

Health Promotion Service – Project Overview

TITLE	<i>Cornwall and Isles of Scilly Stop Smoking Service</i>
NATIONAL TARGETS / LOCAL PRIORITIES	<p><i>To reduce smoking prevalence in over 16s to under 10% by 2020.</i></p> <p><i>To reduce smoking prevalence in 11 – 15 year olds to under one per cent by 2020.</i></p> <p><i>Smoking LAA</i></p> <p><i>PCT Strategic Priorities – 3, 4, 5, 9 and 10.</i></p> <p><i>Health and Wellbeing Strategy – SmokeFree Cornwall & the Isles of Scilly</i></p> <p><i>Smokefree South West Business Plan 2010/11</i></p>
SCOPING	<p><i>General Household Survey</i></p> <p><i>Health Profile of England 2009</i></p> <p><i>A Smokefree Future: A Comprehensive Tobacco Strategy for England</i></p> <p>NICE Guidance:</p> <p><i>Brief interventions and referral for smoking cessation in primary care and other settings (Public Health guidance PH1)</i></p> <p><i>Smoking cessation services in primary care, pharmacies, local authorities and workplaces, particularly for manual working groups, pregnant women and hard to reach communities (Public Health Guidance PH10)</i></p> <p><i>Preventing the uptake of smoking by children and young people (Public Health guidance PH14)</i></p> <p><i>Smoking cessation service for people having elective surgery (NICE Commissioning guide)</i></p> <p><i>Health Profiles for localities in Cornwall</i></p>
AIM(S)	<p><i>Reduce smoking prevalence</i></p> <p><i>Reduce smoking among 11-15 year olds</i></p> <p><i>Reduce the number of women who smoke during pregnancy</i></p> <p><i>Focus smoking cessation on low income smokers</i></p>
OBJECTIVES	<p>To maintain a media profile.</p> <p>To offer varied and diverse ways in which smokers wanting to quit can access and use the service.</p> <p>To continue to work with Environmental Health and tobacco control agencies.</p> <p>To raise awareness and increase exposure of the Stop Smoking Service to more 11-15 year olds.</p>

	<p>Ensure county wide coverage of a midwife-led specialist cessation service to support pregnant women and their partners to stop smoking.</p> <p>To continue to run work place sessions, with an emphasis on low paid manual workers.</p> <p>To continue to develop and deliver the smoking LAA to improve the 12 month quit rate through development of level III service and to deliver specialised smoking cessation in areas of highest deprivation.</p>
<p>PROJECT TARGETS and BEHAVIOURAL GOALS</p>	<p>To maintain a media profile.</p> <p>To promote No Smoking Day with chosen theme.</p> <p>To achieve the four week quitter target.</p> <p>To provide training for Stop Smoking Service community staff.</p> <p>To represent the Smokefree Alliance at appropriate partnerships.</p> <p>To continue Smoke Free Homes Project.</p> <p>To run Smoking Cessation Brief Intervention Training for health professionals.</p> <p>To continue to explore opportunities to setup sessions within workplaces.</p> <p>To work with partners to achieve LAA targets.</p>
<p>THE PROPOSITION</p>	<p><i>To provide advice and support to people who wish to stop smoking.</i></p> <p><i>To extend range of services provided – venues and timings.</i></p> <p><i>To develop the secondary care project, including carrying out a baseline dataset.</i></p> <p><i>To develop partnership working through the Tobacco Control Alliance.</i></p> <p><i>To develop a programme of publicity events for 2010/11, including No Smoking Day.</i></p> <p><i>To develop a range of communication channels with clients, staff and partners including use of Face book, email and texting.</i></p> <p><i>To work with CPT to develop smoking cessation programme in mental health settings.</i></p> <p><i>To develop a project around teenage pregnant smokers with WILD.</i></p> <p><i>To continue to roll out Smokefree Homes and STOPS.</i></p> <p><i>To develop and set up a voucher scheme for the provision of NRT.</i></p>
<p>EVALUATION</p>	<p><i>In house:</i></p> <p><i>Patient database – four week quitters and 12 month quitters.</i></p> <p><i>Duck database – pregnant women referred</i></p> <p><i>Media coverage - number of press releases issued, number of press releases published, number of radio/TV interviews</i></p> <p><i>Number of services provided at evenings and weekends including the recruitment of additional advisors.</i></p> <p><i>Number of closed and rolling groups.</i></p>

	<p>Number of people signed up to Smoke Free Homes Project Number of people engaging through work at RCHT and CPT Number of schools involved with STOPS</p> <p>Local: Smoking post-delivery (post-pregnancy)</p> <p>Regional: Smoking prevalence data Smoking at time of delivery data.</p>
<p>DELIVERY PARTNERS and Stakeholders</p>	<p>All NHS Trusts Cornwall Council including Environmental Health, Trading Standards, Fire Service, Education, Children's Services Schools Local businesses Children's Centres Government Office South West South West Tobacco Alliance Network Health Promotion Service Healthy Schools Chambers of Commerce Cornwall Centre for Volunteers Cornwall Blind Association Local media</p>