wiltshire (tel: 01380 733839, email: [stacey.saunders@wiltshire.nhs.uk](mailto:stacey.saunders@wiltshire.nhs.uk)). For further information or copies of documents referred to above, please contact Jo Howes, Community Engagement Manager, 01380 733929 or [jo.howes@wiltshire.nhs](mailto:jo.howes@wiltshire.nhs)