



ShowCase

Lewisham learning demonstration site

Topic: Smoking

Organisation: NHS Lewisham

Location: Lewisham (London)

Dates: September 2007 – April 2010

Budget: £55,000

Website: www.smokefreelewisham.co.uk

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Overview

This project aimed to increase the number of routine and manual smokers accessing and quitting with NHS Stop Smoking Services in Evelyn ward. It estimated to have the highest smoking prevalence and highest indices of multiple deprivation in the London borough of Lewisham.

The project developed partnerships with various local organisations, such as Millwall Football Club and workplaces, to offer stop smoking surgeries at popular venues and at more convenient times. Recruitment drives and partnership promotional events were held in the area and a dedicated Recruitment and Outreach Workers team was set up to engage with all sectors of the community and foster long-term referral opportunities.

Results:

- Service data indicated a 21.3 per cent increase in the number of Evelyn residents using NHS Stop Smoking Services from 2008 to 2009. This was greater than the 12 per cent increase across Lewisham as a whole, suggestive of the project's impact
- The proportion using pharmacy services and sessions run by the outreach workers increased between 2008 and 2009, although the proportion using a GP-based service decreased. These services doubled the number of people quitting during this period

1. BEHAVIOUR

- To increase the number of routine and manual smokers accessing and successfully quitting with NHS Stop Smoking Services in Evelyn ward of Lewisham

2. CUSTOMER ORIENTATION

- Health improvement programme research was carried out to gain an overview of local issues from a health perspective, it looked at health inequalities, contributing factors and local and national health statistics
- Focus groups were held with 32 smokers and interviews were held with 6 health professionals who provided the SSS in Evelyn ward
- A further focus group was held in a local pub in June 2009 with more hardened smokers, to test their awareness of and attitudes towards smoking cessation services

3. THEORY

- **Stages of Change Theory:** aims to move people from pre-contemplation of a new behaviour, through contemplation, towards action and maintenance
- **Social Norms Theory:** People's behaviour is strongly influenced by their perception of how other members of their social group behave and their level of desire for conformity with the group

4. INSIGHT

- A high proportion of the Evelyn population worked in R&M jobs and so required services that fit around their working patterns. Evening surgeries close to transport links were therefore needed
- Smoking among R&M workers was often a core part of their social interactions with friends, family and colleagues
- Issues of debt, housing and money management contributed towards people's high stress levels. Smoking was often considered a refuge and form of stress relief
- Those who had used a service complained about the wait for a first appointment and sessions being too short, with no support 'to fall back on' in the longer term.

5. EXCHANGE

Barriers

- Isolation from peers, family members and other social groups
- Not having a legitimate excuse for regular breaks from work
- Having to deal with everyday stresses without the relief of cigarettes
- Potential weight gain

Benefits

- Improved health
- Financial savings and being able to treat yourself with the money saved
- Sense of achievement

6. COMPETITION

- Illegal sales of cheap imported cigarettes
- Marketing of cigarettes
- Private (non-NHS) stop smoking services

The project team sought to counteract this competition by:

- Highlighting the short- and long-term cost savings that can be made by quitting smoking
- Highlighting the rising trend of smoking cessation and the opportunity for quitters to be part of a social movement towards a smoke-free society
- Effective advertising and promotion of the NHS SSS to the target audience

7. SEGMENTATION

Adult smokers in R&M employment: The prevalence of smoking within R&M employment is higher than in other socioeconomic groups. The impact of reducing smoking prevalence within this target group would therefore be significant in this ward, due to the proportion of the population employed in these fields

8. METHODS MIX

- Outreach at workplaces, organisations and schools
- Extended stop smoking advice services
- GP exercise referral scheme
- Stress management workshops
- Promotional materials including; Staff newsletters and health e-newsletters, features in the local press...
- A partnership developed with Millwall FC, which provided two key promotional opportunities to promote the SSS to football fans
- A new website was launched in January 2010, which signposts visitors to Evelyn's cessation services
- Face-to-face promotion and recruitment to SSS through local events and tours