

Smoking Cessation - Birmingham Measures Toolbox Webinar

Rachel Emmerich, rachel.emmerich@birmingham.gov.uk

Senior Officer – Adults Public Health (Smoking Cessation)

Phone: 0121 303 6177 (MS Teams)



 **RESET**

 **RESHAPE**

 **RESTART**

Introduction



Impact and outcome measurement should be a key part of any intervention.

Measuring in the impact of what we do helps us demonstrate that what we are doing is making a difference. They help us demonstrate that an intervention is having an impact in a measurable way rather than using just stories.

Using standard tools allows us to compare different interventions impact. Combining these standard measures with standard questions on people's identity helps understand if different interventions are more effective for different groups. We can also combine them with information on the cost of an intervention and the numbers of users to look at cost effectiveness.

Without clear impact and outcome measurements it is difficult to support funding for interventions or to justify that the approach used should be continued or scaled up.



Birmingham Public Health Measurement Toolbox

The Birmingham Public Health Measurement Toolbox has been developed to standardise impact and outcome measures for interventions that are trying to improve health and wellbeing across Birmingham.

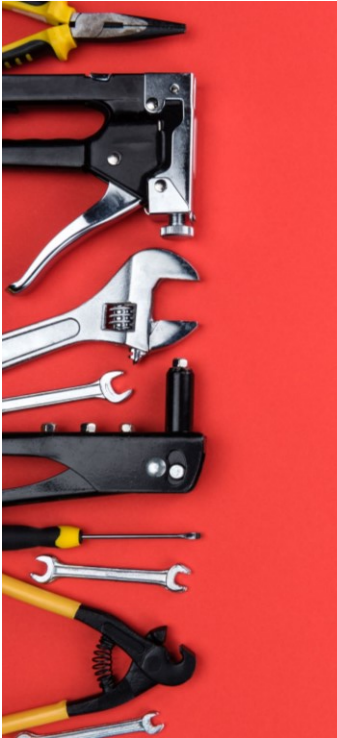
The toolbox supports organisations when they are developing projects to build the appropriate measures into their service design.

It provides clarity and transparency on how to clearly assess and measure interventions based on their focus, which can then be demonstrated clearly when applying for funding.

It allows for accurate and meaningful comparisons between different programmes and interventions to help inform decision-making.



Birmingham Public Health Measurement Toolbox



The Toolbox is a developing set of resources to support measurement related to different areas of health and wellbeing, these include:

- Physical activity
- Smoking
- Mental Wellbeing
- High Blood Pressure/Hypertensions
- Long-acting Reversible Contraception
- HIV and Hepatitis Risk Reduction

For each section there is:

- A description of the issue/topic
- Links for local or national information on the issue/topic
- A description of the tool
- Information on any registration requirements to use the tool
- Useful links to support behaviour change and evidence-based interventions related to the issue/topic
- A case study example of using the tool in practice



Smoking toolkit



What is smoking?

- Tobacco is made from the leaves of tobacco plants. It contains nicotine which is an addictive substance
- Smoking is the action of inhaling and exhaling tobacco smoke via cigarettes, cigars, pipes etc...
- All forms of tobacco use are harmful, and there is no safe level of exposure to tobacco. Cigarette smoking is the most common form of tobacco use worldwide. Other tobacco products include waterpipe tobacco, cigars, heated tobacco, roll-your-own tobacco, pipe tobacco, and smokeless tobacco products.



National and local context

Smoking is one of the biggest drivers of disease and premature death. [Smoking harms](#) nearly every organ of the body. Smoking reduces fertility and significantly raises the risk of developing type 2 diabetes, eye disease and dementia.

It leads to decreased bone mineral density and is associated with increased risk of osteoporosis, bone fractures, back pain and degenerative disc disease. Supporting people to give up tobacco, whether cigarettes or other forms, should be based on behaviour change theory and practice.

The National Centre for Smoking Cessation and Training provides free training on how to support smoking cessation conversations- [NCSCT - National Centre for Smoking Cessation and Training](#)

Benchmark data- [OHID Fingertips Tobacco control profiles](#)



Measuring smoking

Target population:

- Adult smokers living in Birmingham or registered with a Birmingham GP who are unemployed
- Adult smokers living in Birmingham or registered with a Birmingham GP who are working in a manual occupation e.g. a factory worker.
- Adult smokers living in Birmingham or registered with a Birmingham GP who have a long-term mental health condition

Measurement Tool & Frequency:

- Birmingham Smoking Questionnaire
- Pre-intervention, Mid-intervention & 10 Weeks Post-intervention



What are we aiming to measure in the tool?

- 1) Understanding of barriers individuals experience when trying to quit smoking.
- 2) Citizen's awareness of the stop smoking services available to them.
- 3) Uptake of the service and signposting to stop smoking support interventions.

We want to know:

- Are individuals aware of the available stop smoking services?
- Do they know if they are eligible to access these services?
- What type of tobacco they use and frequency?



Measurement tool: Smoking Questionnaire

Question	Response options
What is your smoking status? (tick all that apply)	<ul style="list-style-type: none">• Current smoker – cigarettes/pipe• Current smoker – vape/e-cigs only• Current smoker – shisha• Ex-smoker• Never smoked
If you are a current smoker how many cigarettes/pipes/vapes do you smoke on average each day?	Free text response
Do you regularly use any of the following?:	<ul style="list-style-type: none">• Khat• Paan• Betel nut
Do you want to stop smoking?	<ul style="list-style-type: none">• Yes• No• Not applicable



Using the tool



Making every contact count - ask these questions at every contact-[MECC Link](#)



You are the heart of the community and can help individuals access stop smoking support and start their quit journey



Ensure appropriate policies are in place to collect and store data collected



Establish if IT/language are issues and direct where additional support can be offered



Specific risk and issues to consider

Digital poverty

Confusion over eligibility

Language and communication barriers

Inconsistent messaging from health professionals.



Case study

Identified an area or target group where smoking prevalence is high. Approached individuals to help identify barriers/issues using toolkit questions.

As a result, Very Brief Advice training was received, and they now discuss the benefits of quitting smoking and signpost to services that support quitting.

As a result, locals felt they could support individuals by signing up to stop smoking services

Monthly reviews with individuals identified a lack of knowledge on smoking and support services available.

Individuals complete the mid-intervention and 10 weeks post-intervention questions and record the outcome



Additional resources

- [NHS Better Health Quit Smoking](#)
- [All Our Health: Smoking](#)
- [NHS Pan, bidi, shisha risks](#)
- [Stop Smoking What Works](#)
- [NICE Guidelines on Smoking Cessation](#)
- [National Centre for Smoking Cessation and Training](#) (free training on smoking cessation)
- [Respiratory Health and Smoking webinar - Bolder Healthier Winter - YouTube](#)

