

# Supporting **smoking conversations** at the community pharmacy

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## Background

For the first time in 20 years, an increase is seen in the proportion of smokers in Denmark, from 21% in 2016 to 23% in 2018. Community pharmacies play a potentially important role in supporting smoking conversation, e.g. by counseling patients in choosing nicotine replacement products. However, this resource is underutilized and, even when used, often not followed through.

## Objective

To increase the number of structured smoking conversations conducted in the community pharmacy setting and to increase adherence to smoking cessation treatment with varenicline.

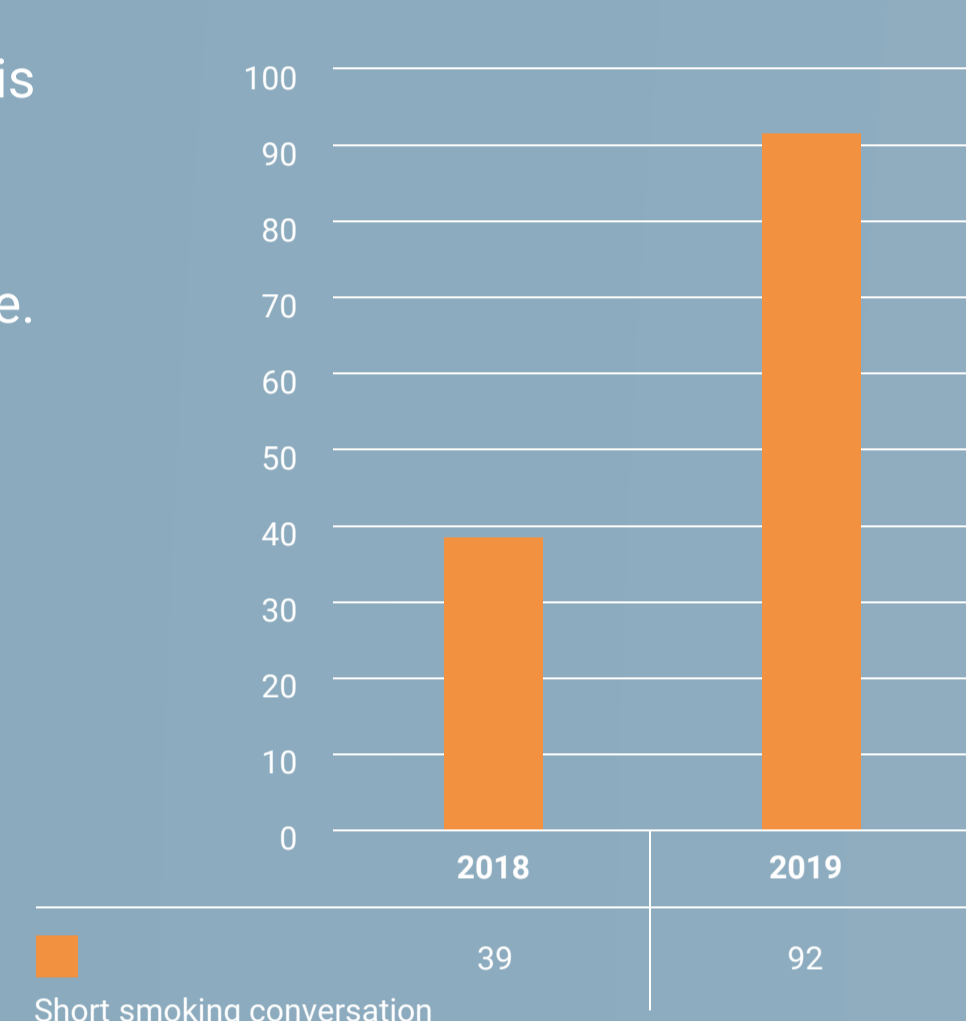
## Methods

The project was conducted at Fredericia Løve Apotek, Denmark, a large community pharmacy spread over four locations and a mean of 1300-1500 customers per day. The pharmacy staff was alerted to the project via the pharmacy's intranet, emphasizing the value of the smoking conversations, which is a structured 15-minute intervention for individuals wanting to quit smoking, for which the pharmacy is reimbursed. The number of smoking conversations as well as number of initial and follow-up packs for varenicline was abstracted from the pharmacy system for the baseline period (Jan-Apr 2018) and study period (Jan-Apr 2019).

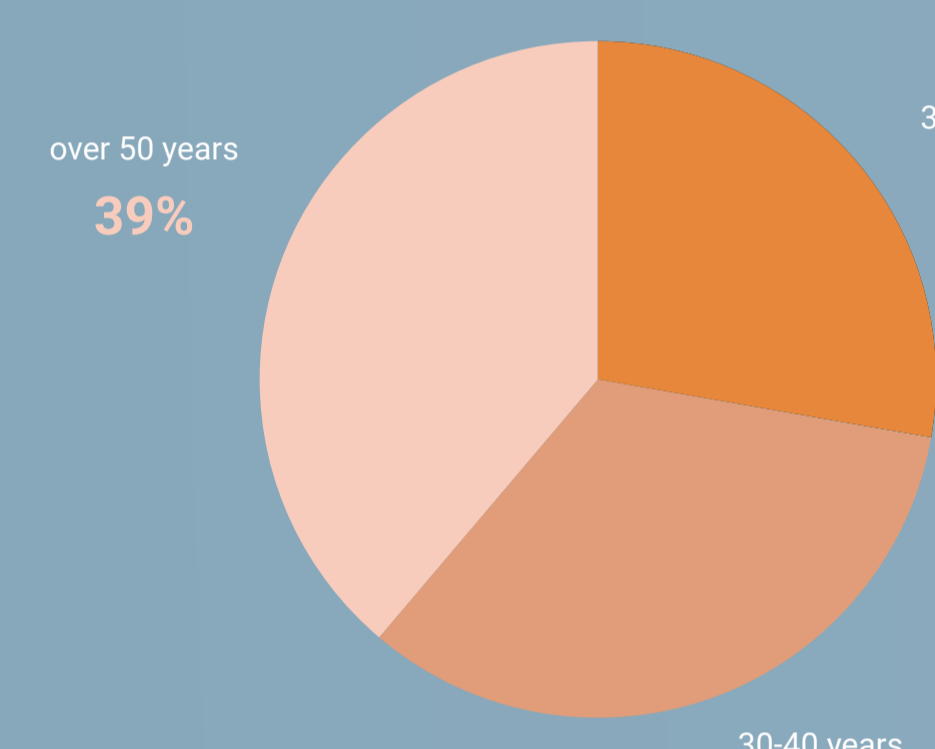
### Short smoking conversation

The increase in the number of short conversations held is therefore 135.90%.

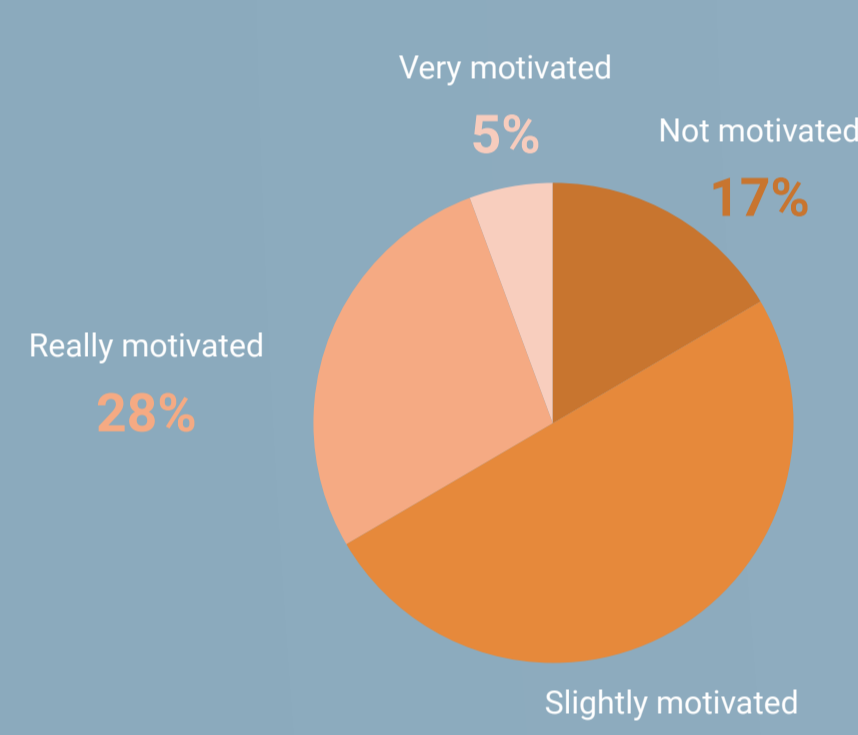
I have had 18 customers who were treated with varenicline.



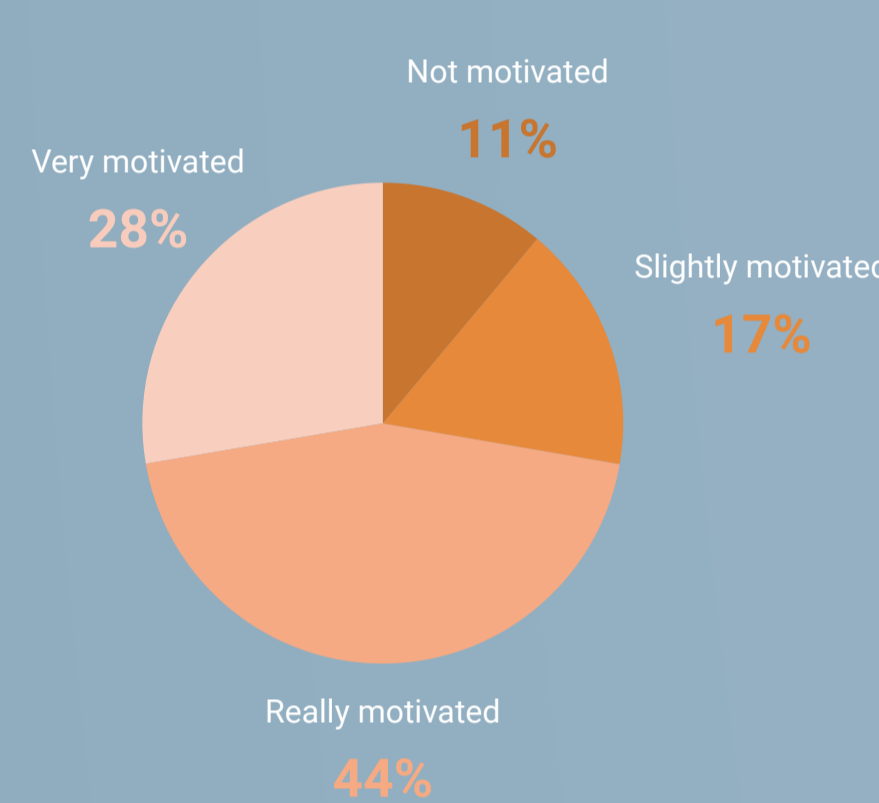
### Consumers age



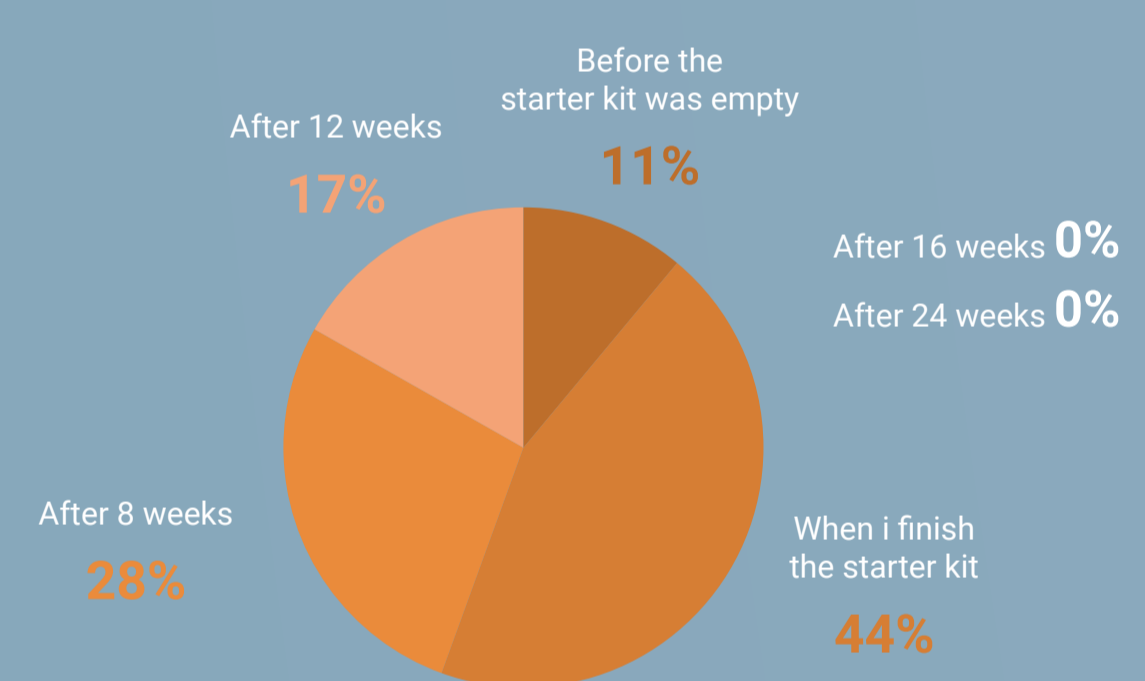
### Motivation before starting on varenicline



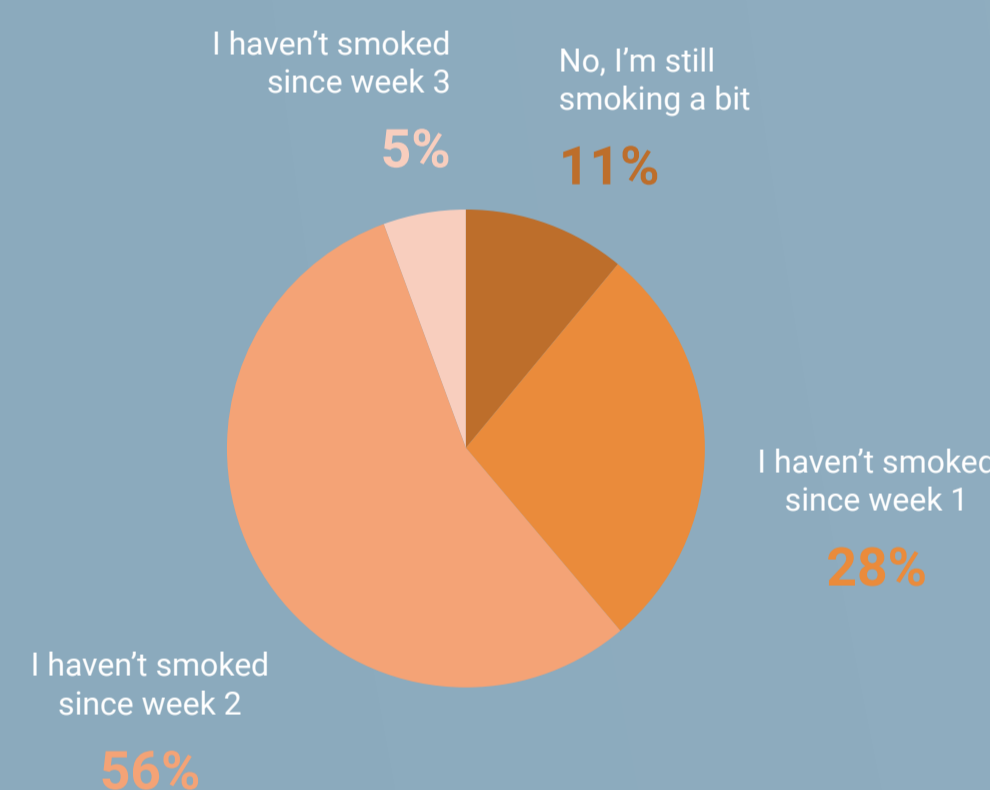
### Motivation after starting on varenicline



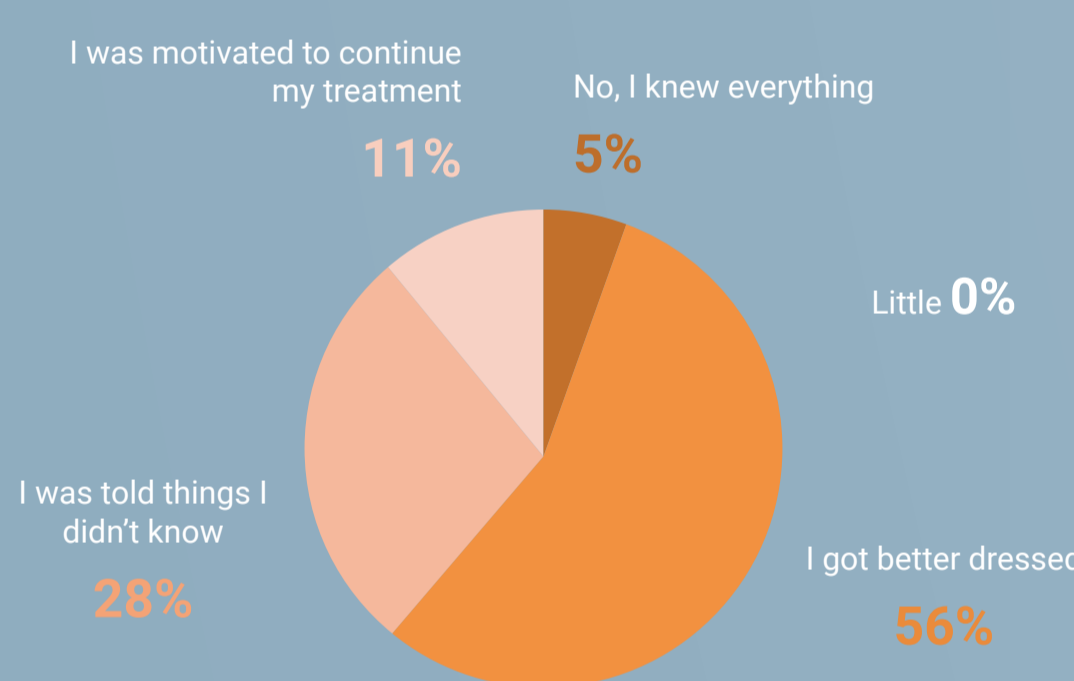
### When does the customer feel ready to stop varenicline?



### Is the customer smoke-free?

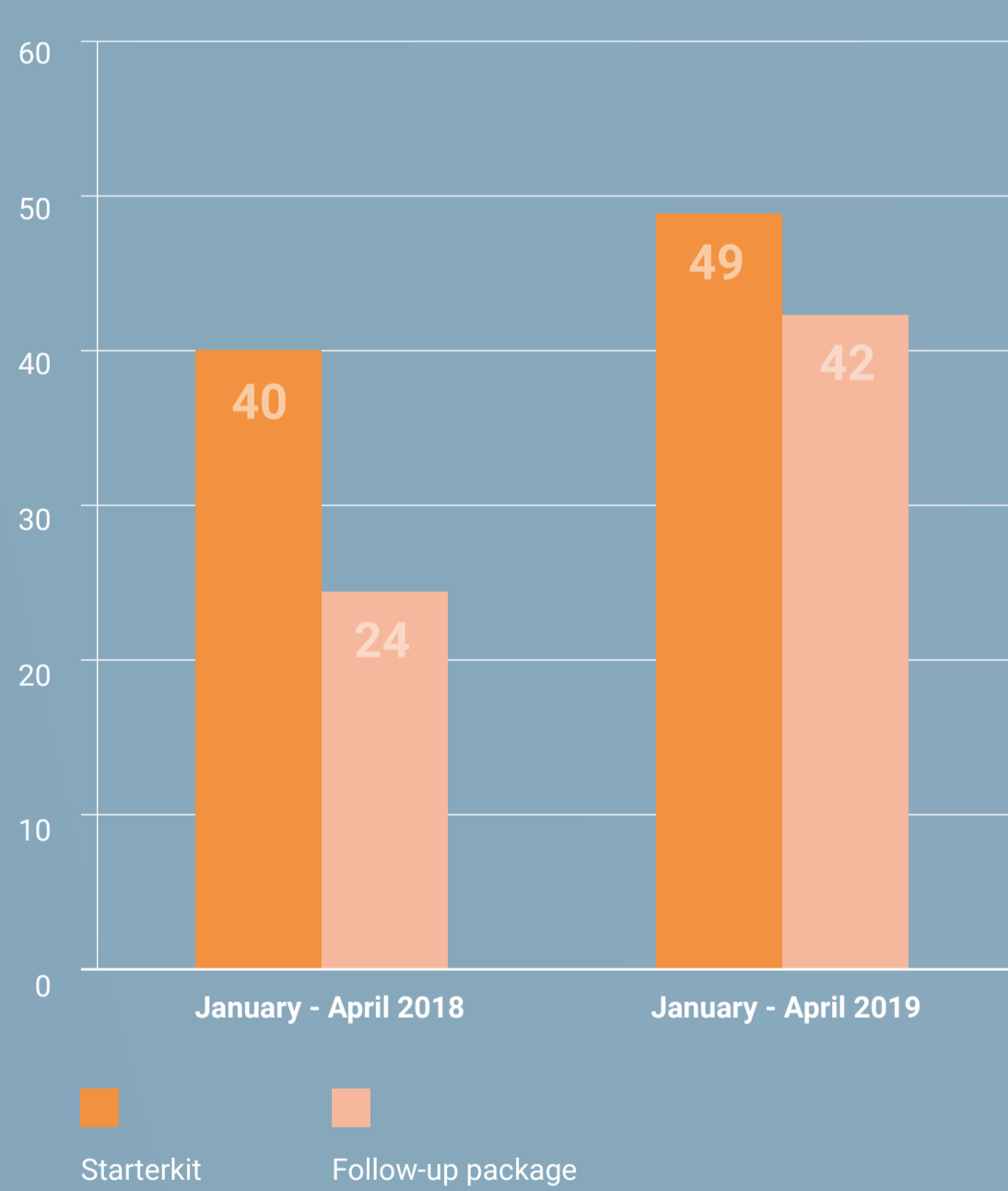


### Did the counseling motivate you to stop smoking?

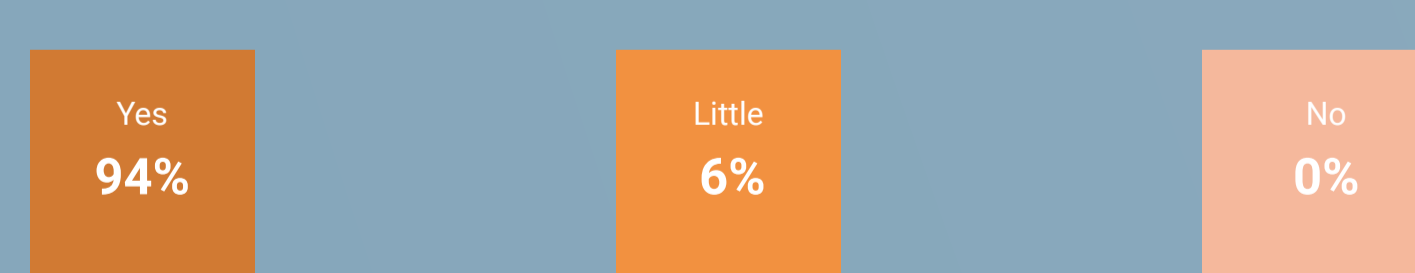


### Starter kits and follow-up kits sold

I have calculated how many starter kits vs follow-up kits sold during the period January-April 2018 and the same from 2019.



### Could the advice from the pharmacy be used?



## Results

During the baseline period, eight smoking cessation conversations were conducted, while 40 initial and 24 follow-up packs for varenicline were sold. In the study period, 36 smoking conversations were completed and 49 initial and 42 follow-up varenicline packs were sold.

## Conclusions

The community pharmacy can, provided sufficient focus is dedicated to it, play a role in combating smoking in the community. I can also conclude that follow-up conversations with the varenicline customers will cause them to complete the treatment.

