CASE STUDIES IN SMOKING CESSATION

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Firmus Case Study

Background
In 2005, Firmus energy was awarded licences to develop a natural gas network in ten key towns across Northern Ireland. The company now employs over 80 members staff in its Antrim headquarters. In 2008, we were awarded Investors in People Accreditation and in May 2010 became the first company in NI to be recognised by Great Place to Work as one of the top ten small workplaces in the UK. Firmus energy is also very proud to announce that their Investors in People & Great Place to Work awards have been re-accredited for 2011.

The Challenge
Firmus were currently running health initiatives for staff but wanted a more effective way of helping staff to address their smoking. A smoking audit was conducted internally to gauge the level of interest within the workforce in quitting smoking. None of the staff who attended the clinic were aware of quit smoking services either close to home or their workplace.

The Solution
Following an audit of needs from the Workplace Smoking Cessation Specialist Firmus took the decision to run a workplace clinic. Employees felt that they really benefited for the workplace clinic: “The clinic gave me something to work towards, it motivated me to take action. The weekly contact really helped keep me on course.” The success rate for Firmus workplace clinic is 80% quit at week 4. Staff were asked if they would have quit smoking without a workplace quit smoking clinic, a common response was “I’d still be smoking.”

Firmus are now in the process of reviewing and updating their smoking policy.

The Benefits
Julie Birt, Firmus Energy said, “Hosting a workplace clinic helped to give direction to the smokers and helped highlight smoking as an issue within the workplace. Since the clinic we have held No Smoking Day events to encourage the remaining smokers to quit.”
Case Study – Henry Group (NI) Ltd

Business Background
The Henry Group is a leading privately owned Construction, Civil Engineering and Manufacturing company specialising in commercial, custodial, defence, health service and education projects. Head Office is based in Magherafelt, Co Londonderry, however they have operations across the UK and export worldwide. The Henry Group currently employs more than 350 people over various sites.

Challenge
- Henry Group personnel are flexible and mobile, and work in teams of various sizes.
- Majority of workers are site based, travelling regular throughout sites.
- Providing all interested quitters within the firm with the opportunity to address their smoking.

Solution
- The WSCS worked with Human Resource Department providing information, resources and posters to gauge interest.
- Smoking Cessation Specialist linked the Henry Group to a local pharmacist who provides quit smoking services within Magherafelt.
- Henry Group ran their own No Smoking Day event
- Henry Group’s Human Resources Department co-ordinated brief intervention training for Health & Safety and Training staff, as they have the greatest amount of contact with employees. This was the most effective way of delivering a clear message about accessing smoking cessation services to manual workers, in an informal and conversational manner.

Benefits
The Health & Safety and Training staff are in a position to issue referral notes and provide opportunistic information to staff not only to Northern Ireland, but also in the UK.

A Health & Safety Rep who attended the brief intervention training said ‘that it was a good course and that it was a good way of helping others to improve their health and wellbeing’.

Henry Group
Northern Ireland
Case Study – CAFRE Loughry, Greenmount and Enniskillen Campus

Business Background
CAFRE - College of Agriculture, Food and Rural Enterprise primary objective is to develop learners with skills and competitiveness through education, training, business and technology programmes to meet the needs of the food, agricultural and equine industry. CAFRE’s student support officer, Kate Semple, has responsibility for promoting student health and well being.

The Challenge
There was a clear need to address smoking within the campuses as it was recognised that many students are smoking within the vicinity, some had tried to give up smoking but was not successful. Through engaging with students at campus health fairs, the Workplace Cessation Specialist became aware that students did not know how to access local quit smoking services. Other factors influencing smoking is students living on site or travelling, when accessing services. Some students may start smoking after leaving home, so having trained ‘influencers’ who could raise the issues of smoking with students and actively encourage them to make a quit attempt.

The Solution
Kate Semple invited Workplace Smoking Cessation Services along to annual health fair within the colleges, putting up posters, providing information to the students specifically aimed to increasing awareness. To create a sustainable and consistent approach to encourage students to quit smoking. Kate Semple identified key influences from each campus to be trained in brief intervention.
To ensure that the majority of the candidates were targeted a health event was set up within the colleges, putting up posters and providing information to the students specifically aimed to increasing awareness. The Smoking Cessation Specialist trained staff that work within the campuses, to cascade information to the students and to run and set up future health events. This will increase awareness amongst students. Whilst carrying out the event, 34 candidates were interested in giving up smoking, most of them being men. 10 referral notes were also sent.

Benefits
Training staff within the campuses will enable them to provide opportunistic information days providing free information and advice to the students to help them to quit smoking; this provides easier access for students to get support. The campuses response to smoking cessation reinforces CAFRE’s desire to support students to have healthy lifestyles.
Case Study G4S

G4S Mallusk is a part of a large international security organisation, with a strong corporate social responsibility policy which supports employees’ health and well-being.

The Challenge

Smoke breaks during working hours within G4S’s manufacturing line had a direct impact on a number of areas:

- Increased number of non-productive hours especially within secure areas, through additional staff searches
- Direct labour down time impacts directly on the non-smoker, i.e., the non-smoker did not get a break while the smoker did, the non-smoker covered the line in the smokers absence.
- Increased risk to staff personal security
- Shift staff had difficulties accessing cessation services.

The Solution

The Workplace Smoking Cessation Specialist worked with G4S management to assess employees smoking cessation needs. Initially a pharmacist ran a very successful workplace clinic. Following this success G4S nominated a workplace champion to be trained as a Smoking Cessation Specialist to offer all employees an opportunity to quit smoking during working hours.

Benefits

- Reduced non-productive hours
- Less days off work
- Reduced security risks
- Improved corporate image with staff
- Increased staff morale
- Positive impact on family life
- Quitters inspired others
- Perceived barriers removed by flexibility of service

Gawain Foster, Service Manager G4S, said, “I would certainly recommend running a pilot within any company. G4S staff really benefited from having perceived barriers to accessing help removed through a workplace smoking cessation service.”
Case Study Kilwaughter Chemical Company

Background of the company
Kilwaughter Chemical Company Ltd has been an established mineral and quarry processor since 1939. Quarrying and production facilities are based at headquarters in Larne, Northern Ireland where operations span a 50 acre site. Kilwaughter Chemicals currently employ over 100 people, a large portion of these employees are male manual workers.

The Challenge
Kilwaughter Chemical Company Ltd conducted a Business in the Community Health and Wellbeing Survey, which raised smoking as an issue within the workforce. Kilwaughter Chemicals is located in a rural location, employees work shift patterns which created a barrier to employees accessing smoking cessation services.

The Solution
The Workplace Smoking Cessation Specialist met with Marketing Manager to conduct a workplace audit and formulate the best way forward. With the workforce being widely dispersed and rolling shift patterns, information and advice about smoking cessation was communicated through payslips.

Following this awareness raising, demand for a clinic was generated within the workplace. The clinic was held onsite for Kilwaughter Chemical Company employees. The clinic allowed Smoking Cessation Specialist to hand out referral notes and to meet with those who wanted to stop smoking. Many employees who provided feedback said that they were unaware that pharmacist provided a quit smoking service.

The Benefits
- Providing smoking cessation information to employees via payslips ensured that employees were given information about quit smoking
- The feedback in relation to the clinic was positive with all participants saying that they would recommend others to attend a clinic.
Case Study Montgomery Transport

Business Background
Established in 1970, Montgomery Transport Group is one of Europe’s leading suppliers of logistical services. It has grown significantly in recent years, now providing a diverse range of Logistics Services throughout the United Kingdom, Ireland and Europe. Montgomery Transport employs 160 people in the Mallusk Head Quarters and 70 in the Montgomery Distribution centre at Houston’s Corner. The vast majority of Montgomery Transport and Distribution Centre employees are manual workers.

The Challenge
Montgomery Transport HQ & Distribution Centres are in stand-alone sites with a large portion of their staff working off site. Employees travel to work from a large geographical area and work shifts patterns which make it difficult to accessing their G.P and local Pharmacies during their working hours resulting to employees needing to take hours off work to access cessation services.

The Solution
The Smoking Cessation Specialist set up a health MOT, Over 50 Montgomery Transport employees benefited from the event. This gave employees the opportunity to discuss quitting smoking and to find out about local quit smoking services; Emma McElhone, Drug and Alcohol Officer also attended raising awareness on the affects of alcohol and drugs on the body along with Cathy Morris from Boots Pharmacist to carry out assessments on the risk of developing Type 2 diabetes. Over 50 Montgomery Transport employees benefited from a Health MOT event.

Benefits
A Health MOT event was a positive and effective way to raise awareness of health issues with manual and shift workers who may not normally access health related services. Johnny Walker, Montgomery Transport commented, “Our employees thought that the Health MOT event was a great idea and very informative. As a business we are happy to help employees address their health and hope that employees will take on board the messages they received on the day.”
Henderson’s Case Study

Baseline

Henderson Group employs over 2000 people throughout its network of shops and headquarters in Mallusk. Prior to Workplace Smoking Cessation Service engaging with Henderson Group their extent of Health & Wellbeing programmes for their staff would have focused on responding to illness rather than preventative.

An occupational nurse was employed by Henderson’s at this stage 1 day per week to conduct: pre-employment health checks, pre-employment drug testing, sickness & absence reviews.

Workplace Smoking Cessation Service (WSCS) designed a health MOT & Smoking Cessation intervention at Henderson’s HQ for No Smoking Day 2010. Blood pressure, Lung capacity testing, Carbon Monoxide testing and providing information on how to access quit smoking services was provided on the day.

Henderson’s hosted a clinic on-site at Mallusk, seventeen employees signed up to quit smoking on the pharmacy delivered clinic. WSCS went on to deliver Brief Intervention to employees in the Ballymoney site and an interactive workshop to Health & Safety Representative at the Antrim Civic Centre.

Henderson’s felt that these interventions were the catalyst to kick-start the organisation to look into employee’s Health & Wellbeing. The Best Company survey in 2010, Health & Wellbeing satisfaction was rated exceptionally high. The Director of HR put employee wellbeing onto the Henderson Group agenda as the response to this intervention highlighted that there was not only a need but a want within the workforce to address health & well-being. They continued to deliver a number of health programmes to build on this success.

The Occupational Nurse’s remit was reviewed and widened to maximise her time onsite and to include work related and well-being issues in the first year 276 employees availed of this enhanced service – BMI, Blood Pressure & cholesterol checks.

Other initiatives have included providing eye testing free to VDU users & drivers – this has helped with the identification of potential diabetes. Stress Awareness, Bereavement Counselling and Counselling service.
Case Study: Larne Borough Council – Technical Services

Business Background
Larne Borough Council aims to provide a comprehensive best value service, to maintain and improve the quality of the environment and to promote the health, and well-being of the people who live, work or visit the Borough. The Technical Services Department strives to provide residents and visitors of the Larne Borough Council area, refuse collection, recycling, street cleansing, public conveniences and building maintenance. Most employees within the Technical Services Department are male manual workers.

The Challenge
A large proportion of staff within the Technical Services Department work off site during working hours which can be challenging to deliver smoking cessation services to employees. Employees were unaware of local cessation services and how to access them.

The Solution
The Workplace Smoking Cessation Specialist worked with the Technical Services Department to evaluate the best way forward for employees to be aware of the smoking cessation services available to them. An information service was set up in staff room post shift for staff to receive further information. This allowed Smoking Cessation Specialist to discuss quitting smoking options with employees, issuing referral notes and sign posting to local cessation services.

Benefits
Larne Borough Council provided employees with the opportunity to access information about quitting smoking. Staff benefited from the intervention as it provided easy access to services and removed barriers to access services by WSCS delivering a service on site during working hours.
RYOBI Case Study

Ryobi Aluminium Casting (UK) Ltd. based in Carrickfergus are a subsidiary of Ryobi Ltd., a Japanese company who are the world's largest independent die casting company with plants in Japan, USA, Mexico, China and Northern Ireland.

In September 2010 RYOBI started working with the Workplace Smoking Cessation Service to launch a ‘Stop Smoking’ campaign to encourage employees to kick the habit. Twenty-two employees expressed an interest in quitting smoking, they collectively smoked 3,430 cigarettes per week, spending an amazing £62,400 per year on tobacco products!

A workplace clinic commenced late September with seventeen participants, the timing of the clinic meant that many of participants were focused on quitting and saving money for Christmas. The collective savings for those commencing the September clinic over the 12 week period of the clinic was £12,200, an average saving of £717 per person by Christmas.

RYOBI employees were released during working hours to attend a work-based clinic delivered by the Workplace Smoking Cessation Specialist. 79% of the clinic participants had quit by Christmas, this level of success was much higher than the Northern Ireland average quit rate which operates at 50%. The clinic participants responded favourable to having the opportunity to quit smoking through a workplace intervention. Peer support was an important factor in encouraging participants to continue with their quit attempt, even when they felt that abandoning their quit attempt.

The majority of the clinic participants said that although though they had thought about quitting smoking, but did not think that they would have taken action. Having a workplace clinic was a catalyst for employees to actually making a quit attempt.

Chris McCullough, Ryobi’s Training Manager has become a champion in tackling workplace smoking. Chris provides information on quit smoking and has sign posted over a dozen employees to local quit smoking services.