

Stop Smoking Service Progress – October 2009

Service Model

The Stop Smoking service is made up of around 80 general practices and pharmacy providers. In addition there are clinics that the PCT team run, with a number of health trainers. The service is mainly delivered to clients via one to one consultations over a six week period. During this time clients receive support from a qualified advisor and in most cases, medication or Nicotine Replacement Therapy in addition. Throughout the process clients are supported using best practice techniques and verified as not smoking using a Carbon Monoxide (CO) monitor. After a period of 4 weeks abstinence clients would be regarded as a 4 week quit, although the service provides support for up to 12 weeks. There are a small number of group sessions that the service runs, however clients much prefer to access one to one services.

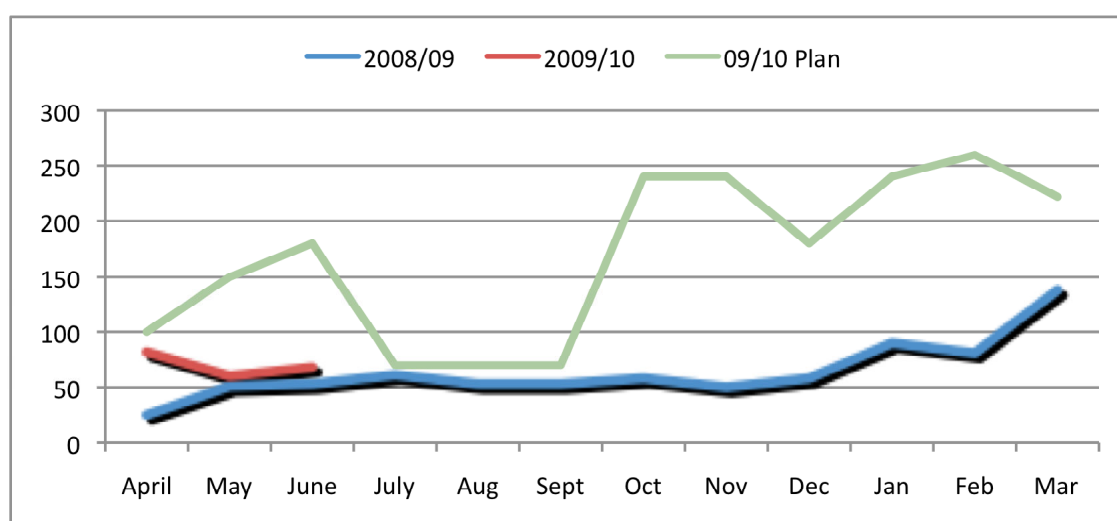
To support the 80 providers the PCT has a team of advisors who support and encourage the providers, commission providers and run initiatives. The service has recently invited interested dentists and opticians to become providers and aims to commission services from community groups over the coming months.

There are a number of routes through which smokers can access the service, either directly through marketing in provider premises, by ringing the service on 0208 795 6669, through the national smokefree helpline/website, through the trust web site or via one of an increasing number of recruitment initiatives. In all instances the full range of providers and services is offered.

Four week quit target Progress

For 2008/09 the service achieved 734, four week quits against the target of 1756 for the year. During 2008/09 the service recruited two additional advisors, an administrative assistant and a team manager. This team came fully into place in December 2008, however the manager has since left the service, being replaced by an interim manager.

The latest figures for the number of monthly quits compared to last year and the current plan are as follows:



This graph shows significant improvement since last year and in the first quarter the increase in 4 week quits is around 70%, however history suggests there may well be many unidentified quits for these months as often paperwork takes time to be completed by

providers. The 4 week quit target for 2009/10 is 2022 for the year, a 15% increase on last year and the number of quits for the first quarter of 2009/10 is roughly 50% of the planned trajectory, which takes into account seasonal fluctuations and the impact of initiatives later in the year.

The service now monitors service registration data on a weekly basis as this is a good indicator for the number of quits due to be reported at a later time. By the end of quarter 2 the number of registrations reached 85% of the planned trajectory, 1304 registrations against the planned position of 1930. This will lead to much higher numbers of 4 week quits being recorded during quarter 2 than in previous years. It is likely that the registration trend will be replicated and within quarter 2 the number of registrations were up 120% on the same quarter last year.

Current Initiatives

There are a number of initiatives that the service has embarked upon to maintain progress towards the target. These are as follows:

- Provider Toolkit and resources – development of best practice guidance and resources to help providers achieve better results.
- New Information System – This will simplify the information processes within the service, aid performance management of providers and more timely performance information.
- Harlesden Pilot – As part of our objective to target health inequalities and pilot to work closely with community groups to target smokers in Harlesden is underway. This initiative is underway and early results look promising.
- Targeted Street Campaigns – The service is in the early stages of developing a specification for targeted street campaigns. The work is based on very successful campaigns NHS Camden have recently undertaken.
- Referral Points – Again an initiative that the service is in the early stage, but the plan is to develop a range of providers who generate referrals to the service.
- Secondary care pilot – The service has recently opened clinics at Central Middlesex Hospital and is working with the Hospital Trust to generate referrals to the service. This is part of a Department of Health pilot for Stop Smoking services in hospital care settings.

Further initiatives are planned for later in the year, these include a marketing campaign and texting service.

Tobacco Alliance

After the appointment of a joint Tobacco Alliance post, work has begun to tackle the wider issues associated with smoking. The first of the reinvigorated Tobacco Alliance meetings will be held in November, at which early priorities will be identified. In readiness for this the new joining post holder has been investigating the situation locally and what works in other parts of London.

Challenges

The service faces a number of challenges, which are outlined below:

- Accessing smokers is becoming increasingly difficult and having visited a number of very successful London services it is clear that a large number of initiatives are needed to

collectively meet the target. Resourcing and managing a wide range of initiatives is therefore one of the key challenges the service needs to address.

- Delays to paperwork from providers present problems in understanding the situation. The new information system will improve this however the new system and the processes will take some time to bed in. The implementation will distract from progress to target, however will provide longer term benefits.
- The wider Tobacco control agenda requires strong support from a number of stakeholders in order to be successful. Partnership will be the focus in order to tackle the complex issues associated with issues like illicit tobacco and shisha smoking.

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