STOP - Smoking Treatment Optimisation in Pharmacies

To assess the effectiveness and cost-effectiveness of the STOP intervention on smoker recruitment, retention and quit rates in the NHS community pharmacy stop smoking programme.

What’s Involved?

STOP is a complex intervention based on behavioral theory involving training for pharmacy staff and associated study materials (e.g. badges, posters). The STOP trial is a cluster randomised controlled trial to evaluate STOP in 30 control and 30 intervention pharmacies with a primary outcome of smoker recruitment into the NHS stop smoking programme. This study is looking at a new way to improve the NHS Stop Smoking Service in community pharmacies by increasing the number of smokers joining, and remaining on the service and by increasing quit rates. The goal of the STOP Trial is to test whether a training programme (called the STOP training programme) for pharmacy staff (pharmacists, stop smoking advisors, pharmacy support staff such as counter assistants, dispensing assistants, pharmacy technicians) can help more smokers to join and then complete the Stop Smoking Service, thereby increasing the total number of people who quit.

The STOP training programme: includes two face-to-face training sessions focusing on communication and behavior change skills, together with supporting materials. £30 will be given to each staff member for completing each training session. Each session will last about 2.5 hours.

The results we will look at are to:

- Increase the number of smoker service users to join the NHS Stop Smoking Service.
- Increase the number of smoker clients who remain on the service.
- Increase the number of smoker clients who quit smoking.