Title of Intervention: Pharmacy Support Program

Intervention Strategies: Provider Education, Individual Education

Purpose of the Intervention: To encourage smoking cessation through pharmacy-based support

Population: Community pharmacy personnel and regular pharmacy customers who were smokers

Setting: Community pharmacies in Scotland; health care facility-based

Partners: The School of Pharmacy at the Robert Gordon University in Scotland, the Department of General Practice and Primary Care at the University of Aberdeen

Intervention Description:

- Provider Education: All intervention pharmacists and pharmacy assistants who were routinely involved in giving anti-smoking advice or selling nicotine replacement therapy products were invited to attend the two-hour training. Eight workshops were scheduled with a choice of dates and times. The training focused on the Stages of Change model, using case studies of pharmacy customers, as well as communication skills for negotiating change, providing on-going support and encouragement.

- Individual Education: During the 12-month customer recruitment period, all smokers who sought advice on stopping smoking or bought an anti-smoking product were offered a leaflet about the Pharmacy Support Program. The leaflet informed them that the pharmacy staff would keep a confidential client record of products bought, advice given and progress made regarding smoking cessation. The leaflets requested customers to return to the same pharmacy when receiving advice.

Theory: Stages of Change

Resources Required:

- Staff/Volunteers: Pharmacists and assistants, workshop facilitator
- Training: Not mentioned
- Technology: Computerized record keeping system
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Leaflets, training materials, computer program
- Evaluation: Questionnaires, interview protocol

Evaluation:

- Design: Randomized controlled trial
- Methods and Measures:
  - Customer questionnaires assessed demographics, experience at the pharmacy and smoking status.
  - Customer telephone interviews gathered qualitative information about the experience with the intervention.
  - Pharmacy personnel telephone interviews assessed their perceptions of the usefulness of the training.

Outcomes:

- Short Term Impact: Intervention participants rated their conversations with the pharmacists more highly.
- Long Term Impact: Intervention participants were significantly more likely to report abstinence of smoking at each of the follow-ups than the control group.

Maintenance: Not mentioned

Lessons Learned: There was almost unanimous agreement by the pharmacists that the model was a good way of understanding smoking cessation. The customers confirmed this in their responses.
Citation(s):