

Public Accounts Select Committee Meeting 5th February 2008

Accountability and Value for Money of Strategic Partnership Relationships Review: Smoking Cessation LPSA Target

1. Background

This LPSA target was always challenging. Despite the fact that the stretch on the original target was small, the overall target is very challenging as the baseline was taken from the DH target 2003/6. The DH has since recognised that this target was very high and the PCT target for 2006/7 and 2007/8 was accordingly reduced. By this time it was not possible to reduce the LPSA target as this had already been negotiated. In effect, with the accumulated deficit of 4 week quits achieved for the three-year period, the stretch for 2007/8 is actually more than 1000.

The LPSA stretch target for 2005/8 for 4 week quits is 5867
The LPSA stretch target for 2005/8 for 52 week quits is 1760

Performance to date

4 week quits

2005/6 = 1224 4 week quits

2006/7 = 1576 4 week quits

Qtr 1 2007/8 = 409 4 week quits

Qtr 2 2007/8 = 360 4 week quits

Total: 3569

Qtr 3 data due Feb 25th 2008

Performance 2007/8 for 4 week quits is in line with the NHS London trajectory for achieving the LDP target of 2049 = 36% of the target to be achieved by the end of the second quarter. Stopping smoking is a seasonal activity and most attempts are made in the last quarter of the year.

The LPSA 2007/8 4 week quit target is very challenging = 3067 quits. We need to recruit 7500 smokers into the service this year to be able to achieve the LPSA target.

52 week quits

2006/7 = 105 quits, 145 relapsed of 250 calls achieved. 483 calls attempted.

2007/8 = 110 quits, 169 relapsed of 279 calls achieved (not complete year).

National Support Team visit November 2006 The National Support Team for Tobacco Control, from the Department of Health visited Lewisham in November 2006 and concluded that while Lewisham faced significant challenges, there were a number of actions that could be carried out to affect positive changes in relation to smoking prevalence and health inequalities. The team came up with five key messages for action:

- Change the Focus to Health Inequalities and reducing Smoking Prevalence
The NST recommended that the PCT changes its emphasis solely on quit targets to addressing the health inequalities - *a Social marketing project in Evelyn ward has been established in addition to a focus on pregnant smokers and smokers living in New Cross, Evelyn and Downham wards*
- Quick Wins re Increasing Quit Rates - *see data collection action plan*
- Establish a Tobacco Control Alliance with strategic partners - *this has been achieved*
- Develop a holistic action plan (including communications) ready for smoke-free legislation - *the Stop Smoking service was marketed together with publicity about smokefree*
- Review Key Aspects of Expenditure from the Stop Smoking/Tobacco Control Budget - *this year the PCT increased the budget for the Stop Smoking service by £50,000, (bringing it to £350,000) and an additional £30,000 was also allocated from LAA funding to support the service*

2. Budget

There are no pooled budget arrangements in place for this target. Funding has been transferred from Local PSA funds and Neighbourhood Renewal Funding from LBL to the PCT via Section 28a transfers.

	PCT	LPSA	NRF	Total
2005/6	297,000	13,860	0	310,860
2006/7	304,000	53,500	25,000	382,500
2007/8	355,000	12,640	55,000	422,640
Total	956,000	80,000	80,000	1,116,000

In addition to commissioning the Stop Smoking service through mainstream advisors such as pharmacies, general practice and the Maudsley Specialist Clinic the following actions have been taken to improve performance:

Improve data collection

The data collection system has been done manually historically. Two initiatives have recently been established to change the reporting system:

- Ensuring that data from GP practices can be captured electronically through installing a template, training staff and running reports through seconding a project officer full time.
- Company commissioned to set up web-based system for community and pharmacy advisors to input their data on smokers quitting

Recruit more smokers

- a marketing company called one deep breath are aiming to recruit 1000 more smokers into the service this quarter. They are advertising in primary care, inside buses, outreach in Lewisham Shopping Centre and Deptford Market, writing to every Lewisham based business, offering free Nicotine Replacement Therapy.
- GP practices proactively calling smokers from patient their practice list
- 'Stop Before the Op': calls to everyone booked for elective surgery at University Hospital Lewisham to invite them into the stop smoking service
- Pregnancy project - dedicated advisors for women in pregnancy and their partners. Every pregnant woman who smokes is called to discuss their smoking, invited to a clinic or offered a home visit.
- health events at Goldsmiths College, New Deal for Communities, African Community Partnership, shopping centres, North Lewisham cardio-vascular disease collaborative events, schools
- outreach door to door calling on Kender Estate, New Cross Gate
- Voluntary Action Lewisham project proactively contacting community and voluntary organisations raising awareness and signposting people to services

Provide more accessible services

- weekly clinics in 7 GP practices providing additional time - South Lewisham, Hilly Fields, the Grove, the Waldron, Dr Sarker, Woodlands, Triangle
- North Downham Training Project providing a stop smoking service to women at the training project and reaching other smokers in innovative ways in Downham
- Walk In Centre Wed evening clinic until end March
- Smokers' Clinic at Lewisham Hospital Monday evenings

3. Budget Management

The budget is managed by the PCT Stop Smoking Co-ordinator, within the Public Health Directorate of Lewisham PCT and is subject to the PCT financial controls. Budget reports are made on a regular basis to the PCT Stop Smoking Task Group, which meets monthly.

4. Performance Monitoring and Measurement

4 week quits

The definition of a 4 week quit is a smoker who has stopped smoking 4 weeks from a set quit date, with not a single puff in the 3rd and 4th week of the quit. This is a quit supported by a stop smoking advisor trained according to Health Development Agency guidelines.

Performance is monitored on a quarterly basis. Data on the number of smokers setting quit dates and succeeding in quitting at 4 weeks is collated by the Lewisham Stop Smoking Service core team from the wide range of stop

smoking service providers and entered onto a database. It is submitted to the LSP team as part of the its performance management framework for the Local Area Agreement and to NHS London, who in turn send information for London to the Department of Health.

52 week quits

The definition of a 52 week quitter is a smoker who has stopped smoking 52 weeks from a set quit date. The figures are a sample of the overall number of quitters. 215 of 529 people called is a 40% rate still quit at 52 weeks.

Regular reports are provided to the Tobacco Control Alliance, (Chaired by Kevin Sheehan, Head of Strategy, LBL), which reports to the Healthier Lewisham Partnership Board, (jointly chaired by Chris Watts, Director of Public Health, PCT and Karen Swift AD Communities Directorate, LBL), which reports to the Adult Strategic Partnership Board. The performance of the smoking cessation target has been presented to the Adult Strategic Partnership Board as an integral part of the Health and Older people's LAA performance monitoring process. There has not been a separate report to the Adult Strategic Partnership Board.

Jane Miller 25/01/08