

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):

Sinclair, H. K., C. M. Bond, et al. (1998). "Training pharmacists and pharmacy assistants in the stage-of-change model of smoking cessation: a randomised controlled trial in Scotland." *Tob Control* 7(3): 253-61.