

Public Health Intervention Guidance

Consultation on Review proposal to update – WORKPLACE INTERVENTIONS TO PROMOTE SMOKING CESSATION - Stakeholder Comments Table (internal document)

11th April – 27th April 2011

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Allen Carr's Easyway (International) Ltd/Allen Carr's Easyway To Stop Smoking	General	It should be noted that Allen Carr's Easyway To Stop Smoking Seminars have been tested in the workplace and the results have been published in studies in peer review journals.	Thank you for responding to this consultation.
Allen Carr's Easyway (International) Ltd/Allen Carr's Easyway To Stop Smoking	General	It should perhaps be noted that Allen Carr's Easyway To Stop Smoking Seminars have been purchased by many, many top corporations in order to help their staff to stop smoking. One might think that an organisation who has actually SOLD a stop smoking service to this array of clients might be considered expert in the field? The list of international corporate clients goes on and on and on: Esso IBM BMW BP Levi Strauss Hewlett Packard Mobil Sony Guinness JCB Ford Motor Co Allied Dunbar JP Morgan Channel Four Penguin Books Schweppes Proctor & Gamble Bayer AG Deutsche Unilever British Airways Pfizer Readers Digest Woolworths London Stock Exchange Superdrug Stores Dean Witter Total Oil Nestle Inland Revenue Marks & Spencer IKEA Yorkshire Electric Computacenter Credit Suisse DHL Du Pont Unilever Citibank Mango Fashion Wurth Kimberley Clarke Autoliv Unicil Chemical Bank Kall Kwik Johnson Fry Alpha Swiss Kalamazoo Hilton Hotels PPP Healthcare Thus Fortnum & Mason Hasbro O2 Heineken Microsoft Virgin PricewaterhouseCoopers McDonald's Restaurants United States Air Force Bloomberg	Thank you for responding to this consultation and providing this list. In view of expert advice and stakeholder responses, it has been decided that it would not be an efficient use of resources to update the guidance at this time.
Allen Carr's Easyway (International) Ltd/Allen Carr's Easyway To Stop Smoking	General	PruHealth are just one health insurance company which subsidises its policyholders to attend Allen Carr's Easyway To Stop Smoking Seminars. Both individual policyholders as well as corporate ones (such as Bloomberg) benefit from this arrangement.	See comment above.
Allen Carr's Easyway (International) Ltd/Allen Carr's	General	Allen Carr's Easyway have, in the past 12 months, delivered a GLOBAL smoking cessation programme to several international clients. This involved delivering the method to a corporate client's staff in more than 35 different countries across the globe.	See comment above.

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Easyway To Stop Smoking			
Allen Carr's Easyway (International) Ltd/Allen Carr's Easyway To Stop Smoking	General	<p>It can also be argued that the celebrities who endorse Allen Carr's Easyway To Stop Smoking method provide a powerful motivation for company employees to attempt to stop. The kudos of offering Allen Carr's Easyway To Stop Smoking Seminars in workplaces is clear. The Celebrity endorsements for Allen Carr's Easyway method go on and on: Sir Richard Branson "His method is absolutely unique, removing the dependence on cigarettes, while you are actually smoking. I'm pleased to say it has worked for many of my friends and my staff" Sir Anthony Hopkins "Some friends of mine who had stopped smoking using Allen Carr's method suggested that I tried it. I did. It was such a revelation that instantly I was freed from my addiction. Like those friends of mine, I found it not only easy but unbelievably enjoyable to stay stopped." Michael McIntyre "Giving up smoking was one of the biggest achievements of my life. I read Allen Carr's book and would recommend it to anybody trying to kick the filthy habit. In fact I've recommended it many times..." Anjelica Huston "Allen Carr's Easy Way to Stop Smoking Program achieved for me a thing that I thought was not possible – to give up a thirty year smoking habit literally overnight. It was nothing short of a miracle." Lou Reed "Someone gave me the book years ago...I found it very useful. It's a great book." Jason Mraz "It worked for me and about twenty of my friends. Seriously." David Blaine "Allen Carr's program...that's real magic!" Michael Ball "Eventually Emma and I went to an Allen Carr session and both of us stopped that day..that was about 5 years ago. I have never looked back. Not so much as a crafty puff. Neither has Emma" Carole Caplin "For the past 20 years or so, I've been sending clients wishing to stop smoking to the clinics run by Britain's internationally renowned quit smoking expert, Allen Carr. Allen has a remarkably high success rate at his worldwide network of clinics...I believe it's a public health scandal that the taxpayer-funded quit smoking authorities in this and other countries don't seek Allen's advice and guidance as many major international companies do." Emma Freud "A friend of mine went to see a therapist and stopped easily...then three more friends went, they experienced no weight gain and no withdrawal symptoms.</p>	<p>Thank you for providing this testimony. Details of the methods used in developing NICE public health guidance can be found here: http://www.nice.org.uk/aboutnice/howwework/developingnicepublichealthguidance/publichealthguidanceprocessandmethodguides/public_health_guidance_process_and_method_guides.jsp?domedia=1&mid=F6A97CF4-19B9-E0B5-D42B4018AE84DD51</p>

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		<p>After seven of my friends had been and stopped smoking easily, I couldn't ignore it anymore. The time I spent with Allen Carr was some of the most important and effective since I smoked that first cigarette when I was fourteen. If it didn't sound so embarrassing I'd tell you it changed my life. It's really easy. It really, really works and you don't put on weight." Gianluca Vialli "I stopped with an Allen Carr's Easyway to Stop Smoking Seminar. I wanted to feel free, not a slave to nicotine which does not give you any pleasure." Ellen DeGeneres "I stopped smoking.....I read this book by Allen Carr. It's called the Easyway to Stop Smoking. Everyone who reads this book stops smoking!" Neve Campbell "I took up the habit at 14 and smoked 30 a day. Every time I quit I thought about cigarettes constantly. Six years ago, Allen Carr's book finally taught me to understand the chemical reaction that cigarettes triggered. I had to come to terms with the fact that a cigarette is a drug and I was an addict.....And there'll be no going back." Other celebrity clients/users include: Ross Kemp, Harvey Weinstein, Goldie Hawn, Ashton Kutcher, Liam Neilson, Angelica Houston, Johnny Cash, Dave Stewart, Bruce Oldfield, Julie Christie, Kerry Packer, Susannah York, Marie Helvin, John Sessions, Lord & Lady Bonham Carter, Lady Astor, Leslie Grantham, John Cougar Mellencamp, Rick Parfitt, Martin Clunes, Robson Green, Vicky Binns, George Melley, Derek Jameson, Sean Bean, Michelle Collins, Krishnan Guru-Murthy, Ronnie O'Sullivan, Stefano Gabbana (of Dolce & Gabbana), Liam Neeson, Harvey Weinstein, Goldie Hawn, Michael Ball, Roland Mouret, Juliet Stevenson, Arlene Phillips, Polly Toynbee, Simon Day, Jake Canuso, Meera Syal, Bill Wyman.....</p>	

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Allen Carr's Easyway (International) Ltd/Allen Carr's Easyway To Stop Smoking	General	<p>The kudos of offering Allen Carr's Easyway To Stop Smoking Seminars in workplaces is clear. The media endorsements for Allen Carr's Easyway method go on and on; "I was exhilarated by a new sense of freedom" The Independent "A different approach. A stunning success" The Sun "His skill is in removing the psychological dependence" Sunday Times "Allow Allen Carr to help you escape today" The Observer "Allen Carr explodes the myth that giving up smoking is difficult" The Times "The smoker does not feel he is depriving himself by stopping" The Guardian "I suffered no serious withdrawal pangs... a month later I still have no desire to smoke" The Daily Telegraph "Afterwards I couldn't believe that I didn't want to smoke - but I didn't.... after five months I haven't had a single cigarette!" Sunday Express "An intelligent and original method" London Evening Standard "It all made simple sense - no lectures, no scare tactics, no gimmicks and no nicotine patches which cost as much as cigarettes" Sunday Mercury "For the first time in my adult life I am free" Woman's Journal "I always thought if I didn't have the strength to stop on my own - how could anyone else help - I can honestly say 4 months later - I haven't missed cigarettes at all" Zest "I've never been more confident about not smoking" Tatler "Allen Carr has helped a host of top stars quit cigarettes" News of the World "No one is quite sure about how the method works - but Anna hasn't lit up since" Boots - Health & Beauty Magazine "I've taken control - not because of graphic poster campaigns or shock tactics, but because of John, the therapist, Allen Carr & me" Irish Times "In the pub I couldn't understand why I didn't want a cigarette - but I didn't. Weird! Six months later and I haven't touched a cigarette." Front "I reckon this method is as close to fool proof as it gets, so don't bank on having to get your refund under the money back guarantee" Time Out "I would definitely recommend this course... if I'd known it was going to be this easy - I would have quit ages ago" Daily Mail</p> <p>GQ Magazine "The Allen Carr method is totally unique in its approach to stopping smoking. We are convinced that this is the way forward for a non-smoking future." Daily Record "Nobody has TOLD me I have to say great things about this, no one</p>	<p>Thank you for providing this testimony. Details of the methods used in developing NICE public health guidance can be found here: http://www.nice.org.uk/aboutnice/howwework/developingnicepublichealthguidance/publichealthguidanceprocessandmethodguides/public_health_guidance_process_and_method_guides.jsp?domedia=1&mid=F6A97CF4-19B9-E0B5-D42B4018AE84DD51</p> <p>As noted above, in view of expert advice and stakeholder responses, it has been decided that it would not be an efficient use of resources to update the guidance at this time.</p>

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		<p>has PAID me to say great things about this but I will say, on the third day of stopping when I should be climbing the walls..I genuinely believe that I will never smoke again.” This Morning ITV 1 “Allen Carr is probably the most famous stop smoking guru in the world” Night & Day Magazine (Mail on Sunday) 1st Article “Allen Carr has helped millions of smokers to quit” Night & Day Magazine (Mail on Sunday) 2nd Article “I have been referring smokers to Allen Carr’s Clinics for 20 years because of his incredible success rate” Metro Life Magazine “We both stopped smoking at Allen Carr Clinics” The Sun “You realize there are no benefits to smoking and this helps you to beat it” The Observer Magazine “Allen Carr...Anti-smoking Expert” The Guardian Weekend Magazine “Allen Carr is the giving up smoking guru helping millions kick the habit” Hello Magazine “Ruby Wax and Sir Richard Branson are amongst those for whom Allen Carr’s Clinics have proven successful” Metro “The London Clinic alone has cost the tobacco industry £100million in lost sales. Started 20 years ago, the clinics have cured some 100,000 smokers” SX Magazine “Allen Carr, the anti-smoking guru who’s given thousands of London lungs a chance to breathe easy” London Evening Standard Newspaper “His method was so effective he set up clinics in 1983 which have become renowned for their success rate” Zest Magazine “Our tester hasn’t smoked since going two months ago AND there’s a money back guarantee” Company Magazine “If you don’t quit, you are guaranteed a full refund” Sunday Tribune “Once you realize that you gain nothing from smoking it is easy to give up” Ms London “Allen Carr debunks the myths about smoking” What’s on in London “Allen Carr had a dream: to cure the world of smoking. That moment changed his life and the lives of millions of others who quit”</p> <p>The Guardian “How different my life looks after stopping smoking”</p> <p>Jack Magazine “An inspiring work from a man who has turned thousands off tobacco”</p>	

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		<p>OK "If you are one of those folk single-handedly keeping your local tobacconist in business, but want to ditch the demon weed, this is for you"</p> <p>BBC Radio 5 Live (Julian Warricker Show) "Normally when we have health or fitness gurus of any sort on this show they are greeted with great scepticism, but I have to say our switchboard is jammed and every single caller is positive about Allen Carr. It is quite amazing!"</p>	
Allen Carr's Easyway (International) Ltd/Allen Carr's Easyway To Stop Smoking	General (hard to reach groups)	The method is available in spoken form and written form in the following countries (and therefore languages): UK, Republic of Ireland, Argentina, Australia, Austria, Belgium, Bulgaria, Brazil, Canada, Chile, Colombia, Cyprus, Denmark, Ecuador, Estonia, Finland, France, Germany, Greece, Hong Kong, Hungary, Iceland, India, Israel, Italy, Japan, Latvia, Lithuania, Mauritius, Netherlands, New Zealand, Mexico, Norway, Peru, Poland, Portugal, Rumania, Russia, Serbia, Singapore, South Africa, Spain, Sweden, Switzerland, Turkey, Ukraine, & USA.	Thank you for providing this information.
Action on Smoking and Health (ASH)	General	ASH supports the recommendations of the working group and has no further comments to make.	Thank you for your continuing support and contribution to the expert group
Blackpool Teaching Hospitals	General	<p>The Blackpool Lung Health Check Project (offering Spirometry tests and giving smokers their 'lung age') has proven to be a very successful way to engage Routine and Manual workers, and to prompt quit attempts.</p> <p>The Lung Health Check Project works alongside Blackpool Stop Smoking Service and Blackpool Teaching Hospitals Public Health Team at workplace events to offers instant access to a Stop Smoking Specialist Advisor immediately after the Lung Health Check.</p> <p>Lung Health Checks have identified many pre COPD cases and acted as an opportunity for educating pre COPD workers as to the effect of their smoking on future health.</p> <p>The benefits to the employer if a person successfully quits is that their condition will not deteriorate and the likelihood of sick days and the possibility of early</p>	Thank you for responding to this consultation.

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		retirement due to sickness decreases.	
Blackpool Teaching Hospitals	General	Offering a weekly workplace clinic for a period of 4-12 weeks has provided a better rate of 4 week quits compared to offering an initial consultation with a Specialist Advisor in the workplace followed by access to community Stop Smoking Clinic.	Thank you for this information, a report of this study would be of interest when the guidance is next considered for possible update. In the meantime, in view of expert advice and stakeholder responses, it has been decided that it would not be an efficient use of resources to update the guidance at this time.
Blackpool Teaching Hospitals	General	An initial 'group' session for staff interested in Stopping Smoking has proved an excellent way to gain large numbers of staff and increases morale and peer support which helps successful quit attempts and attracts those who may not attend on a one to one basis.	See comment above
Blackpool Teaching Hospitals	General	Effective and professional promotion prior to services being offered in workplaces has a dramatic effect on take up and levels of interest from staff.	See comment above
Department of Health	General	Regarding "Brief Interventions content", could you please consider the use of an update to reflect the evidence base on the provision of very brief advice promoting the AAA model.	Thank you for responding to the consultation. In view of expert advice and stakeholder responses, it has been decided that it would not be an efficient use of resources to update the guidance at this time. However, the evidence for very brief advice will be considered for the partial update of PH10 Guidance for Smoking Cessation Services
Department of Health	General	Regarding the bullet point ' <i>an assessment of the patient's commitment to quit</i> ', could you please consider changing this in order to reflect that all smokers should be advised to stop and be offered evidence-based support, regardless of whether or not they express a desire to stop.	Thank you for this suggestion however in view of expert advice and stakeholder responses, it has been decided that it would not be an efficient use of resources to update the guidance at this time.
Department of	General	We feel that it is important that NICE includes a reference that workplace	See comment above. Nevertheless, the

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Health		employers should promote the systematic provision of very brief advice, and routine referral of all smokers in their workplace to stop smoking services, as part of their workplace health, work and wellbeing programme. Could you please give this some consideration.	evidence for very brief advice will be considered for the partial update of PH10 Guidance for Smoking
Department of Health	General	Regarding individual behavioural counselling, could you please consider adding the evidence-based interventions, for example, one-to-one support wording as per the definitions in DH Stop Smoking Service Guidance.	Thank you for this suggestion however in view of expert advice and stakeholder responses, it has been decided that it would not be an efficient use of resources to update the guidance at this time.
Department of Health	General	Regarding group behavioural counselling, could you please consider adding closed group support wording, as per the definitions in DH Stop Smoking Service Guidance	See comment above
Department of Health	General	Regarding telephone counselling and helplines, could you please consider adding new evidence-based intervention proactive telephone support, as per the guidance.	See comment above
Department of Health	General	Regarding pharmacotherapies, could you please consider the inclusion of evidence-based information and the addition of Varenicline.	See comment above
Department of Health	Section 3	Consideration of the evidence and practice	
Department of Health	Recommendation 1	We agree with the expert group recommendation to update with new evidence. “Who should take action?”: Could you please consider the inclusion of occupational health teams and HR managers. “What action should they take?” Could you please consider the inclusion, as part of a health, work and well-being programme, of the proactivel identification of	Thank you for this suggestion however in view of expert advice and stakeholder responses, it has been decided that it would not be an efficient use of resources to update the guidance at this time. There will however, be a partial update of PH10.

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		smokers in the workplace, and the provision of very brief advice and referral to stop smoking services, as well as access for these services wherever possible.	
Department of Health	Recommendation 2	We agree with the expert group recommendation to update.	See comment above
Department of Health	Recommendation 3	We agree with the expert group need to consider evidence on proactive telephone support.	See comment above
Department of Health	Recommendation 4	We agree with the expert group. Could you please consider a review of the information on unsuccessful quit attempt/repeat prescriptions. Could you please consider updating the training section to include the point that staff should be trained to NCSCT training standard, and that they should obtain full NCSCT certification.	See comment above
Department of Health	Recommendation 5	We agree with the expert group. “ <i>Who should take action?</i> ” Could you please include, with commissioners of stop smoking services, local authority commissioners. “ <i>What action should they take?</i> ” Could you please ensure that stop smoking services providers are commissioned to offer support to employers and employees.	See comment above
Department of Health	Recommendations 6,7,8,9,10,13,14,15,16	We agree with the expert group.	See comment above
Fresh – Smoke	Section 1.	3 rd bullet point reads – “Where feasible and where there is sufficient demand,	Thank you for commenting on the

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Free North East	Recommendation 1	provide on-site stop smoking support". This is not an action for employers. Their action is to allow staff to receive support during working hours and to provide a room/resources to enable this where applicable. The decision about whether it is feasible to deliver support on-site falls to the SSS, not the employer	consultation and for this suggestion however in view of expert advice and stakeholder responses, it has been decided that it would not be an efficient use of resources to update the guidance at this time.
Fresh – Smoke Free North East	Section 1 Recommendation 2	Another action should be for employees to approach their line manager, HR manager or Occupational Health manager when seeking support to quit. From the perspective of the provider of stop smoking support, it would be useful to be approached by the company rather than the individual, in order to gauge levels of interest in quitting across the company, and feasibility of delivering on-site support	See comment above
Fresh – Smoke Free North East	Section 1 Recommendation 5	Remove 2 nd bullet point which reads "If initial demand exceeds the resources available..." No reason now to use SSS capacity as an issue in supporting any and all smokers to quit. Consider amending recommendation to state that "where there is insufficient capacity to deliver on-site support to quit, sign-post employees to their nearest or most appropriate drop-in or community-based stop smoking session" Alternatively, the SSS could advise employers of the next available opportunity to hold sessions on-site. There is no question that a SSS should be restricted to "focus on" key audiences only.	See comment above
Fresh – Smoke Free North East	Section 1 Recommendation 1	Is there emerging evidence for employers to open up workplace to support to employee family members too? Increasingly, SSS are helping to support couples and families together, and there is anecdotal evidence that employees who try to quit through a programme of support at work are being undermined by returning to a home environment where other family members are still smoking? A number of workplaces in NE have therefore invited partners to attend workplace based sessions too	Thank you for this suggestion. As noted above in view of expert advice and stakeholder responses, it has been decided that it would not be an efficient use of resources to update the guidance at this time.
Fresh – Smoke	Section 1	The 'who should take action' statement will need to be worded carefully to reflect	When the proposed future structures for

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Free North East	Recommendation 6	future NHS structures and delivery of public health	the NHS and public health are finalised and in place, NICE will consider the wording of its guidance.
Fresh – Smoke Free North East	Section 2	Can the evidence base be updated to reflect publication of national tobacco control plan, Royal College of Physicians report on Passive Smoking and Children, Policy Exchange report 'Cough Up' on costs to economy of smoking	See comment above
Fresh – Smoke Free North East	General	Can we update the language to talk about 'stop smoking support' rather than 'smoking cessation support'?	See comment above
Fresh – Smoke Free North East	General	Is there an opportunity to make the guidance more user friendly with sections clearly separated from each other e.g. who should take action, what action should they take etc?	See comment above
NHS Rotherham	General	NHS Rotherham's Tobacco Control Alliance supports NICE's recommendation not to update the guidance on workplace interventions for smoking cessation.	Thank you for commenting on this consultation and for your continuing support.

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Optical Confederation	General	<p>Given the significant contributory impact of smoking on sight loss and blindness, the guidance should also recommend employers encourage smokers to have regular sight tests to check for preventable eye disease and to access further ophthalmic intervention, if necessary.</p> <p>Age-related macular degeneration (AMD) is the leading cause of severe visual loss and blindness in the UK. (1) There are several factors which increase the risk of a person developing AMD of which smoking is the only modifiable one. Studies in the UK have shown that smoking more than doubles the risk of developing AMD. (2) It is estimated there are over 40,000 cases in the UK of AMD with sight loss in people aged over 70 caused as a result of smoking. (3)</p> <p>Smoking is also a major risk factor for the development of cataracts. (4) In the UK cataract surgery is the most common ophthalmic surgical procedure. There are both patient and NHS costs as a result of developing cataracts. Although surgical treatment for cataracts is very successful, complications can, and do occur, with sometimes devastating results. Compared with non-smokers, a smoker of 20 or more cigarettes a day is at least twice as likely to develop cataracts.(5)</p> <p>In addition to ophthalmic intervention, if necessary, optometrists and opticians will signpost patients who recognize the impact of smoking on their sight who wish to quit smoking to local smoking cessation services if they do not provide such services themselves.</p> <p>¹ Bunce, C, Wormald, R. Leading causes of certification for blindness and partial sight in England and Wales. BMC Public Health. 2006; 6: 58. ² Tomany, SC, et al. Risk factors for incident age-related macular degeneration. Pooled findings from 3 continents. Ophthalmology 2004; 111: 1280-7 ³ Edwards, R et al. Age-related macular degeneration in the United Kingdom:</p>	Thank you for responding to the consultation. In view of expert advice and stakeholder responses, it has been decided that it would not be an efficient use of resources to update the guidance at this time.

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		estimates of smoking-related vision loss. Letter. Br J Ophthalmology 20 July 2005. ⁴ Cigarettes: What the label doesn't tell you. (Chapter 15:Smoking and the eyes.) American Council on Science and Health. New York ACSH 1996. ⁵ Kelly, S et al. Smoking and cataract: a review of causal association. Journal of Cataract & Refractive Surgery. J Cataract Refract Surg.,2005 Dec;31(12):2395-404.	
Pfizer Limited	General	Pfizer welcomes the opportunity to comment on this consultation, and is in agreement with the NICE expert panel that this guidance does not require updating at this point in time.	Thank you for your support and responding to the consultation.
Royal College of Midwives	General	In the context of the lack of new evidence, The Royal College of Midwives support the review proposal that the guidance does not require updating at this point.	Thank you for your support and responding to the consultation.
Royal College of Nursing	General	The Royal College of Nursing welcomes the consultation on the review proposals for this guidance.	Thank you for responding to the consultation.
Royal College of Nursing	7	We note and support the recommendation that the guidance does not require updating at this stage.	Thank you for your support and responding to the consultation.
UK Clinical Pharmacy Association		We have no comments on this consultation.	Thank you for responding to the consultation.

The publication of comments received during the consultation process on the NICE website is made in the interests of openness and transparency in the development of our guidance recommendations. It does not imply they are endorsed by the National Institute for Health and Clinical Excellence or its officers or its advisory committees