



Yorkshire  
Smokefree Service



South West  
Yorkshire Partnership  
NHS Foundation Trust



# North East Area Presentation 2022



Sarah Sverdloff – Community Stop Smoking Advisor



With **all of us** in mind.

## Aims of Presentation

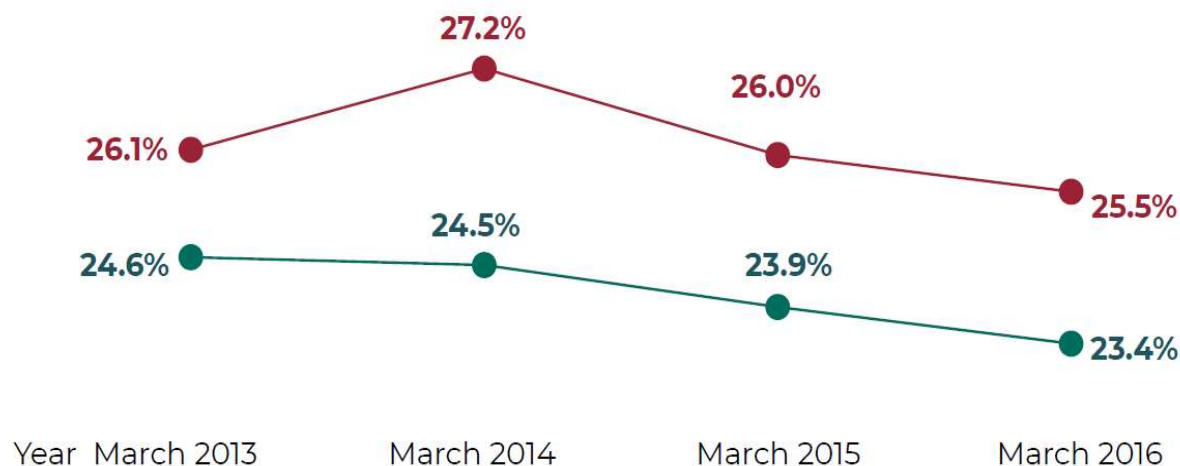
- To give an overview of the North East Project
- Current performance against set targets
- Development that has taken place
- Aims for future

# Smoking Prevalence

## Smoking

Prevalence - Adults (over 18's)

—●— North East    —●— Barnsley



No England data available for smoking prevalence as the Area Council and Barnsley data has been calculated locally from GP records.

Just over one in four adults in the North East area are smokers. Rates have been consistently higher than the rates for Barnsley at each time point during the period 2013 to 2016. The current rate of 25.5% is the lowest since 2013.

With all of us in mind.

# Contract Performance

## Yorkshire Smokefree Barnsley Ward Level KPIs

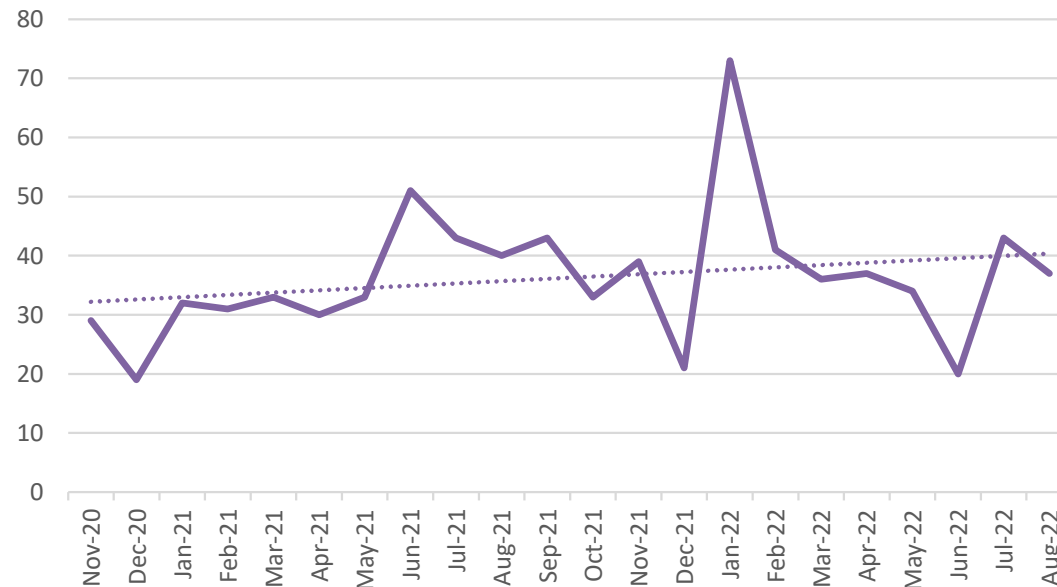
Number	KPI	AREA	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	YTD 2021-22	Annual Forecast (based on current averages)	Annual Target 2021-22
1	Aim to treat 6% of the smoking population in the North East Area (Clients may, or may not, have sent a quit	North East	39	21	73	41	36	37	34	20	43	37	12		393	429	473
2	Aim to get 55% of those in treatment to have quit at 4 weeks	North East	70%	77%	70%	79%	61%	73%	71%	55%	59%	4%			62%	68%	55%
3	Aim to get 45% of those in treatment to have quit at 12 weeks	North East	78%	50%	73%	77%	75%	74%	75%	42%	0%				63%	79%	45%

Number	KPI	AREA	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	YTD 2021-22	Annual Forecast
	Set Quits	North East	33	13	47	33	33	26	28	22	32	23	4		294	321
	4 week Quits	North East	23	10	33	26	20	19	20	12	19	1			183	220
	12 week quits	North East	18	5	24	20	15	14	15	5					116	174

With all of us in mind.

# Contract Performance

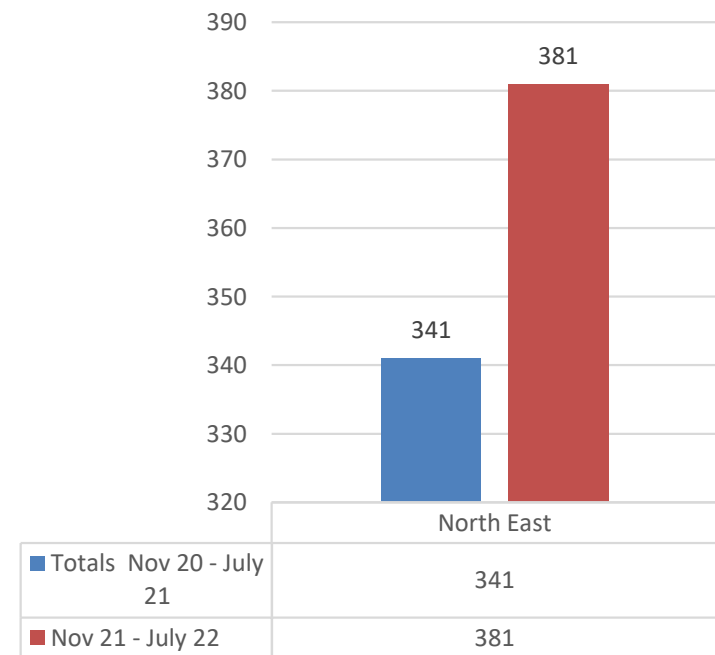
Registrations into Service



Graph 1

- Evidence of an increase in registrations into service between 2020 - 2022

Number of client registrations  
Nov - Aug 2020-21 and Nov - Aug  
2021-22

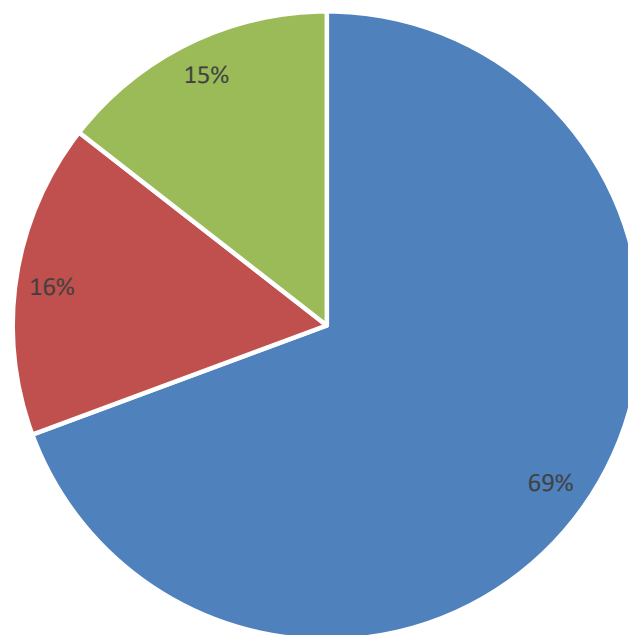


Graph 2

With **all of us** in mind.

# 4 Week Quit Rate

4 week Quit Rate - Nov 21 - June 22

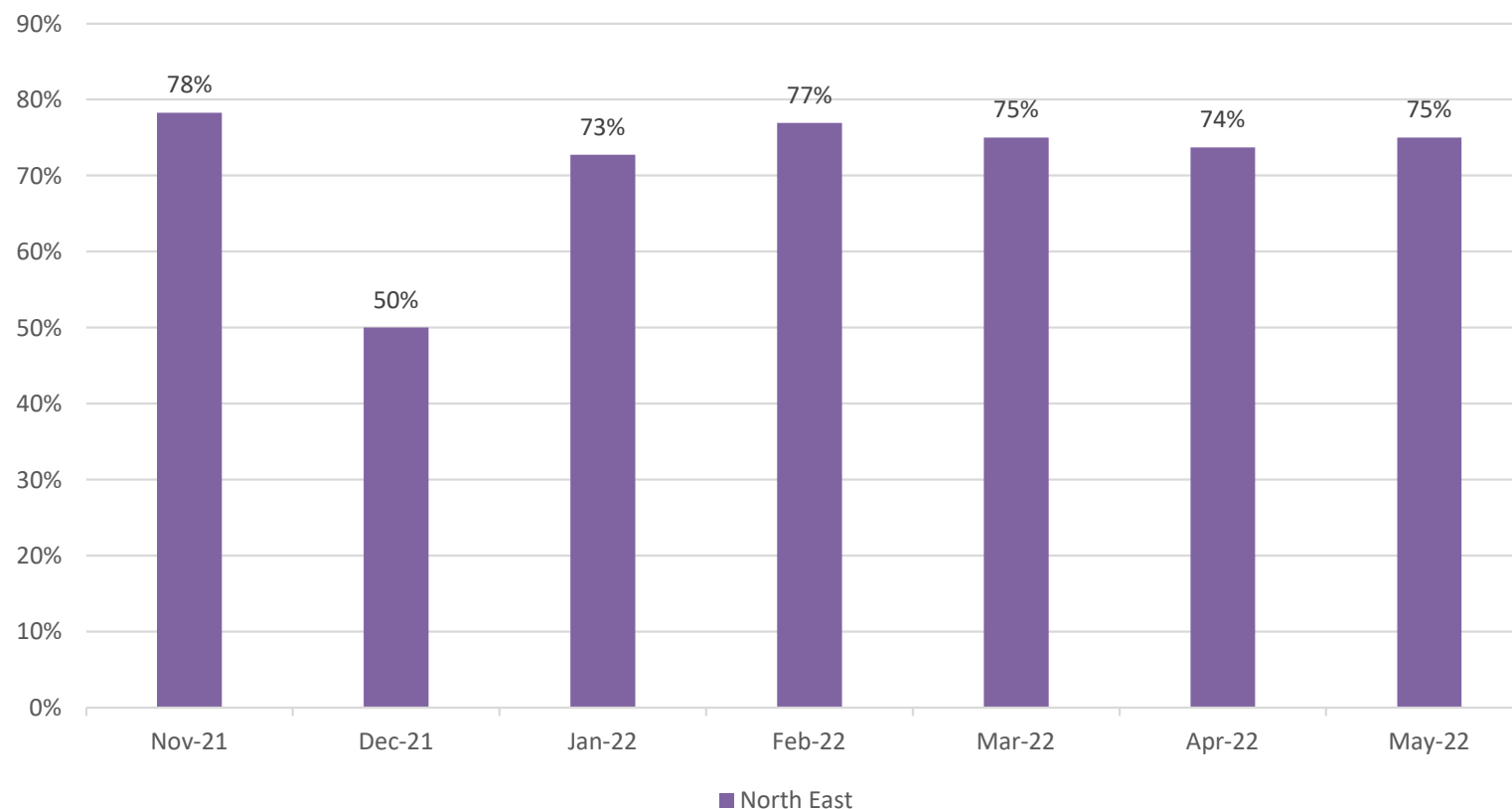


■ Quit ■ Not Quit ■ Lost to follow up

With **all of us** in mind.

# 12 Week Quit Rate

North East Area Monthly 12 week quit rate



With all of us in mind.

## Developmental Work

- SCIP Visits – engaging with GPs, pharmacies.
- Events
- Service Promotion – Social Media
- Training



## Going Forward....

- Continue to develop the service.
- Continue to work towards KPI's.
- Continue to work towards the governments smokefree agenda.
- Continue to identify new areas of development.
- Lung Health Checks.

## The Khan Review

- Objective to make England Smokefree by 2030
- Without intervention England will miss this by an estimated 7 years.
- With the poorest areas in society not expected to meet it until 2044
- It's clear that to truly 'level up' health and wealth, the government must tackle the crippling burden that smoking has on our most disadvantaged communities.

# Client Feedback



South West  
Yorkshire Partnership  
NHS Foundation Trust

*“If it had not been for the telephone calls from Sarah, I would have started smoking again!”*

Susan  
(Monk Bretton)

*“Sarah my advisor was fantastic. The calls were relaxed, I could easily open up and she was very helpful “*

Lawrence  
(Cudworth)

*“For those who are wanting to try the service you have nothing to lose. Once you access the service and stop smoking, every day is brighter. It has been for me.”*

Jordan  
(Cudworth)

*“The calls from Sarah have been great. It’s a very good service”*

Carol  
(Royston)

*“Never give up, always think of the bright side”*  
S  
(Grimethorpe)

**With all of us in mind.**

*“Telephone support has been great! I got on brilliant with Sarah, she was friendly and nice and would go the extra mile.”*

Lyndsey  
(Monk Bretton)



**South West  
Yorkshire Partnership**  
NHS Foundation Trust

**Thank You**

**Any question?**