



# Minutes

<b>Title of meeting</b>	Proprietary Association of Great Britain (PAGB) Stop Smoking Service Specification
<b>Date</b>	2 February 2017
<b>Time</b>	10:00 – 11:00
<b>Venue</b>	Skipton House, 80 London Road, London, SE1 6LH
<b>Attendees</b>	██████████, ██████████, ██████████, ██████████
<b>Apologies</b>	None

## Welcome and introductions

██████████ welcomed attendees and a brief round of introductions were made.

██████████ disclosed links with manufacturers of nicotine products or the tobacco industry via email to ██████████ on 16/01/2017. Links disclosed were GSK, Johnson & Johnson and Perrigo who each produce licensed Nicotine Replacement Therapy (NRT) products. No links to tobacco industry. ██████████ also provided a copy of their "OTC Directory" which lists all of the products produced by organisations PAGB represents (2016/17).

## Background to the development of service specification

██████████ described the process of development for the PAGB service specification for stop smoking services. PAGB convened a round table meeting on 6 September 2016 titled 'Quit Wins' which focussed on smoking cessation and the next tobacco control plan (a copy of the meeting report was provided by ██████████). One of the outcomes identified at this meeting was a demand for support with commissioning Local Stop Smoking Services (LSSS). In response, PAGB developed the specification for stop smoking services to support local commissioners.

## Addressing concerns in service specification

██████████, ██████████, ██████████ and ██████████ discussed the role of LSSS. ██████████ and ██████████ described how LSSS have been established to support smokers to quit smoking. ██████████ and ██████████ expressed the view that LSSS should support smokers to quit smoking, ultimately without having to rely on nicotine replacement therapies or nicotine substitutes. Discussion then focussed on the highlighted areas of concern within the specification document. ██████████ and ██████████ addressed the following themes:

- Tobacco smoking is a major public health concern, nicotine use is not

- It is not appropriate to assess the success of stop smoking services with measures of smoking prevalence
- It is not the role of LSSS to achieve nicotine abstinence
- Smoking prevalence is not defined as '*being reliant on either tobacco products or nicotine substitutes*'
- A successful quit attempt does not need to be measured at 52 weeks by LSSS
- The use of unlicensed nicotine products, such as e-cigarettes, including the evidence base and implications for LSSS
- The service specification does not comply with standards published by the National Centre for Smoking Cessation and Training (NCSCT)

█ and █ asserted that the service specification was advisory in nature, given that final commissioning decisions rest with local authorities. In relation to █ and █'s points, █ and █ expressed the following:

- Whilst success of stop smoking services could not be measured wholly through measures of smoking prevalence, they should in part contribute to reductions in smoking prevalence
- LSSS should aim to minimise the risk of relapse. Insurance underwriters typically do not assess someone as having stopped smoking until they have been free of both tobacco and nicotine for 12 months
- Public Health Wales differs from Public Health England insofar as the former takes the view that behavioural support and licensed pharmacotherapies offer the greatest likelihood of stopping smoking

█ offered to edit and refine the document in light of the discussion for further feedback. █ and █ suggested that the quality of the document would be improved by sharing and inviting critique from attendees of the PAGB round table, the NCSCT, commissioners and managers of LSSS and colleagues from the UK Centre for Tobacco and Alcohol Studies (UKCTAS).

### **Agreeing on next steps**

█ and █ advised that it would not be possible for PHE to cobrand a document with the PAGB. █ advised that the current version is a working draft which is not on the PAGB website and not proactively disseminated. █ agreed to revise the document for further comment. █ and █ offered to review the next draft via email and could facilitate sharing in confidence with NCSCT, UKCTAS and selected local stop smoking services for further feedback.

### **AOB**

None

### **Actions**

- █ to revise contents of the service specification for stop smoking services

- [REDACTED] to share the next draft with PAGB roundtable attendees for further feedback.
- [REDACTED] and [REDACTED] to review the version of the document produced following feedback from roundtable attendees
- [REDACTED] & [REDACTED] to facilitate sharing with other key stakeholders e.g. NCSCT & UKCTAS, for further feedback if required