

Hertfordshire Health Improvement Service - March 2024 special edition

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Welcome to the Hertfordshire Health Improvement Service

Hertfordshire Health Improvement Service (HHIS) is part of Public Health Hertfordshire's Adult Health Improvement (AHI) team, which also comprises adult weight management, physical activity and drug and alcohol services.

These services all help our residents to lead healthier lifestyles, working closely together to raise awareness of the support available through information, signposting and referrals.

Hertfordshire Health Improvement Service

HHIS delivers a specialist stop smoking service and NHS Health Checks in community settings and works with key partners across the county to commission stop smoking services and NHS Health Checks in other settings. These include commissioned primary care, secondary care, Healthy Hubs and vape shops across the county.

HHIS also delivers a suite of training packages that includes Very Brief and Brief Advice skills, Motivational Interviewing, Making Every Contact Count (MECC) and Level 2 stop smoking practitioner courses. HHIS is also the specialist provider that delivers the Herts Healthy Workplace initiative.

To contact the team, email: HealthImprovementService@hertfordshire.gov.uk
(<mailto:HealthImprovementService@hertfordshire.gov.uk>)

Stop Smoking providers across Hertfordshire

Pharmacies and GP Surgeries Stop Smoking Service

HHIS supports the community pharmacies and surgeries that are commissioned to deliver stop smoking services, helping them provide high-quality services for Hertfordshire residents.

Other community providers

HHIS also supports other providers to deliver stop smoking support in a more relaxed environment.

Healthy Hubs

The Healthy Hubs pilot has provided the opportunity for Hertfordshire residents to access the stop smoking service through a different provider, helping alleviate the pressures on primary care and give more client choice for where to access the stop smoking service.

There are currently three Healthy Hubs participating in this pilot.

1. Three Rivers District Council – launched in March 2023
2. Watford Borough Council – launched October 2023
3. Hertsmere Borough Council – launched January 2024

Vape shops

Additionally, a stop smoking service pilot with six vape shops in Hertfordshire (Hitchin, Letchworth, Hemel Hempstead, Watford, St Albans and Borehamwood) is currently in progress. Staff have been trained to deliver a stop smoking service which, for the majority of the retailers, involves telephone consultation followed by carbon monoxide monitoring and collection of the vape product at the store. People meeting the eligibility criteria to access these services are supported to stop smoking using vapes in addition to behavioural support. Details of shops can be found at

www.hertfordshire.gov.uk/VapeShopProject (<http://www.hertfordshire.gov.uk/VapeShopProject>).

For more information, please and to see the interactive map of where the stop smoking services are located please go to [Stop Smoking Service | Hertfordshire County Council](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.hertfordshire.gov.uk%2Fservices%2Fhealth-in-herts%2Fsmoking%2Fstop-smoking-service.aspx&data=05%7C02%7CEmma.Burman%40hertfordshire.gov.uk%7Cd4179ed3e314449fb76b08dc3)

([https://eur02.safelinks.protection.outlook.com/?](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.hertfordshire.gov.uk%2Fservices%2Fhealth-in-herts%2Fsmoking%2Fstop-smoking-service.aspx&data=05%7C02%7CEmma.Burman%40hertfordshire.gov.uk%7Cd4179ed3e314449fb76b08dc3)

[url=https%3A%2F%2Fwww.hertfordshire.gov.uk%2Fservices%2Fhealth-in-herts%2Fsmoking%2Fstop-smoking-](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.hertfordshire.gov.uk%2Fservices%2Fhealth-in-herts%2Fsmoking%2Fstop-smoking-service.aspx&data=05%7C02%7CEmma.Burman%40hertfordshire.gov.uk%7Cd4179ed3e314449fb76b08dc3)

[service.aspx&data=05%7C02%7CEmma.Burman%40hertfordshire.gov.uk%7Cd4179ed3e314449fb76b08dc3](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.hertfordshire.gov.uk%2Fservices%2Fhealth-in-herts%2Fsmoking%2Fstop-smoking-service.aspx&data=05%7C02%7CEmma.Burman%40hertfordshire.gov.uk%7Cd4179ed3e314449fb76b08dc3)

or contact HHIS at HealthImprovementService@hertfordshire.gov.uk

(<mailto:HealthImprovementService@hertfordshire.gov.uk>).

Swap to Stop – National programme to support smokers to quit smoking

As part of the recent national policy to create a smokefree generation [Stopping the start: our new plan to create a smokefree generation - GOV.UK](https://www.gov.uk/government/publications/stopping-the-start-our-new-plan-to-create-a-smokefree-generation) (www.gov.uk)

([https://eur02.safelinks.protection.outlook.com/?](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.gov.uk%2Fgovernment%2Fpublications%2Fstopping-the-start-our-new-plan-to-create-a-smokefree-generation%2Fstopping-the-start-our-new-plan-to-create-a-smokefree-generation%23%3A~%3Atext%3DIn%2520effect%252C%2520the%2520law%2520will%2Caddicted%2520in)

[url=https%3A%2F%2Fwww.gov.uk%2Fgovernment%2Fpublications%2Fstopping-the-start-our-new-plan-to-create-a-smokefree-generation%2Fstopping-the-start-our-new-plan-to-create-a-smokefree-](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.gov.uk%2Fgovernment%2Fpublications%2Fstopping-the-start-our-new-plan-to-create-a-smokefree-generation%2Fstopping-the-start-our-new-plan-to-create-a-smokefree-generation%23%3A~%3Atext%3DIn%2520effect%252C%2520the%2520law%2520will%2Caddicted%2520in)

[generation%23%3A~%3Atext%3DIn%2520effect%252C%2520the%2520law%2520will%2Caddicted%2520in'](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.gov.uk%2Fgovernment%2Fpublications%2Fstopping-the-start-our-new-plan-to-create-a-smokefree-generation%2Fstopping-the-start-our-new-plan-to-create-a-smokefree-generation%23%3A~%3Atext%3DIn%2520effect%252C%2520the%2520law%2520will%2Caddicted%2520in)

, the DHSC has committed to support one million adult smokers across the UK to quit by accessing free e-cigarette starter kits.

As part of this, HHIS has been successful in an application to DHSC to distribute **10,000** e-cigarette starter kits across Hertfordshire over the next 12 months. The current smoking prevalence for Hertfordshire is 11.6% - that's 108,000 residents who are currently smoking. The impact of health inequalities means that in some areas, there are pockets of smoking prevalence up to 24%.

The plan is to distribute some of the e-cigarette starter kits to in-house specialist stop smoking services, to use alongside intensive behavioural support. However, the majority of the kits will be distributed to partners, such as community pharmacies, drug and alcohol services, healthy hubs, maternity services, NHS and public service staffing and foodbanks.

Love Your Bump

Love Your Bump is a hard-hitting and award-winning smoke free campaign which was developed by Hertfordshire County Council in 2015 and updated in June 2023.

We want all our babies to have the best possible start in life. We know that there are lots of health risks associated with smoking during pregnancy, which is why we want to do everything we can to help pregnant smokers and their partners, grandparents-to-be, other family members and close friends to quit. But we also know that quitting is tough, especially in pregnancy when having to deal with so much else going on.

The campaign reminds and reassures pregnant smokers they are not alone and there is specialist support across Hertfordshire for them (and their families) to help them quit. It also highlights the benefits of quitting and the risks associated with second hand smoke on the unborn baby.

Please support the campaign by informing any colleagues who work with pregnant smokers, including any parents/grandparents-to-be who smoke, about Love Your Bump, and encourage them to familiarise themselves with the new resources. With their knowledge and expertise, we hope the following resources will be used and once again become their go to during conversations with pregnant smokers and their families.

Love Your Bump digital resources now available from [Stop smoking](https://www.hertfordshire.gov.uk/services/health-in-herts/professionals/smoking-professionals.aspx#bump)

([professionals](https://www.hertfordshire.gov.uk/services/health-in-herts/professionals/smoking-professionals.aspx#bump)), (<https://www.hertfordshire.gov.uk/services/health-in-herts/professionals/smoking-professionals.aspx#bump>), or order physical resources from:

healthimprovementservice@hertfordshire.gov.uk

(<mailto:healthimprovementservice@hertfordshire.gov.uk>)

Clients can self-refer on our dedicated website:

www.hertfordshire.gov.uk/loveyourbump (<http://www.hertfordshire.gov.uk/loveyourbump>)

Hertfordshire County Council's smoke free pregnancy incentive scheme

Hertfordshire County Council has a programme that offers Love 2 Shop vouchers to eligible pregnant smokers. This is in line with NICE Tobacco Dependence Guidance NG209 (NICE 2021), which states that evidence shows offering financial incentives to help pregnant women stop smoking is both effective for the client and cost effective for the service. It is recommended that pregnant smokers should be offered voucher incentives alongside nicotine replacement therapy (NRT) and behavioural support to quit smoking. HHIS follows this model, alongside the local maternity units providing smoke free support to pregnant clients.

Eligible women receive:

- Intensive support from a trained stop smoking advisor
- NRT or e-cigarettes as preferred
- Shopping vouchers at six key points with total value of £300

Eligibility criteria:

- Pregnant smoker accessing smoking cessation support
- Carbon monoxide (CO) reading of 4ppm or higher at initial contact
- Lives, works or is registered with a GP in Hertfordshire
- Less than or equal to 28 weeks pregnant when referral received by HHIS
- 16 years old or older
- Remains completely smokefree from day 14 of their quit attempt
- Formally consents to the restrictions on use of voucher - not to be spent on tobacco products, gambling or alcohol.

Please contact Jo Gunther for more information: Joanne.gunther@hertfordshire.gov.uk
(<mailto:Joanne.gunther@hertfordshire.gov.uk>)

NHS Health Checks

The NHS Health Check is a national screening programme for cardiovascular disease and is available to 40–74-year-olds with no previous history of cardiovascular disease, once every five years.

In Hertfordshire, the majority of NHS Health Checks are provided by GP practices, however, Hertfordshire Health Improvement Service (HHIS) offers NHS Health Check services in the community in partnership with Healthy Hubs, and also in the workplace as part of the Herts Healthy Workplace scheme.

The aim of the HHIS NHS Health Check service is to increase accessibility of the checks, particularly in groups which are more at risk of cardiovascular disease or where uptake has been low.

HHIS staff are often invited to health events by different organisations in Hertfordshire to promote the Stop Smoking and NHS Health Check services and are able to provide blood pressure checks and carbon monoxide readings at these events.

To contact the team please email: HealthImprovementService@hertfordshire.gov.uk
(<mailto:HealthImprovementService@hertfordshire.gov.uk>)

Herts Healthy Workplace Programme

Hertfordshire County Council has developed an accredited workplace health programme to help small and medium sized businesses (SME's) from the private and voluntary sector to incorporate health and wellbeing into the day-to-day procedures and culture of their organisation.

The Herts Healthy Workplace Programme ([Home: Herts Healthy Workplace](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.hertshealthyworkplace.org.uk%2F&data=05%7C02%7CEmma.Burman%40hertfo)
(<https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.hertshealthyworkplace.org.uk%2F&data=05%7C02%7CEmma.Burman%40hertfo>)) helps employers address health concerns in their workplace by giving them the knowledge, resources, training, and skillset needed to create a wellbeing-led culture. The accreditation element of this programme encourages growth over time, leading to sustainable behaviour change across the workforce.

Creating opportunity in the workplace for employees to engage in health and wellbeing activity has many benefits, including improving employee morale, increasing employee productivity and retention, and reducing absence rates.

To contact the team email: Workplace.Health@hertfordshire.gov.uk
(<mailto:Workplace.Health@hertfordshire.gov.uk>)

Training

Making Every Contact Count (MECC) is an important national initiative which helps professionals to have skilled conversations with people in order to support good health.

The fundamental idea underpinning the MECC approach is that staff across health and care, local authority and voluntary sectors have thousands of contacts with individuals every day and are ideally placed to support health and wellbeing and help tackle health inequalities.

MECC Links is an online platform that provides useful information on how to structure behaviour change conversations along with referral information for Hertfordshire public health services. Providers are able to access MECC Links here: [MECC Link - Simple signposting to better health and wellbeing](https://www.mecclink.co.uk/) (<https://www.mecclink.co.uk/>)

Hertfordshire Health Improvement Service (HHIS) specialists are trained to deliver Making Every Contact Count (MECC) training to professionals.

MECC training is for anyone who has contact with residents, to help them make the most of every contact and to develop their public health knowledge.

HHIS offers the following training:

Making Every Contact Count (MECC)

MECC lite

MECC accredited

MECC plus

MECC avatar

www.keelevp.com/mecclifestyle (<http://www.keelevp.com/mecclifestyle>) [MECC Training Registration \(hertfordshire.gov.uk\)](https://surveys.hertfordshire.gov.uk/s/MECCTraining/) (<https://surveys.hertfordshire.gov.uk/s/MECCTraining/>).

Motivation Interviewing

Brief advice

Very brief advice

[Training Registration Survey \(hertfordshire.gov.uk\)](https://surveys.hertfordshire.gov.uk/s/trainingreg/)

(<https://surveys.hertfordshire.gov.uk/s/trainingreg/>)

Level 2 Stop Smoking

New

Refresher

[HHIS Training Registration \(hertfordshire.gov.uk\)](https://surveys.hertfordshire.gov.uk/s/HHIStrainings/)

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