

# ONE DAY CLOSER



Support at your pace,  
one day closer to quitting

**Smoking Cessation in Homelessness  
and Multiple Disadvantage Services  
Cambridgeshire**

# Why This Matters

- Smoking rates: 12% general population vs. 76–85% in people experiencing some form of homelessness
- Linked to heavy tobacco use and higher nicotine dependency
- Risk taking smoking behaviours
- Life expectancy gap: 30 years shorter
- Missed opportunities due to assumptions about readiness to quit



# Who is eligible...?

- Rough sleepers
- Vulnerably housed / living in temporary accommodation
- Hostel and night shelter residents
- Bed and breakfast residents
- Squatting
- Sofa surfing - staying temporarily with friends/relatives who do not have a permanent address (*If the friend or relative they are staying with is a smoker they are eligible as well*)
- Those at risk of homelessness
- Those living with **multiple disadvantage** (living with a mental health condition, drug/alcohol addiction, domestic abuse or contact with criminal justice system)
- **Staff/Volunteers** who work with organisations who support people from the above groups

## Exclusion Criteria:

- Those under the age of 18
- Those unable/unwilling to accept the support at the time
- Those who do not smoke tobacco
- Those who only vape



# What's on offer...?

- Offering **behaviour change techniques and smoking cessation support** for 12 to 24 weeks, utilising an enhanced treatment model to facilitate a **harm reduction** approach with a **cut down to quit plan**
- **Cut Down to Quit (Harm Reduction)** - The intention with Cut Down to Quit is to stop smoking completely in the near future, setting manageable goals with a structured approach
- Access to **flexible support session, one-to-one, face-to-face in the community**, meeting people *“where they are”*
- Access to **FREE Nicotine Replacement Therapy** and or a **Vape kit** and **Carbon Monoxide** readings

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# Not just Smoking Cessation...

- **Blood Pressure** readings
- **Complimentary Care Package**
- **Social Prescribing** – Introducing specific support services, community groups, grants and more to improve overall wellbeing and quality of life.
- **Capturing Wellbeing** – Using the DIALOG scale questions we capture a quality-of-life score which facilitates social prescribing conversations.
- **Offering Incentives** there is good evidence that offering financial incentives (high street vouchers) improve smoking cessation rates and are cost-effective.

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**ADVICE, SUPPORT  
& KINDNESS**

**FREE VAPE TO  
QUIT AT  
YOUR PACE**

# Feedback...

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“My Advisor is really supportive and listens. I never thought switching to vaping would work for me — but it did.”

“I’ve saved £100 a month and feel better... that’s a game changer for me!”

“The vape was great, really powerful, one charge lasted 5 days and the flavours were nice!”

“I didn’t think I could do it after smoking for 50 years, but I have — and won’t look back!”

Change Grow Live, Service Manager:  
“Your support for our members is a great resource, you’re accessible within CGL sites and the fact someone can sign-up and walk away with a vape is really cool!”

# How to Refer:

**Email:** [quit@cambridgeshire.gov.uk](mailto:quit@cambridgeshire.gov.uk)

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**Self-Referral, Text:** ONEDAY to (short code coming soon)

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**QR code:** Scan to Refer

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**Introduce us:** Support sessions at;  
Riverside, Jimmy's, 451, Wintercomfort, across  
CGL and more

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