**Stub It! this Stoptober**

People who live in Nottingham city and smoke are being urged to take the first steps to make a quit attempt as part of the national Stoptober campaign this month by Nottingham City Place Based Partnership and Sub it!

Smoking is the greatest cause of ill-health and death in Nottingham city. Reducing the numbers of people who smoke in the city will improve overall health, support the reduction in poverty, give babies and children a better start in life and reduce smoking related health and social care costs.

More than 20% of adults in Nottingham city smoke, compared to 13.9% nationally. That is a staggering 55,121 people who smoke. It is estimated that each year smoking costs the city £137million - this includes £115M in lost productivity, £12M in healthcare costs and £6.8M in costs to social care.[[1]](#footnote-1)

Evidence shows that if a smoker can quit for 28 days, then they are five times more likely to quit for good. Quitting for good is also more likely if smokers get behavioural support and nicotine replacement products - available at Stub it! for people who live in Nottingham city.

**Dr Nohaid Ilyas, Clinical Lead for Stub It! says:**

*“Stopping smoking is the most effective thing any smoker can do to help them live a longer, healthier life and protect their loved ones from the dangers of passive smoking.*

*Anyone thinking of quitting should get in touch with the team at Stub it! to get a personalised quit plan. Evidence shows that chances of quitting successfully are much greater with the support of services like Stub it!*

*People can refer themselves to Stub it! and get an appointment with our expert smoking cessation advisors or clinical pharmacists on the phone or face to face. We can prescribe nicotine replacement therapy to be used alongside behavioural support our teams provide.”*

**A graduate of the Stub it! Programme says:**

*“After being a smoker for over 38 years, I thought it was time to give up so I could save money and improve my health. After setting my quit date, I was doing well, but I had a few cravings that I struggled to deal with. With my smoking advisor, I worked it through and set a new quit date... I haven’t had a cigarette since!*

*Stub it! gave me the support I needed to quit! Sometimes the craving is still there but I now have the tools to deal with it”.*

Anyone that smokes and needs to spend time as an in-patient at one of Nottingham’s hospitals, or is under the care of Nottinghamshire Healthcare NHS Foundation Trust, is routinely offered support to quit as part of their care package and followed up in the community following discharge.

**Zahida Niazi, Smokefree Lead, Nottingham University Hospitals NHS Trust says:**

“*If you are being treated in hospital, quitting smoking is the best thing you can do to help speed up your recovery, reduce the risk of any complications and re admission. At NUH our staff can support you in this with a range of stop smoking medications and behavioural support available.”*

**Lisa Evans, Smokefree Lead, Nottinghamshire Healthcare NHS Foundation Trust says:**

“*As a Trust we are dedicated to reducing health inequalities for our patients. Smoking prevalence is higher in people with serious mental illness and the work we are doing with Nottingham City PBP partners is vital to ensure that we are all working cohesively for best health outcomes. Our staff can support you with your Smokefree journey and offer a range of Nicotine Replacement Therapy, e-cigarettes and signposting to community stop smoking services. Support is available for patients, staff and volunteers and we are holding Stoptober events at different sites across the Trust during October.”*

The Nottingham City PBP partners are aligned to deliver better health outcomes for the people of Nottingham city. It is never too late to quit. Stopping smoking at any age will increase life expectancy, reduce the risk of lung cancer and heart disease as well as life limiting conditions such as COPD. Conditions which are all prevalent in Nottingham city.

Citizens of Nottinghamshire County can get support to kick the habit with the friendly and helpful team at [Your Health Your Way](https://yourhealthnotts.co.uk/stop-smoking/).

END

**Notes to editors**

**Stub It! :** Stub It! is a 12-week programme with a team of stop smoking advisors and specially trained pharmacists who work with smokers to develop a quit plan based on their individual needs. Anyone who wants to quit, or is thinking about quitting, and lives in Nottingham city can use the service. Individuals can refer themselves online on the [NCGPA website](https://www.ncgpa.org.uk/stub-it).

**Nottingham City PBP:** Nottingham City PBP brings together health and care providers and local commissioners to work together to improve services for our population, and to make sure that they are sustainable. [Find out more on the PBP website.](https://healthandcarenotts.co.uk/care-in-my-area/nottingham-city-pbp/)

The Stub It! campaign is aimed at citizens of Nottingham city. Some of our partners have an audience who live beyond the city boundary, they can use the Stub It! landing page ([www.ncgpa.org.uk/stub-it](http://www.ncgpa.org.uk/stub-it)) to be directed to the county offering ‘Your Health Your Way.’

Interviews are available on request please email [info@ncgpa.org.uk](mailto:info@ncgpa.org.uk)

1. [ASH Ready Reckoner - ASH](https://ash.org.uk/resources/view/ash-ready-reckoner) [↑](#footnote-ref-1)