



Feidhmeannacht na Seirbhíse Sláinte
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HSE Irish Health Promoting Health Services ⁷⁵

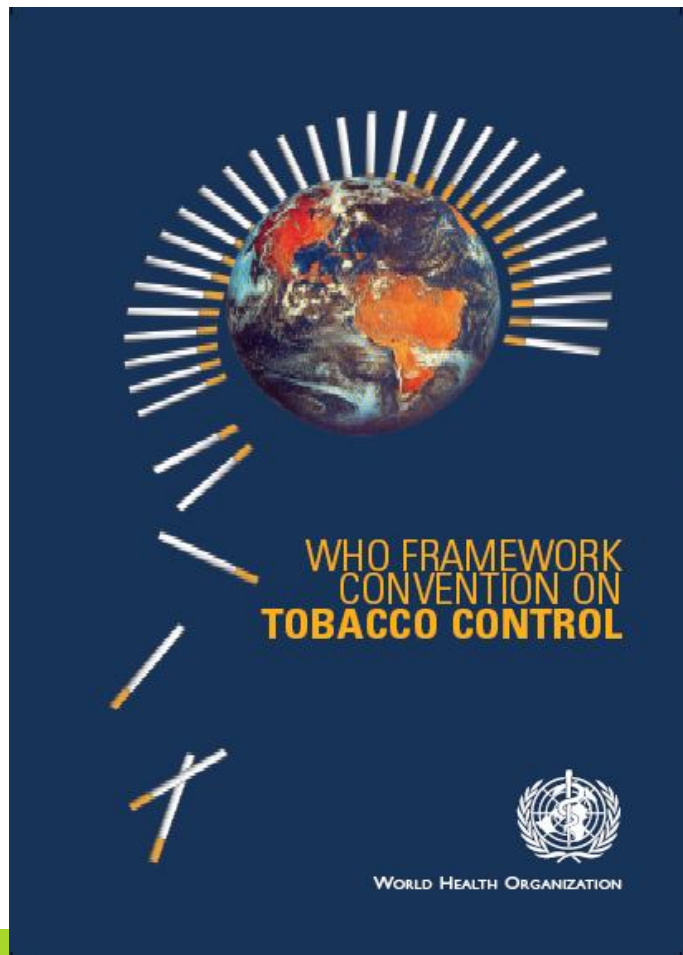
Tobacco Cessation

‘Quitting and staying quit – what works?’

Ms Miriam Gunning
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Current Chair – ENSH-Global Network of Tobacco Free Health
Services

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Intends to minimize and eliminate:
Tobacco addiction in all its forms
Nicotine addiction
Exposure to tobacco smoke



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Current situation in Ireland



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- High tax on tobacco products €10.50/20 pack cigarettes
- No advertising/sponsorship/sales promotion
- No smoking in the workplace (playgrounds)
- No sale of tobacco products to under 18's
- Pictorial warnings on cigarette packages
- No promotion at point of sale
- On-going problem with illegal sale of tobacco
- Register of all retailers selling tobacco products
- Successful 'QUIT' campaign

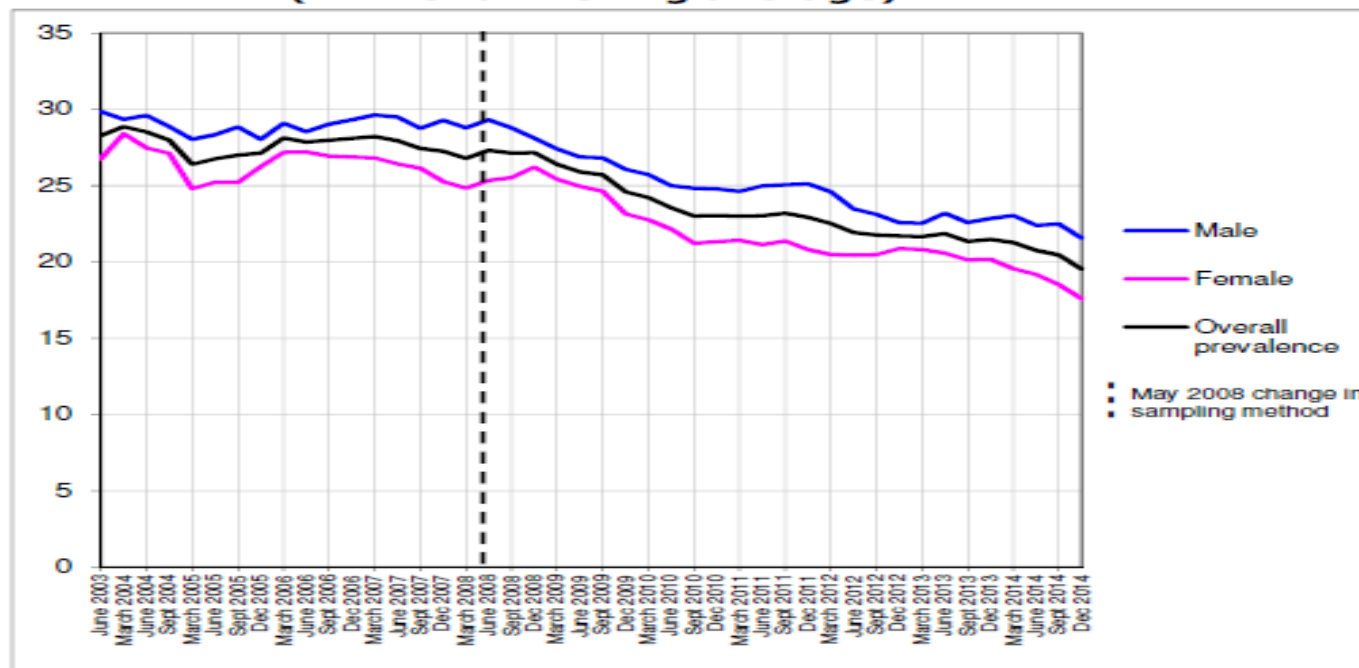
Legislation being drafted:

- To ban smoking in cars with children & to introduce plain packaging



Figure 2.6 shows that overall smoking prevalence has declined from 28.28% in June 2003 to 19.53% in December 2014. Since the tracker began, a higher proportion of men have smoked every year. Male and female smoking has declined to 21.55% and 17.59% respectively.

Figure 2.6: Cigarette Smoking Prevalence by Gender (12 month moving average)





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Framework for improved health
& Wellbeing 2013-2025



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Tobacco Free Ireland
by 2025



QUIT



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Treating tobacco as a care issue



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- WHO 1994 Classification of Disease ICD-10: Nicotine Dependence – a chronic relapsing disease –
- Diagnosis code
 - Z72.0 current tobacco use,
 - Z86.43 past history of tobacco use,
 - F17.1 harmful tobacco use,
 - F17.2 tobacco dependence o
 - F17.3 withdrawal state
- Treatment code Z 71.6





Monitor tobacco use and prevention policies

Protect people from tobacco smoke

Offer help to quit tobacco use

Warn about the dangers of tobacco

Enforce bans on tobacco advertising, promotion and sponsorship

Raise taxes on tobacco



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HSE Transformation Programme

...to enable people live healthier and more fulfilled lives

Easy Access - public confidence - staff pride

The Health Service Executive

Tobacco Control Framework

February 2010

Tobacco Management in Irish health services 2010-2015



Tobacco Free Campus Policy in ALL health services





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You can quit and we can help



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How Ireland puts the **W** and **O** in MPOWER
Smokers & quitters at the centre
W & O hand in hand
Evidence & Learning





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Where we were in 2010



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Campaign material adapted
from UK market

Adapted UK TV
campaign

Poor links and integration
between campaign and
between services

Quitline – phone only,
decreasing activity, not
connected to online/face-to-
face services

National
Quitline 2-tier
Phone only
1850 201 203

Give up
Smoking.ie

Give up Smoking.ie –
increase in use of online
QUITplan, approx 5000
annually

1-1 clinics
Group Services

Disconnected pathways for
smokers seeking help to quit





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Focus on MPOWER



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QUIT Campaign www.quit.ie

Local and International Research

Emotional, disruptive messages

Why to quit and **how** to quit

Real life stories from courageous Irish families

Enough money to let people see them



“You can quit and we can help”



1

1 IN EVERY 2 SMOKERS WILL DIE
OF A TOBACCO RELATED DISEASE

2



1

2

1 IN EVERY 2 SMOKERS WILL DIE
OF A TOBACCO RELATED DISEASE

quit.ie 1850 201 203

 HeALTH SERVICE EXECUTIVE  irish cancer society

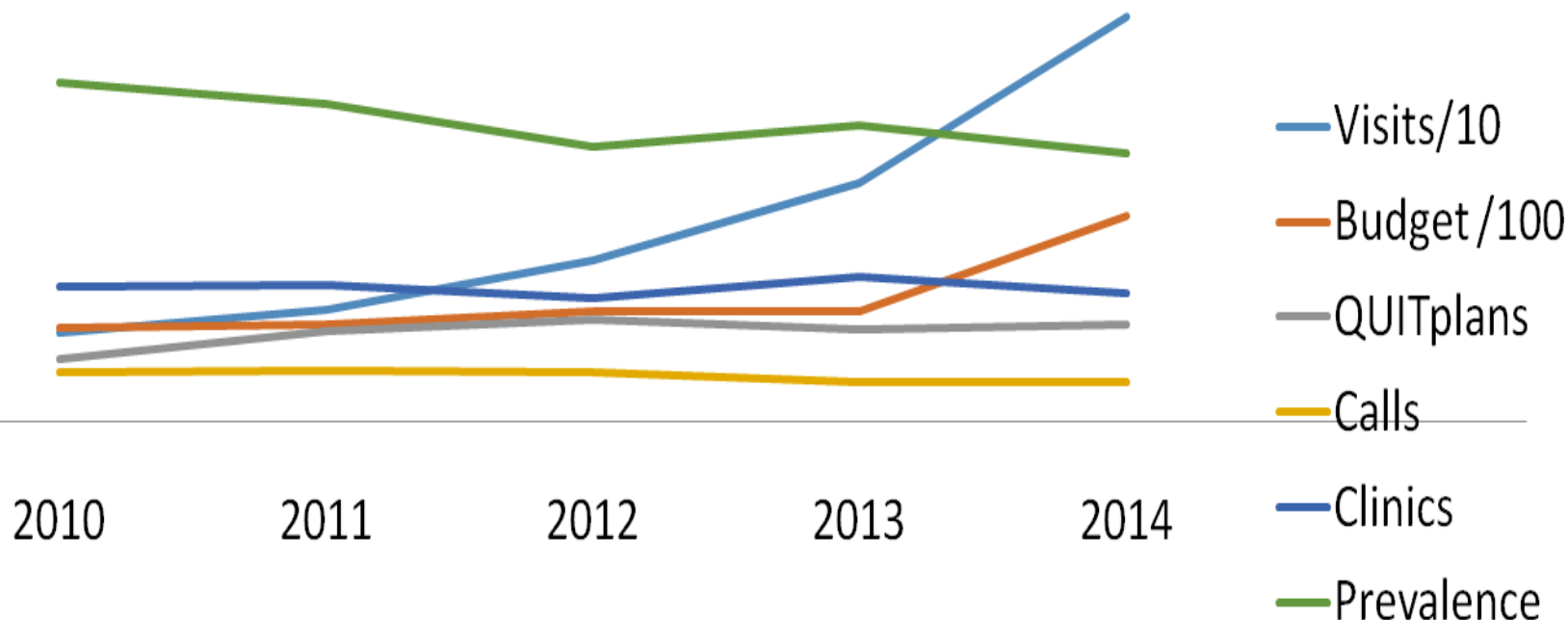
CAN YOU LIVE
WITH THAT? **QUIT**

 PEOPLE'S EDUCATION  irish cancer society

quit.ie 1850 201 203

WITH THAT
CAN YOU LIVE

QUIT



More media budget = more visits, more QUITplans

This was good.

In 2015, we aimed to do better



Digital and
Outdoor



Facebook

Health
Care

Why to QUIT
How to QUIT

Radio



Partners

TV





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Our QUIT Service



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Trained cessation
support staff

Freephone

Freetext

Social
Media

Webchat

Proactive
phone
counselling

Daily texts
& emails

Social
media

Online
QUITplan

1-1
Clinics
&
Groups

Health Professional
Referrals

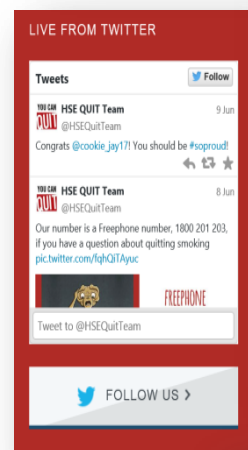




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Digital Innovation

- Be where they are
- Design for Mobile
- Daily mails and SMS
- Data and analytics
- Social innovation
- Support system
- Keep them with us
- Bring them back



ASHLEY HUGHES @ashleyhughes
I'm not giving up! Well, I'm depending on people like you to keep me going, I wanted to have one day off work, I just popped on here and read the comments from ppl, I pop on every day just to get inspired, you don't even have to comment, the ppl on here are great without reading I'm on day 1/2/3/4/18/55 etc I really don't think I could have done it, So you keep up the great work you will get there, we all will xxxx
12 hours ago · Unlike · 1





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Changing the model of service delivery
from a two-tier, low-cost and phone only
service

to one that offers free, direct access to the
QUIT programme across multiple
channels

has had a significant impact





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102k

Visits to QUIT.ie
6610 Quitplans

6k

Contacts to
QUIT Team

145k

Facebook followers
5k comments
251 posts from QUIT
Team
151 Private msgs

13k

QUIT Heroes
views
228 stories

1.7k

Twitter followers
848 re-tweets
374 tweets



QUIT



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893

(387 – 2014)

Smokers receiving
intensive support

11,339

QUIT kits sent out

401

(183 – 2014)

Signed up to QUIT programme

6,610

(4876 – 2014)

Signed up to QUIT plan

34%

QUIT at 4 weeks

Same as 2014



QUIT



Contacts – increased by 280%

Clients receiving intensive cessation support – increased by 130%

QUIT attempt with QUIT programmes –
increased by 119%

QUITplans (online) – increased by 35.5%

Success rate (quit at 4 weeks) – same as 2014

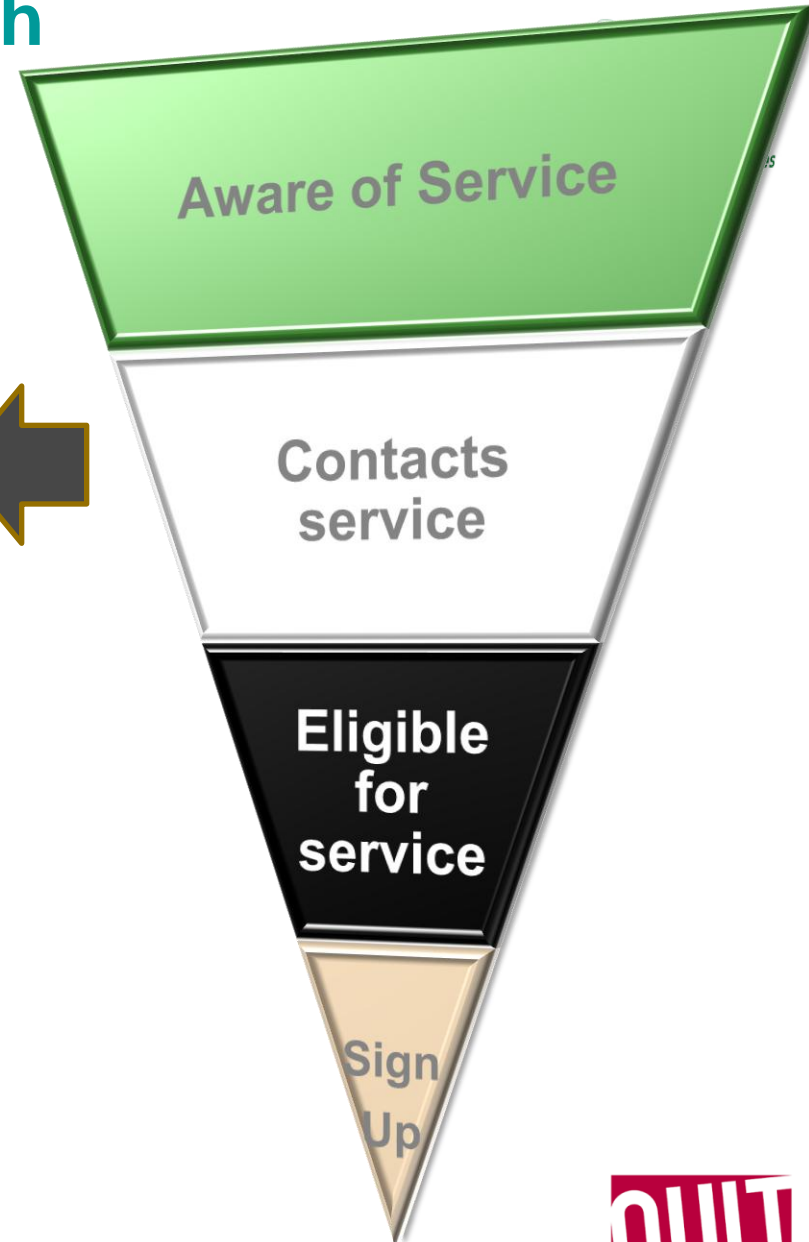


Increased reach

Type of contact	Q1 2014	Q1 2015
Phone	1,346	1,483
Text	n/a	2,649
Webchat	n/a	382
Email	n/a	421
Quitplan views	13,887	13,554
QUITheroos	n/a	12,585 users 228 stories
Social - engagement	Facebook Not connected to service	Facebook 119 private msgs 4.032 comments Twitter 1,045 followers 705 retweets

5K
Direct

30K
Engaged



QUIT

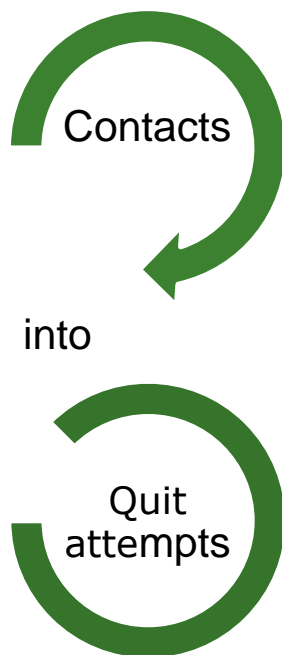


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Converting Reach into Quits



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	January to March 2014	January to March 2015
Ads, messages, media spend, TVRs similar.	Communication channels unconnected. Primary focus – lead generation.	Communication channels integrated. Direct access to QUIT programme.
PHONE – 1800 201 203		
No of contacts	1,346	1,483
No of smokers receiving intensive cessation support	256	553 – 116% increase
No of clients enrolled in QUIT programme	97	241 – 141% increase
QUIT.ie		
Site visits	93,716	77,672
QUITplan home page view	13,877	13,554
QUITplan sign-ups	3,593	5,655 – 57% increase





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Client feedback

Customer Satisfaction Survey – March 2015 (852 respondents)

Over 75% felt that the service really helped them with their quit attempt.

Didn't realise I could contact Advisor - I would have liked that

34% self-reported as quit at 4 weeks

Thank you so much for the daily support it has been the main thing that has kept me strong during my last few weeks as a non smoker I am 4 weeks tomorrow off cigarettes and couldn't have done it without you guys thanks a million Nickie

The screenshot displays the 'QUIT' app interface. At the top, there's a red header with 'QUIT' and contact information: 'FREEPHONE 1800 201 203' and 'FREE TEXT QUIT TO 50100'. Below the header, a message reads 'YOU CAN QUIT AND WE CAN HELP' followed by a question: 'Did you know that getting help to quit can more than DOUBLE your chance of success?'. To the left, there are three icons labeled 'SUPPORT', 'PRACTICAL PLANS', and 'IDEAS'. In the center, four cartoon characters are shown. At the bottom, there are three buttons: 'I WANT TO QUIT', 'I'M QUITTING', and 'HOW IT WORKS'. On the right side, there's a section for a user named 'John' with a '1 MONTH' badge and a trophy icon. Below this, there's a paragraph of text: 'We hope you are as excited as we are about the progress you've been making. Can you believe it's been 1 month already? Keep on piling these badges up high, and put yourself in the back for staying strong! Lorem ipsum dolor nibh vel velit auctor aliquet. Aenean sollicitudin, lorem quis bibendum auctor, nisi sit amet mauris. Morbi accumsan ipsum velit. Nam nec tellus a odio tincidunt auctor a ornare!'. At the bottom right, there's a summary of achievements: 'DAYS SMOKE FREE 60', 'MONEY SAVED €340', and 'CIGARETTES NOT SMOKED 120'.





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National Standard for Tobacco Cessation Support Programme



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The definition of 'QUIT' has been adapted from the Russell Standard (West et al 2005)

Self-reported Quit

- This is defined as a self-report of smoking not more than five cigarettes from the quit date
 - A: No, not a puff
 - B: 1-5 cigarettes
 - C: More than 5 cigarettes

A or B can be classified as a Self-reported Quit





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A self-reported quit that is validated with a CO monitor reading of less than 10ppm is classified as a **Validated Quit**

A **relapse** is the norm when discussing nicotine dependence and is defined as the resumption of regular smoking even if at a lower level

Service providers try three times, leave a message and failure to make contact after three attempts is documented as 'Lost to follow-up)

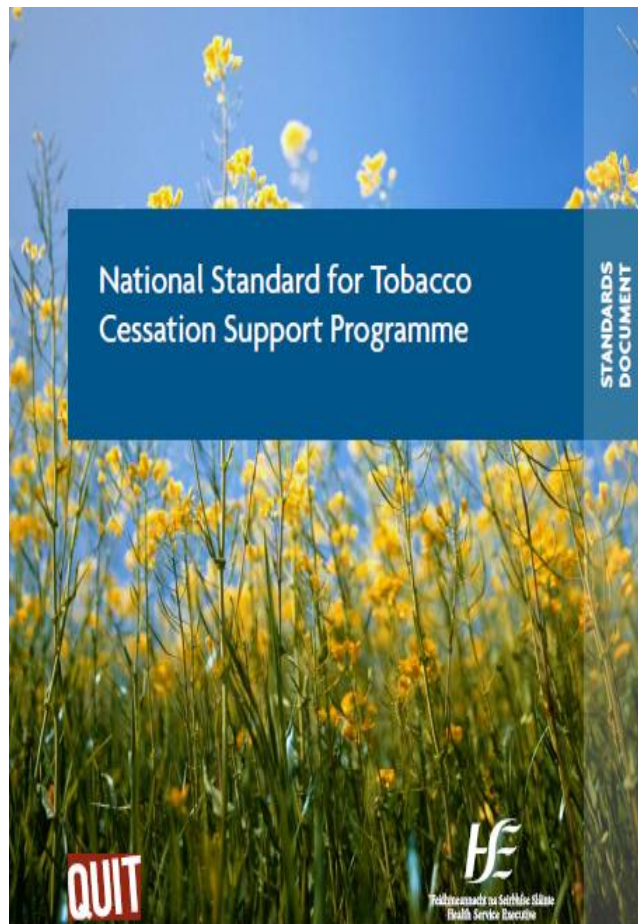




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1 month follow-up

All clients who set a quit date are followed up at 1 month (4 weeks) post quit date. The 1 month follow-up will be carried out immediately upon, or very shortly after (-3 or +14 days after) the 1 month quit date.

3 month follow-up

All clients who are still quit at 1 month will receive follow-up support from a specialist. 3 months/12 weeks of the quit date (-3 or +14 after)

12 month follow-up

The 2 month follow-up is similar to that performed at 3 months. Clients who are still quit at 3 months should be followed-up within 56 weeks of the original quit date (-3 or +30 days)



Cigarette Smoking Prevalence

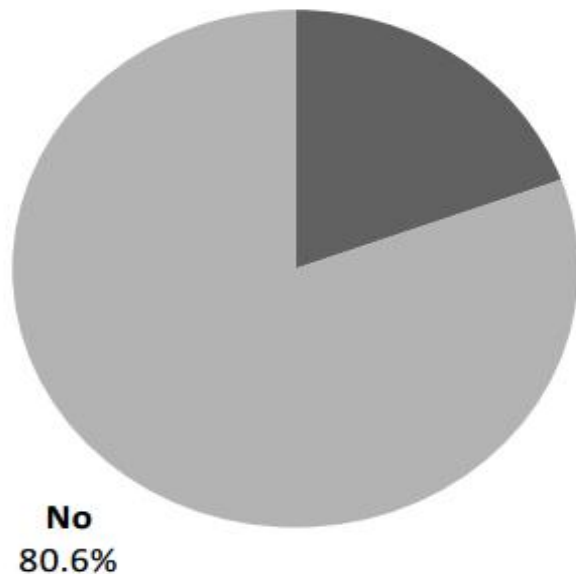
Q.1 Do you smoke one or more cigarettes each week, whether packaged or roll your own?

Smoke one or more cigarettes each week?

Smokers



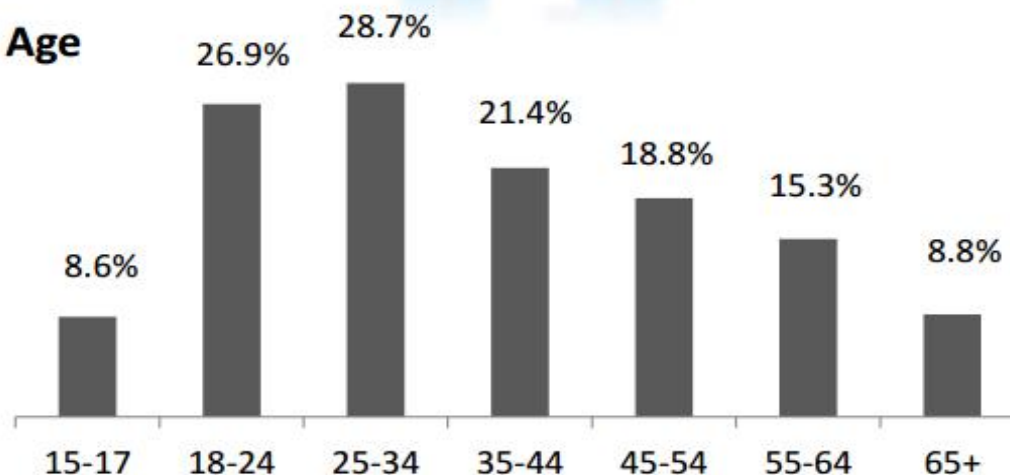
Yes
19.4%



Gender



Age



Base: All Respondents January to September 2015: 9,008



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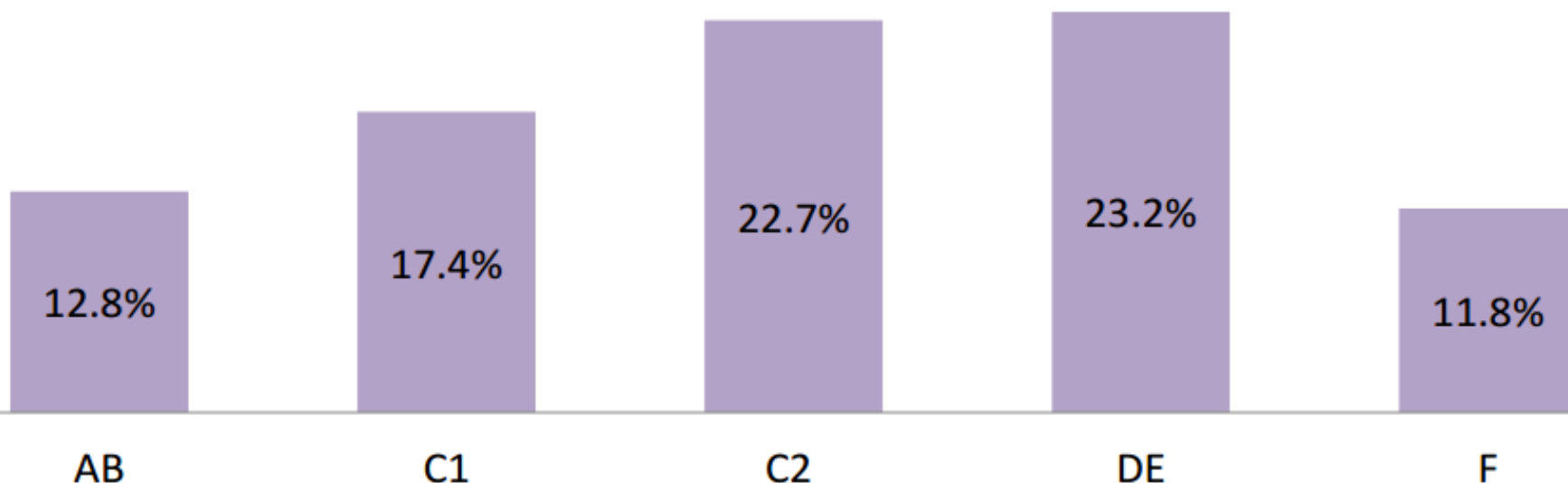
Cigarette Smoking Prevalence by Socio-Economic Group



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Q.1 Do you smoke one or more cigarettes each week, whether packaged or roll your own?

Socio-Economic Group



Smoking prevalence is highest amongst those in the DE and C2 socio-economic groups, with those in the AB & F categories being least likely to smoke.

Social Class Categorisation Source: AIMRO Standard Guide for Social Class

– Further details available on HSE website



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Membership ENSH-Global today!



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National or regional networks that want to adopt the ENSH-Global concept for tobacco free health care services.



**34 members
in
21 countries**





ENSH

GLOBAL NETWORK
FOR TOBACCO FREE
HEALTH CARE SERVICES



The ENSH-Global facilitates the sharing of information and experiences on tobacco control policies globally



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ENSH-Global advocates to enhance the **commitment of health professionals** in tobacco control





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Thank you for listening - any questions?

Please visit www.quit.ie and
<https://www.youtube.com/watch?v=Mposl7PnHZw>

Ms Miriam Gunning
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Current Chair – ENSH-Global Network of Tobacco Free Health
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