

15/03/2024

Dear Stakeholder,

Specialist Smoking Cessation Service - New Provider

I am writing to introduce you to Reed Wellbeing as the new provider for Smokefree Norfolk, Specialist Stop Smoking Service.

Reed Wellbeing will be focussed on providing structured, community-based support for those from priority population groups across Norfolk to stop smoking. Reed Wellbeing and East Coast Community Healthcare are working together to ensure a smooth transition and successful mobilisation of the evolved service.

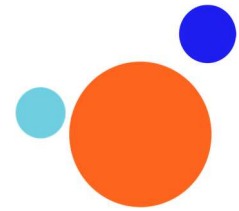
We appreciate that any service changes will generate questions from our key stakeholders and referrers. To help answer some of these, we have included a frequently asked questions document as part of this communication.

Although we hope we will have answered any initial questions, and further communication will follow to keep you up to date, please contact me at christine.lunn@reedwellbeing.org.uk to raise any further questions you may have.

Yours Sincerely,

Christine Lunn

Programme Director - Healthy Lifestyles
Reed Wellbeing
christine.lunn@reedwellbeing.org.uk



Smokefree Norfolk FAQs

When will you start accepting patients?

The new service will accept patients from 2nd April 2024.

What is the new offer and how does it differ?

The specialist stop smoking service will provide high quality, effective smoking cessation support and be targeted to those with the greatest need and adapted to the needs of individuals and local populations.

The service will be available across Norfolk and include a variety of delivery methods, keeping patient choice at the heart of the service to ensure a tailored and engaging offer, flexible to need.

The service will also be responsible for the delivery of community practitioner stop smoking training, including very brief advice and annual refresher training.

How do I get in contact?

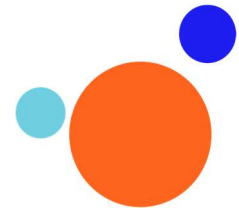
The following contact methods will be live from 2nd April.

- Telephone: 0800 085 4113
- Email: smokefree.norfolk@nhs.net
- Website: www.smokefreenorfolk.co.uk

How do I make a referral?

A new referral form will be issued to all referrers in advance of the 2nd April. We understand it can take time for all organisations and systems to update this detail, and therefore in the early stages of delivery, previous service referral forms will be accepted whilst we work with referrers to update this.

From 2nd April, all the above contact details will be available to take referrals into the new service.



For the transitional period (15th March to 27th March) referrals can still be made. The following are the key dates and details to be aware of:

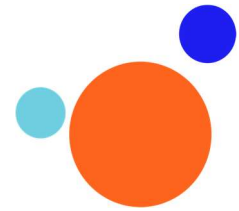
Referral platforms	Cease date	Alternative method
ICE referral system (NNUH)	15 th March 2024	0800 0854 113 (Voicemail can be left) stopsmoking@ecchcic.nhs.uk
E-Referral System	22 nd March 2024	0800 0854 113 (Voicemail can be left) stopsmoking@ecchcic.nhs.uk
Website Referral Form	22 nd March 2024	0800 0854 113 (Voicemail can be left) stopsmoking@ecchcic.nhs.uk
Smokefree Norfolk telephone Line (0800 0854 113)	27 th March 2024 3pm	After 27 th March callers to this number will be asked to call again from 2 nd April when the phone line will be operated by Reed. 0800 0854 113 number will transfer to Reed Wellbeing. Patients can also visit the Ready to Change website- www.norfolk.gov.uk/smoking
Smokefree Norfolk Email Address (stopsmoking@ecchcic.nhs.uk)	27 th March 2024 3pm	From 27 th March, correspondents will receive a message requesting that their email is forwarded to Reed Wellbeing.

Any patients referred between 25th and 27th March who do not give consent to transfer their details or who cannot be contacted via phone to advise of the changes in service provider, will receive a letter from ECCH asking them to contact Reed Wellbeing from 2nd April.

Please note the transfer of the service does coincide with a Bank Holiday Weekend (29th March-1st April).

Where can I send ineligible patients?

For patients who do not meet the criteria for the specialist service support to stop smoking can also be accessed through many pharmacies. There is also a wealth of supporting Information and resources on the Norfolk Ready to Change website - www.norfolk.gov.uk/smoking



How will current patients continue to be supported?

Current patients in the service will transition over to Reed Wellbeing to continue their support. This transition has been planned with ECCH to ensure the support is in place as needed, this includes ensuring that pharmacotherapy is in place without a break in this.

There are 3 options that will be available to patients as part of the new service. Accessibility and choice will be key factors in determining the best option.

- 1) A range of NRT products through Pharmoutcomes process with Pharmacies.
- 2) A range of NRT products through direct-to-consumer supply.
- 3) Vape starter kits and maintenance through a voucher system.

What is happening for support in pregnancy?

Reed Wellbeing will continue to accept referrals and support pregnant patients whilst working with the new maternity-led service to become established.

What is happening with the additional SMI part of the service?

Reed Wellbeing is currently working with all partners involved in delivery of the SMI service with the intention of securing the future of this service provision. A further update will follow once this has progressed.

What is happening for Waveney?

Waveney residents will be supported via the stop smoking service "Feel good Suffolk," for more information please visit [Stop smoking - Feel Good Suffolk](#). Norfolk County Council are currently working with the ICB to develop NHS LTP pathways that cover Norfolk and Waveney, including the Maternity and SMI pathways.