



Positive Opportunities for Smoking Cessation in our Communities

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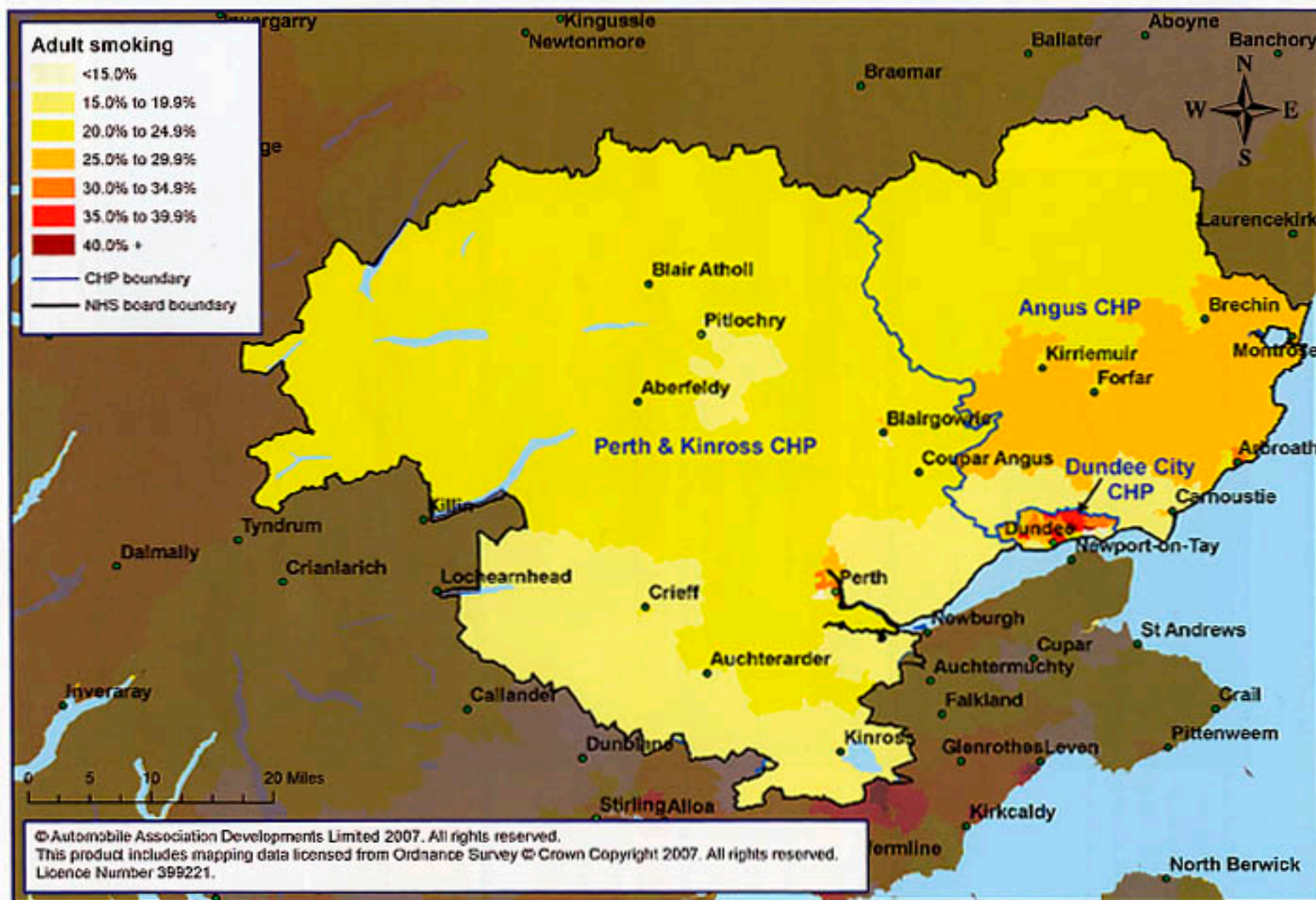
Dundee University Medical School

Smoking and Cancer



- In Scotland 90% of lung cancer deaths are associated with smoking
- 4178 deaths in Scotland from cancer of the trachea, lung and bronchus
- 3760 of these deaths associated with smoking
- Smoking and the diseases it causes are far higher in areas of deprivation

Scale of Problem Tayside



Poverty and Health



Stress

Lack of Direction

Loss of Hope

Learned Helplessness

Tayside Smoking Cessation Support

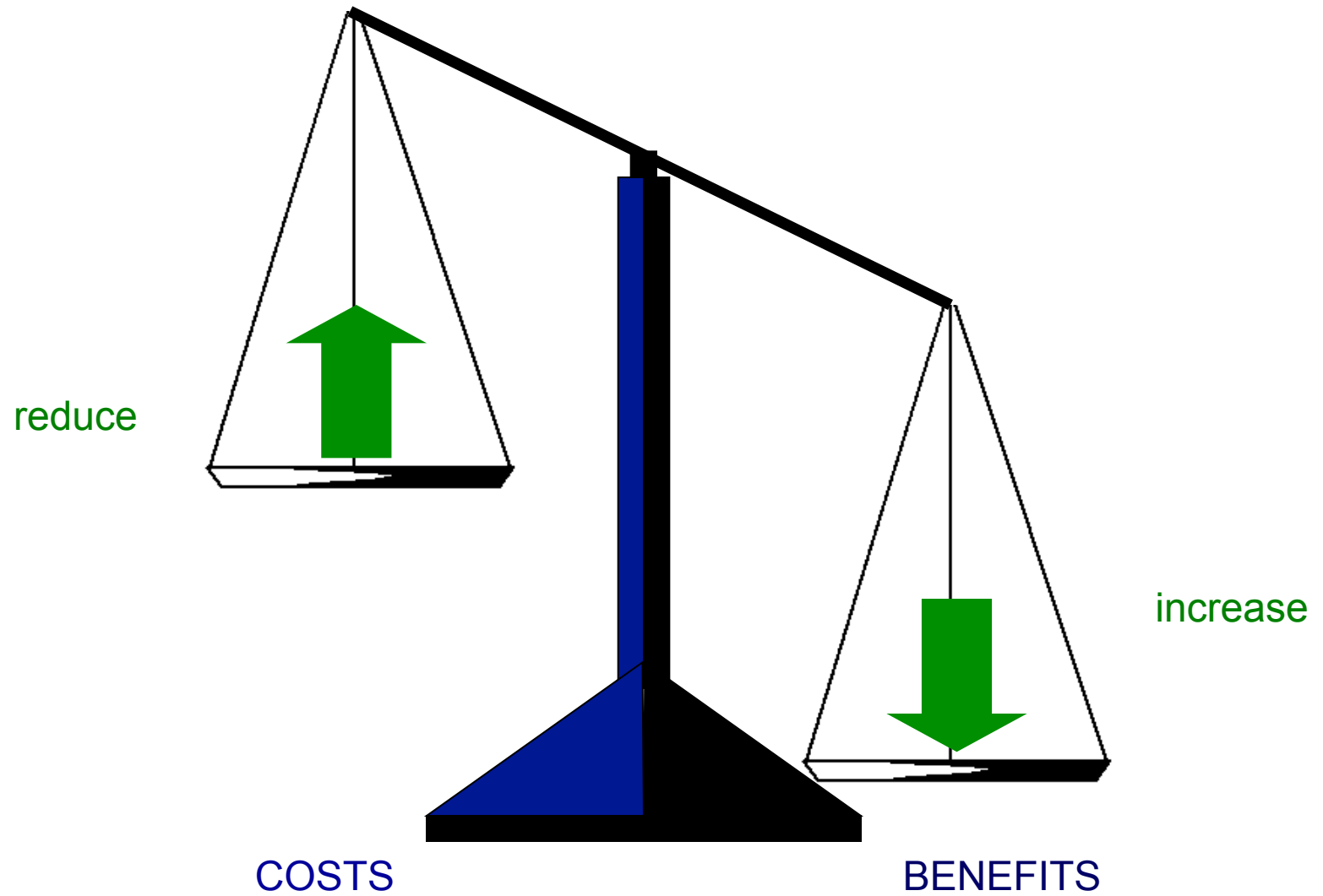


1. Targeted smoking cessation support:

- Cessation groups
- Pharmacies
- GP practices
- E-referral
- Pharmacotherapy
- Helpline
- Drop-ins
- Acute

2. Improvement Methodology

- Address variation
- Track improvement

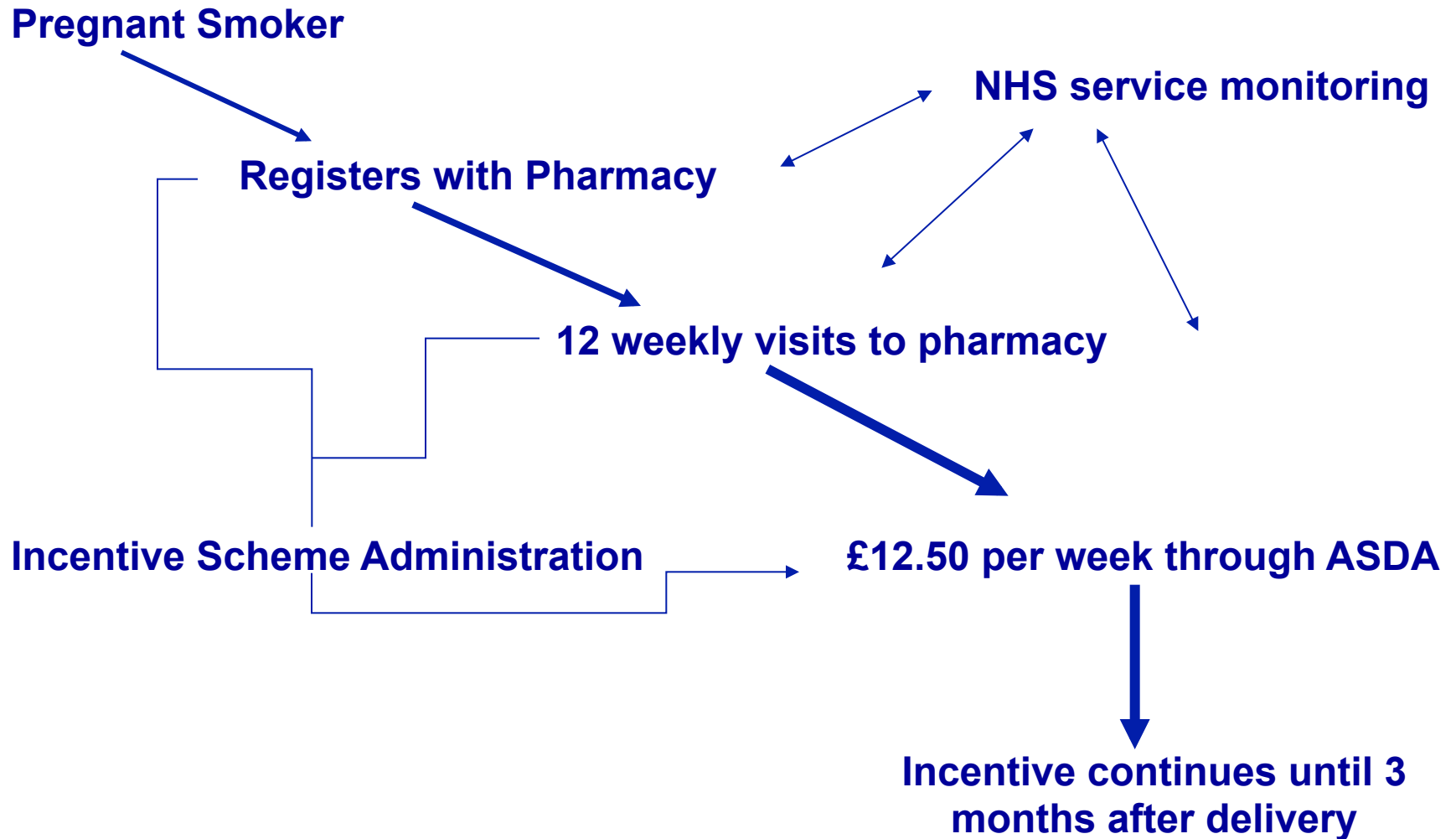


Social Marketing

give it up
 for baby

GIUFB

Systems and Information Flows

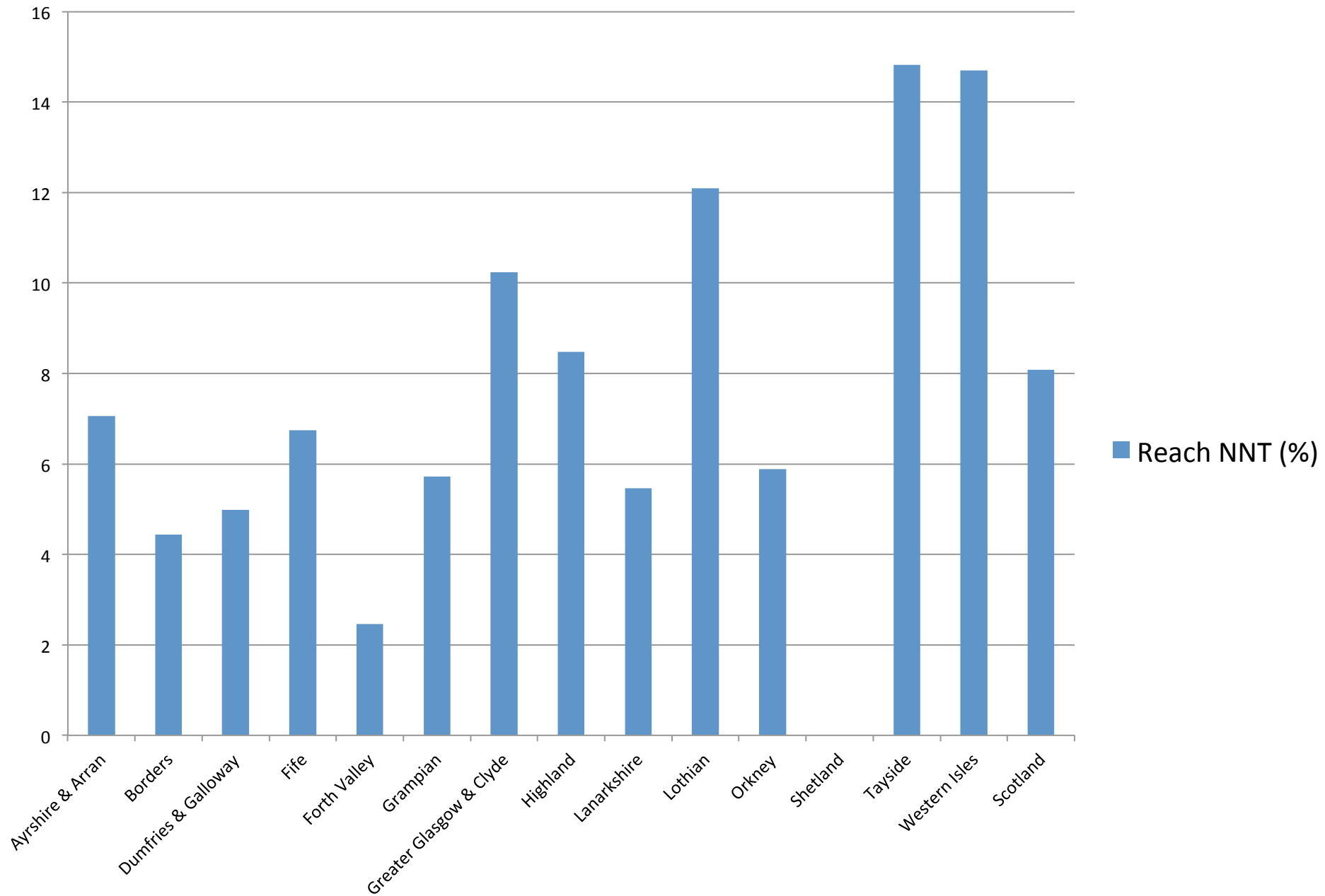


GIUFB

Partnership Processes



Smoking in Pregnancy 2011 - 4 Week Quits



Media Reaction

- “NHS Tayside bribes pregnant mums to stop smoking”



Social Marketing



Could £50 a month to spend on groceries make the difference to you?



Quit4U is an NHS Tayside Smoke Free scheme to help you stop smoking. If you are 16 or over and eligible to join, we will give you all the support you need to try to quit **PLUS** you will get £12.50 for every smoke free week to help you with your food shopping.

To find out more telephone: 0845 600 999 6

Text: SMOKE and your name to 84555

facebook.com/nhstaysidesmokefree

Quit4U



Quit4U



An Effective Model

- Quit4U provides an effective and cost effective model for supporting smokers from disadvantaged communities to stop smoking
- Factors influencing the success of the design included use of CO tests, rolling group design, high quality pharmacy support, greater use of varenicline, financial incentives

Comparison of QUIT4U and Scottish Average Performance

	4 weeks	12 weeks	12 months
QUIT4U	49.9%	30.7%	9.3%
Non-QUIT4U	33.7%	14.2%	6.5%

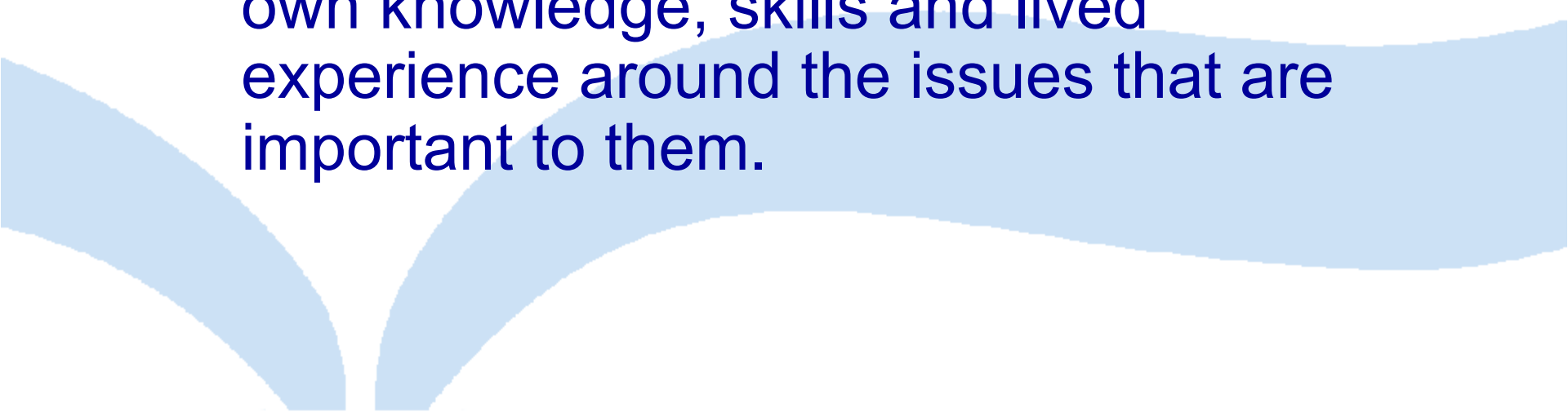
Kinship Groups

- GIUFB and Quit4U evaluations showed that people quit smoking in cluster or kinship groups.
- In addition there is evidence (Pirre, Hellerstedt, Lando, Steele and Dunn 2010) that pregnant smokers identified a woman in their social network to help them stop smoking.

Co-Production

- Co-production means delivering public services in an equal and reciprocal relationship between professionals, people using services, their families and their neighbours. The challenge is to work with communities, not to find out what they want and then provide it, but to enable them to take control and provide their own solutions.

Assets Approach

- Assets are concerned with bringing people and communities together to achieve positive change using their own knowledge, skills and lived experience around the issues that are important to them.
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- A decorative graphic at the bottom of the slide consisting of several overlapping, curved, light blue shapes that resemble waves or stylized hills, extending across the width of the slide.

Conclusions



- Greater commitment by the Acute sector to brief interventions
- Commitment to applying improvement methodology to reduce variance and increase cost effectiveness in smoking cessation services
- Interventions targeted at SIMD 1&2 small population areas/neighbourhoods using co-production/assets based approaches
- Behavioural change models which utilise social marketing methodology
- Further research into kinship groups as a future area for development