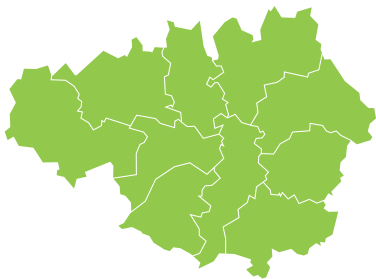


THE CURE PROJECT

CURING TOBACCO DEPENDENCY IN GREATER MANCHESTER



THE CURE PROJECT IS A COMPREHENSIVE TOBACCO DEPENDENCY TREATMENT SERVICE FOR PATIENTS THAT SMOKE AND ARE ADMITTED TO HOSPITAL ACROSS GREATER MANCHESTER



**MAKE
SMOKING
HISTORY**

FACTS

Smoking tobacco is both uniquely addictive and uniquely dangerous

Nicotine is the addictive substance in tobacco smoke but is not the cause of the harms of smoking

1 in 2 people that smoke will die from illnesses caused by smoking

For every 1 person that dies from smoking, 30 more will live with a serious illness caused by smoking

Tobacco dependency has very effective treatments

A person that smokes is three times more likely to successfully stop with treatment and the support of a specialist

Being admitted to hospital is an important opportunity for patients that smoke to start treatment and specialist support

It is every healthcare professional's responsibility to identify patients with tobacco dependency and ensure the appropriate treatment and support is provided

C

CONVERSATION

Have the right conversation every time. Ask every patient you see if they smoke tobacco. Advise any patient that smokes that the best chance of successfully stopping smoking is with treatment and the help of a specialist team.

U

UNDERSTAND

Understand the nicotine myth. Whilst nicotine is uniquely addictive and drives the dependency to smoking tobacco, it is relatively harmless and does not cause the harms of smoking. Burning tobacco creates >5000 poisonous chemicals that cause the harm of smoking. It is important that any person that smokes is aware of this fact. Tobacco dependency can be very effectively treated by providing nicotine from different sources or using medications that block the effect of nicotine in the brain.

R

REPLACE

Start nicotine replacement therapy as soon as a patient that smokes is admitted to hospital. Nicotine withdrawal begins very quickly after being admitted to hospital. Start a long-acting nicotine patch and a short-acting nicotine product ('combination NRT') according to the CURE prescribing protocol and as soon as possible. Whether a patient wishes to stop smoking or not, NRT will help reduce or prevent withdrawal and improve outcomes during the hospital admission.

E

EXPERT & EVIDENCE-BASED TREATMENTS

Experts & evidence-based treatments. All inpatients that smoke will be visited by our specialist CURE practitioners, via the opt-out referral pathway, to offer specialist support, review the NRT, offer evidence-based treatments such as medications that block the effect of nicotine in the brain & vaping kits as well as agreeing a support package after discharge.

CURE IS LAUNCHING HERE

WE NEED ALL FRONTLINE HOSPITAL STAFF TO:

- Complete the CURE e-learning modules
- Record the smoking status of all patients admitted to this hospital
- Provide brief advice to patients that smoke and record it has been given
- Start combination NRT in line with the CURE prescribing protocol



@CureProjectMCR