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Health Board



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POWYS SMOKE-FREE NEWSLETTER

No Smoking Day: Launch of Powys Smoking Cessation Champions Scheme

On 12th March (No Smoking Day) we saw the fantastic launch of Powys Smoking Cessation Champions Scheme encouraging smokers to quit smoking for moments that matter!

Powys Smoking Cessation Champions are people who volunteer to be trained to promote smoke free lifestyles and will provide important information on all the benefits of quitting, whilst being able to signpost people to the smoking cessation services in Powys, to make this positive behavioural change.

There was great energy and enthusiasm at the event in Newtown, with over 50 people of all ages taking part, including Powys residents, Powys Teaching Health Board staff and partner agencies.

Mererid Bowley, Director of Public Health for Powys Teaching Health Board presented the new Champions with a certificate and badge to recognise their achievement.



Faith Thomas from Year 7 Newtown High School was also presented with her own certificate and small prize for designing the winning logo for our Powys Smoking Cessation Champions badge.



Some of our community Smoking Cessation Champions are ex-smokers and past clients of the Powys Smoking Cessation service. The Champions shared their own journeys and passion to inspire other smokers to quit using support from the service.

Students from Newtown High School played an important role interviewing some of the Champions about why they had started smoking originally and how they quit successfully.



The Newtown High School students also shared with the audience their experience of being part of the JustB Smokefree smoking prevention intervention led by Public Health Wales, and how this experience had impacted on them and their peers.

If you would like to join us as a Smoking Cessation Champion and play an important role in reducing smoking prevalence in Powys, please email:
StopSmoking.Powys@wales.nhs.uk

HMQ Pharmacy

Last month Community pharmacy staff were asked to nominate members of their teams who show outstanding passion and commitment when working with clients who are quitting smoking.



Nadine (left) and Eleri received prize hampers to share with their team.



The two winning nominations were Nadine from JG and RJ Davies Pharmacy and Eleri from EW Richards Pharmacy. Nadine was recognized for the high level of empathy she demonstrates when working with clients who wish to quit. Eleri reportedly shows clear appreciation of the challenges her clients face, many of whom started smoking in their early teenage years. Clients who Eleri has previously supported to quit smoking frequently call into the pharmacy to share their pride in remaining smoke free!

Community Pharmacies across Powys offer one-to-one support to stop smoking with an accredited Pharmacist or Pharmacy Technician including:

- Initial consultation and weekly or fortnightly follow-up sessions up to a total treatment course length of 12 weeks
- Access to licensed stop smoking medication for up to 12 weeks e.g. patches and one additional oral product such as gum or an inhalator.

Follow the link below to see which pharmacies are delivering smoking cessation services in your area:

[Quit Smoking Services In Your Area | Help Me Quit](#)

Tessa Craig (Public Health Lead for Tobacco Control in Powys) said:

Community Pharmacies in Powys provide vital easy access to support for smokers wanting to quit. We are so grateful for all the nominations made for this competition. The nominations reflect the passion of our community pharmacy staff to reduce the number of smokers in Powys. Congratulations to Nadine and Eleri, and thanks to all community pharmacy staff delivering this vital service and contributing to the improvement of the health and wellbeing of the Powys population.



If you would like to refer someone into any of our stop smoking services or if you have any queries, please email StopSmoking.Powys@wales.nhs.uk. Individuals can also self-refer via <https://www.helpmequit.wales/>



HMQ Baby



WE are proud to announce Sioned Jones has become our first Smoking Cessation Midwife Champion. Sioned has talked to us about her work with pregnant women who smoke and the benefits of quitting. The fantastic film is to follow.... 😊

Sioned refers all women under her care who are smoking during pregnancy to discuss the support available for quitting smoking in pregnancy.



Powys Smoking Cessation team will support any pregnant woman to make a quit attempt and provide FREE Nicotine Replacement Therapy. Get in touch today to obtain support to quit by using QR code, emailing StopSmoking.Powys@wales.nhs.uk or calling Help Me Quit on 0800 085 2219. Becoming smoke-free in a pregnancy will benefit the baby immediately!

Powys Smoking Cessation team are providing all pregnant woman making a quit attempt with a FREE personal Carbon Monoxide monitor!

Vaping and Young People: Prevention work in Powys

PTHB has taken urgent action to counter the increasing prevalence of youth vaping. Secondary school pupils in Powys were shown fake vape packages to draw their attention to the harmful marketing practices that are contributing to a rise in youth vaping.



Year 8 and 9 pupils in two schools were handed small packages that appear from a distance to contain vape products, mimicking the bright colours, sleek designs and references to fresh fruit or sweets often used in their marketing. But on closer inspection, the images of fruit are mouldy and rotten, with the packets covered with health warnings against their use. A QR code links pupils to further information.

Young people at two secondary schools in the Powys County Council area took part in the activity in partnership with Powys Teaching Health Board.



Despite it being illegal to sell a vape to anyone under 18 since 2015, the proportion of young people vaping in Wales has risen rapidly in recent years, with many professionals who work with children highlighting concerns.



Carron Gould, Associate Leader at Crickhowell High School, said:

“It is essential that we highlight the dangers of vaping to our young people. Their health and future are at risk, due to the rise in the use of these products and lack of understanding to the harmful substances that are contained in them.

“Raising awareness can empower young people to make informed choices to protect themselves from the negative effects of nicotine and other toxic substances.”

Cllr Richard Church, Powys County Council’s Cabinet Member for a Safer Powys, said:

“The rise in youth vaping is a concern. It is becoming more evident on our streets and I worry about its impact on even younger children, who may see it as a trend to follow.

“We must take action now to prevent this from escalating further and to protect the health of our young people and that is why the Bursting with Flavour campaign is so important. We need to all work together to tackle this issue and have open conversations with our young people about the risk of vaping.”

Please follow link to see the work in action....

[Vaping - Powys Teaching Health Board](#)



PTHB Website Links

PTHB internet (public facing)

[Smoking - Powys Teaching Health Board \(nhs.wales\)](#)

PTHB intranet (PTHB staff)

[Smokefree \(sharepoint.com\)](#)