

# Public Health – at a Glance

## Helping People Quit Smoking



Bwrdd Iechyd Prifysgol Caerdydd a'r Fro  
Tim Iechyd Cyhoeddus  
Cardiff and Vale University Health Board  
Public Health Team

The 'Public Health – at a Glance' contains latest information on key public health messages, data and actions to take at your cluster level to inform cluster plans and activity, in support of the prevention agenda.

This edition focusses on **SMOKING**.

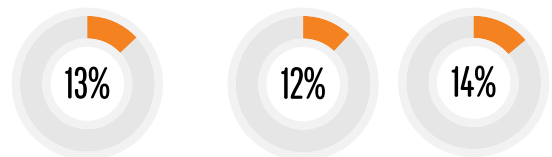
### Key messages

- Quitting smoking at any age has immediate and positive benefits to health
- Smoking status should be routinely recorded for **ALL** patients using agreed Read codes, and specifically for newly registered patients and patients with certain long-term or chronic conditions, as part of the [Supporting Healthy Behaviours Project 2024/25](#).
- All adults who smoke should be offered support to quit smoking with referral to NHS Help Me Quit service, in particular for **all pregnant women and birthing people who smoke and patients who smoke and are referred into secondary care services** (see the [Optimising Outcomes Policy](#))
- Adults who smoke are **3 times more likely to successfully quit smoking with NHS support such as Help Me Quit** compared with quitting alone.

### Data

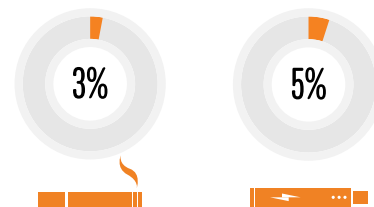
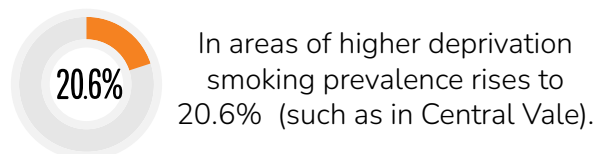
There is an ambition for Wales to be smoke-free by 2030 which means reducing prevalence to <5%.

#### Current Smoking Prevalence



(52,500) of adults in Cardiff and Vale of Glamorgan smoke 12% Cardiff and 14% Vale of Glamorgan

[Source: StatsWales, 2021/22-2022/23. [Adult lifestyles by local authority and health board, 2020-21 onwards \(gov.wales\)](#)].



3% of young people report current (at least weekly) smoking and 5% of young people report current (at least weekly) vaping

[Source: Health Behaviour in School-aged Children, 2021/22. [SHRN-2021-22-National-Indicators-Report-FINAL-en.pdf \(cardiff.ac.uk\)](#)]



On average, 10.7% of all deaths in Wales amongst those aged 35 and over were attributable to smoking in 2020-2022, which rises to 14.5% among those living in the most deprived areas.

(Source: [PHW, 2024](#))

# Public Health – at a Glance

## Helping People Quit Smoking



Bwrdd Iechyd Prifysgol Caerdydd a'r Fro  
**Tim Iechyd Cyhoeddus**  
Cardiff and Vale University Health Board  
**Public Health Team**

### Action to take in your cluster

Action to take at Practice and setting level to reduce smoking rates:

**Ask** the patient about smoking and record smoking status

**Advise** on the benefits of stopping smoking to improve health

**Refer** the patient to NHS Help Me Quit Services in the local area:

Help Me Quit (HMQ) is the free specialist NHS stop smoking service in Wales. Expert Advisors provide intensive behavioural support, access to stop smoking medication such as nicotine replacement therapy (NRT) over 6 weekly sessions in a group or one to one.

Help Me Quit deliver sessions in community venues and participating community pharmacies across Cardiff and Vale of Glamorgan during the day and early evening, or via telephone.



[www.helpmequit.wales](http://www.helpmequit.wales)



Patients can be referred or self-refer in a number of ways:

- Free Phone: 0800 085 2219
- Text: HMQ 80818
- Email: [helpmequit@wales.nhs.uk](mailto:helpmequit@wales.nhs.uk)
- Online [www.helpmequit.wales](http://www.helpmequit.wales)
- Visiting a participating community pharmacy
- Health Care professionals can refer patients using the professional referral form on the HMQ website - [www.helpmequit.wales/professional-referral-form/](http://www.helpmequit.wales/professional-referral-form/)

For hospital in-patients, out-patients and their families, and staff, support to quit smoking is available at our hospital sites including intensive behavioural support and free stop smoking medications.

Patients can be referred or self-refer by:

Telephone: 029 218 43582

Email: [Helen.Poole@wales.nhs.uk](mailto:Helen.Poole@wales.nhs.uk)

Clinical Workstation/COM/PMS referral

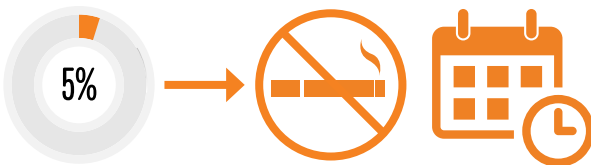
For an up to date list on where Help Me Quit support is available in Cardiff and Vale, visit: [Quit Smoking Services In Your Area | Help Me Quit](#)

# Public Health – at a Glance

## Helping People Quit Smoking

### Data

#### Smoking Cessation



Welsh Government has issued a performance target to health boards which states that 5% of adults who smoke should attempt to quit smoking with NHS Smoking Cessation Services, with at least 40% successfully quitting at 4 weeks (carbon monoxide, CO, validated)



1,197 (2.19%) of smokers attempted to quit smoking during 2023-2024, of which 792 (66%) successfully quit smoking at 4 weeks.

[Source: [Welsh resident smokers who made a quit attempt via NHS smoking cessation services, by local health board and cumulative quarters within a financial year \(gov.wales\)](#)]

**NHS staff are encouraged to complete the ESR training 'Supporting Smokers in Secondary Care' to support their patients to comply with smoke free hospital sites.**

### Accessing training

#### Making Every Contact Count (MECC)

Making Every Contact Count (MECC) is about helping people to improve their health and wellbeing by giving them the tools to make healthy lifestyle choices like giving up smoking, eating more healthily and doing more exercise. The principle of MECC is simple. It's not about adding to your workload. Rather, it recognises the fact that our organisation has hundreds of contacts with the public every day and we have the ability to use those contacts to help change people's behaviours for the better.

**MECC Training** offers practical advice on how to be opportunistic in a conversation, and how and where to signpost people to help them make positive behaviour changes. We know that the majority of staff already have these types of conversations on a regular basis. However, MECC training will ensure that there is a consistent approach across the Health Board.

There are two levels of training available to Health Board staff members, detailed on the following page.

#### Discussing smoking with patients:

Online one-to-one training accessed via the National Centre for Smoking Cessation Training (NCSCT)  
[www.ncsct.co.uk](http://www.ncsct.co.uk)

# Public Health – at a Glance

## Helping People Quit Smoking



Bwrdd Iechyd Prifysgol Caerdydd a'r Fro  
**Tim Iechyd Cyhoeddus**  
 Cardiff and Vale University Health Board  
**Public Health Team**

Level	Suitable for	More information
1	<ul style="list-style-type: none"> <li>• Anyone who has regular contact with people and wants to find out more about MECC.</li> <li>• Those who are already having healthy chats but want a refresher.</li> <li>• Pre-learning before attending a level 2 face-to-face training.</li> </ul>	E-learning for level one is available via this link and takes around 40 minutes to complete: <a href="https://mecc.publichealthnetwork.cymru/en/e-learning/">mecc.publichealthnetwork.cymru/en/e-learning/</a>
2	<ul style="list-style-type: none"> <li>• Well suited (but not exclusively) to health professionals who wish to support people to undertake a behaviour change.</li> </ul>	This training takes 2.5 hours in person. 9.30 – 12pm. To enquire about a course, please contact <a href="mailto:Megan.Mcnaughton@wales.nhs.uk">Megan.Mcnaughton@wales.nhs.uk</a>

### Resources

- Help Me Quit resources [HMQ Workforce Development Network \(wdnhelpmequit.wales\)](https://wdnhelpmequit.wales)
- Supporting Healthy Behaviours Project 2024/25. [Practice guidance for supporting healthy behaviours quality improvement project 2024 to 2025 \(gov.wales\)](https://www.gov.wales/guidance/guidance-for-supporting-healthy-behaviours-quality-improvement-project-2024-to-2025)
- [Supporting Healthy Behaviours - Public Health Wales \(nhs.wales\)](https://www.nhs.uk/supporting-healthy-behaviours-public-health-wales)

### Public Health Team Contact Information

**Cluster:** Cardiff North, Cardiff West, Cardiff South West

**Cardiff and Vale Public Health Team named support lead:** Rhianon Urquhart / Emma Davies-McIntosh

**Cluster:** Cardiff East, Cardiff South East, City & Cardiff South

**Cardiff and Vale Public Health Team named support lead:** Lauren Idowu, Rebecca Lewis

**Cluster:** Vale (Eastern, Central, Western)  
**Cardiff and Vale Public Health Team named support lead:** Catherine Perry

**Public health topic:** Tobacco

**Points of contact:** Catherine Perry

**Public Health Team email:**

[cav.publichealthteam@wales.nhs.uk](mailto:cav.publichealthteam@wales.nhs.uk)