

Comms Brief - Update

Background - Background - Making Smoking History

The Greater Manchester tobacco control plan Making Smoking History (MSH) advocates a comprehensive, whole system approach to tackling tobacco. The CURE programme is an integral component of delivering this plan and is included in its strategy, delivering a service and pathway for patients admitted to acute care, taking advantage of a unique teachable moment.

The Royal College of Physicians document 'Hiding in Plain Sight: treating Tobacco Dependency in the NHS' is a call to action for the NHS to deliver comprehensive treatment for tobacco addiction as part of core activity and responsibilities.

The CURE Programme - Rollout across Greater Manchester

Rollout has begun with a launch of CURE at Wythenshawe hospital in October. This is the flagship hospital leading this transformation funded pathway for Greater Manchester Cancer and the highest priority for improving the health of our local population. Greater Manchester Cancer has secured transformational health funds to help develop and implement this service across Greater Manchester.

The first wave of hospitals that will be asked to rollout CURE will be:

1. The Royal Oldham Hospital
2. Fairfield General Hospital (Bury)
3. Salford Royal Hospital
4. Stepping Hill Hospital
5. Tameside General Hospital
6. Royal Albert Edward Infirmary (Wigan Infirmary)





GM Rollout Transformational Funding

First Steps

The CURE Project Team will contact each hospital as part of wave 1 to set up a meeting between key stakeholders that would be critical in helping oversee the development and implementation of CURE.

We will present the background and need for the CURE programme as well as the initial results and learning from Phase 1 at Wythenshawe Hospital.

The numbers for the potential benefits for each trust including admission savings, lives saved and (based on your current admission numbers) will also be determined.

From this a tailored implementation plan will be developed, identifying any potential risks to a planned launch of June/July 2019.

PHASE 1 WYTHENSHAW HOSPITAL



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

CURE has successfully launched at Wythenshawe Hospital in October 2018, with this initial phase being majority funded by the Making Smoking History Programme.

Already over 900 smokers have been identified, with almost 95% being given brief advice or being offered NRT by their admitting nurse or doctor. Then of those, over 300 have gone on to have a specialist assessment with one of the CURE team.





What resources will be available?

There are a number of resources available to those Trusts involved with wave 1, as well as any other Trusts that wish to implement CURE themselves. These are including (but not limited to):

- e-learning modules,
- patient information,
- patient pathways & protocols
- business cases templates
- job descriptions.

Extensive learning has already been gained from the first phase at Wythenshawe Hospital about the systems needed to support CURE across the Hospital. The CURE Project team will be supporting with programme management and liaising with primary care and community services that will support patients following discharge from hospital.

All of these documents will be available on our CURE website which is currently being developed and will be available early 2019.

Who will need to be involved?

CURE will require system wide engagement to ensure the patient's pathway does not stop when they are discharged from hospital. Although the CURE Project is a secondary care based service, the continued support and treatment needed to ensure a long sustained quit for each patient is something that needs to be included in our work.

Therefore the CURE GM Operational Group will oversee and lead the design and implementation of the rollout - with the expertise of Consultants, Specialist Nurses, GPs, Commissioners, Medicines Management, IT developers and other clinical forums across the GM Health & Social Care Partnership.



How is success defined?

Patients admitted to hospitals with the CURE pathway will have their smoking status recorded

Identified smokers will be offered treatment for their addiction by their admitting nurse or doctor, and then be assessed by a Specialist Nurse during their admission.

After discharge all patients will be provided appropriate follow up either within secondary or primary care

Treatment will continue to be provided if required by GPs or community pharmacies to enable long term sustainable quits for patients after discharge

All staff will be trained in how to offer Very Brief Advice (VBA) to smokers on site

Hospital staff both clinical and non-clinical will be able to access training that will increase their knowledge and understanding of tobacco addiction

A consistent treatment protocol will be used to treat tobacco addiction across primary and secondary care





Interested in CURE

If you have any queries, would like to know more or want to be involved in the Operational Steering Group for across GM please see contact details of the CURE team below:

CURE Project Manager	Freya Howle	f.howle@nhs.net
	Jonny Hirst	jonathan.hirst1@nhs.net
CURE Clinical Lead	Dr Matthew Evison	m.evison.nhs.net
GM Cancer Programme Lead	Alison Armstrong	alison.armstrong7@nhs.net

