

HEALTH COMMITTEE SEPTEMBER 2015: REVIEW OF STOP SMOKING SERVICES

Appendix 1: Overview and update of stop smoking services in Cambridgeshire

1 Stop Smoking Services in Cambridgeshire

- 1.1 Historically in Cambridgeshire smoking has been primarily addressed through the Stop Smoking Services along with some wider tobacco control measures that includes campaigns and the schools based youth smoking prevention programme KickAsh. Camquit is Cambridgeshire County Council's local stop smoking service. Since its launch in 1999, the Service has supported over 35,000 people to stop smoking in the short term.
- 1.2 The Camquit service is an evidence-based smoking cessation service. This means that smokers are offered behavioural therapy (which may be either individual or group counseling) which involves scheduled face-to-face meetings between the quitter and a specialist practitioner from the smoking cessation service trained in smoking cessation. A quit date is set initially and typically, this is followed by weekly sessions over a period of at least 4 weeks after the quit date and is normally combined with medication (pharmacotherapy) that aids quitting i.e. Nicotine Replacement Therapy (NRT) or other drugs.
- 1.3 Camquit is delivered through a number of different providers. The core team is an in house provider and is part of the Public Health Team. It provides overall co-ordination of the Service and includes the core team of smoking cessation specialists and data support staff who support other providers through delivering training in line with national guidance, initiating service marketing, managing data processing, analysis and reporting, delivering project work, and delivering specialist services such as the smoking in pregnancy and the young person's programmes. Specific responsibilities of the core Camquit team include the following;
 - Ensures smoking cessation services are made accessible to people who live and/or work in Cambridgeshire working with GP practices, pharmacies, hospitals, schools, and community settings.
 - Delivers smoking cessation clinics throughout the county. Currently the team of specialist advisors provides 36 weekly clinics as well as a number of short term clinics for workplaces, young people, and pregnant women.
 - Delivers a programme of comprehensive smoking cessation training, education and mentoring. This includes brief advice, intensive support, annual update trainings, smoking in pregnancy support and supporting young people to stop smoking training, data collection and collation.
 - Providers also receive ongoing mentoring and support through data reports and letters, quarterly newsletters, face-to-face visits and/or phone calls, invitations to attend annual update training and also an annual review of their contract.

- Maintains systems and processes for data collection, reporting, and analysis. Data is collected from service providers on a monthly basis in either paper or electronic format which is then processed into the central service database. This data is analysed and reports generated on a monthly basis for the service including specialist pregnancy, secondary care, and programmes for young people.
- Camquit delivers targeted work to high risk hard to access groups, in particular smokers from routine and manual groups, pregnant smokers, and smokers with mental health difficulties as well as developing services for young people

1.4 Cambridgeshire County Council (CCC) has contracts with all 77 GP practices within Cambridgeshire to deliver smoking cessation support to smokers registered with their practice. Each practice has an annual target number for smoking quitters based on the number of smokers they have registered within the practice and the local district's smoking prevalence. The GP based services are delivered by practice staff such as the practice nurse or a healthcare assistant. However as demands upon GP practices have increased there are growing numbers of practices where the core service advisors deliver their services in place of the ongoing service support from the Camquit advisors.

1.5 In 2014/15 over 50 community pharmacies were contracted to deliver smoking cessation services, although only 47 actually delivered services. Numbers contracted for 2015/16 have not yet been finalised. The Pharmacy based services are delivered by pharmacy staff such as the pharmacist or pharmacy dispensers who have been Camquit trained and are supported by a Camquit specialist to be able to deliver one-to-one cessation support that meets the national standards.

Service Activity and Performance

- 1.6 **Table 1** indicates the decline over the past three years in the number of smokers accessing Camquit and in the number of successful quitters by district. The local picture is reflected in services across England.

Table 1: Camquit target and proportion of target achieved, by district			
2012/13			
District	Target	Achievement	% of target achieved
Cambridge City	841	686	81.60%
East Cambs.	431	452	104.90%
Fenland	968	946	97.70%
Hunts.	1154	1143	99%
South Cambs.	521	423	81.20%
District Unknown	N/A	75	N/A
Cambs. (all)	3915	3725	95.10%
2013/14			
District	Target	Achievement	% of target achieved
Cambridge City	838	551	65.75%
East Cambs.	429	390	90.91%
Fenland	964	699	72.51%
Hunts.	1,150	847	73.65%
South Cambs.	519	415	79.96%
District Unknown	N/A	76	N/A
Cambs. (all)	3,900	2,978	76.36%
2014/15			
District	Target	Achievement	% of target achieved
Cambridge City	726	444	61.2%
East Cambs.	279	272	97.5%
Fenland	813	506	62.2%
Hunts.	1120	720	64.3%
South Cambs.	662	304	45.9%
District Unknown	N/A	51	N/A
Cambs. (all)	3600	2297	63.8%

- 1.7 **Table 2** describes the changes and distribution in the level of activity amongst the different Camquit providers over the past three years. Overall the numbers of quitters have fallen across the three providers. The GP provider percentage contribution has remained more or less unchanged. Community pharmacists have seen the greatest change with a reduction of around 50% and Camquit core service has had a small increase in their percentage contribution.

Table 2: Number of successful Camquit quitters, by service provider						
	2012/13		2013/14		2014/15	
Provider	Number of Quitters	% of total quitters n: 3720	Number of Quitters	% of total quitters n: 2978	Number of Quitters	% of total quitters n: 2297
GPs	2082	56%	1,618	54%	1249	54%
Core	1098	30%	944	32%	827	36%
Community Pharmacy	484	13%	382	13%	162	7%
Misc.	56	1%	34	1%	59	3%

Service Costs

- 1.8 **Table 3** indicates the Cost per Quitter (CQP) for each of the three Camquit providers. GP and community pharmacy providers are paid for each quitter they produce. The increase in their CPQs is the cost of the additional support in the form of training and visits provided to them by the core Camquit service. The Camquit core team also provides an increasing number of clinics at practices. Quitters from these clinics contribute to the practice figures. In 2014/15 Camquit provided 21 weekly clinics in practices. This has increased to 25 in the first three months of 2015/16. This has helped them to maintain, as indicated in **Table 2** but not increase their proportion of quitters.

Table 3: Cost per Quitter				
	Core	GP	Pharmacy	Whole Service
14/15	545	539	704	596
13/14	552	399	425	459
12/13	534	391	369	431

- 1.9 **Table 4** indicates how the funding for smoking cessation is divided between the different districts and the decrease in costs over the past three years. It includes a breakdown of the core Camquit team costs, GP and community pharmacist payments and pharmacotherapy costs (medicines to assist in stopping smoking). Please note that pharmacotherapy and service costs are combined and therefore do not align with the finance reporting schedules.

Table 4: Smoking Cessation Spend Breakdown by District						
2012-13						
	Fenland (£)	Hunts. (£)	Cambs City (£)	East Cambs (£)	South Cambs (£)	Total
Advisor & Specialists	104,647	101,159	59,300	52,324	31,394	348,824
Management	13693	13963	13963	13963	13963	68,465
Admin	13967	13967	13967	13966	13966	69,833
Travel	6544	4363	2181	4363	4364	21,814
Project	7,000	7,000	7,000	7,000	7,000	35,000
Marketing (specific)	18,279	18,279	18,279	18,279	18,278	91,394
Camquit Sub Total	164,130	158,731	114,690	109,895	88,965	635,330
QUIT phone line	11,000	11,000	11,000	11,000	11,000	55,000
GP Payments	25,142	46,795	24,717	9,151	18,565	124,370
Pharmacy Payments	7830	4995	3480	2850	2205	21360
Pharmacotherapy						686,750
Total	£208,372	£221,521	£152,887	£132,896	£120,735	£1,522,810
2013/14						
	Fenland (£)	Hunts. (£)	Cambs City (£)	East Cambs (£)	South Cambs (£)	
Advisor & Specialists	£60,260	£58,744	£34,928	£29,879	£19,804	203,615
Management	£15,346	£15,346	£15,346	£15,346	£15,346	76,730
Admin	£14,229	£14,229	£14,229	£14,229	£14,229	71,145
Travel	£9,383	£6,255	£3,128	£6,255	£6,255	31,276
Project	£25,000	0	0	0	0	25,000
Marketing (specific)	£19,400	£16,400	£16,400	£16,400	£16,400	85,000
Camquit Sub Total	£143,618	£110,974	£84,031	£82,109	£72,034	492,766
QUIT phone line	11,000	11,000	11,000	11,000	11,000	55,000
GP Payments	20,560	£29,260	£21,795	£7,306	£19,865	98,786
Pharmacy Payments	£6,120	£4,380	£2,565	£1,980	£2,175	17,220
Pharmacotherapy						659,623
Total	£177,298	£151,614	£123,391	£98,395	£101,074	£1,323,395
2014-15						
	Fenland (£)	Hunts. (£)	Cambs City (£)	East Cambs (£)	South Cambs (£)	
Advisor	£75,847	£75,847	£50,565	£37,923	£12,641	252,823
Management (co-ordinator and specialists)	£43,782	£31,272	£18,763	£12,509	£18,763	125,089
Admin	£8732	£8732	£8732	£8732	£8732	43,660
Project	£25,000	0	0	0	0	25,000
Marketing (specific)	£15,050	£5000	£5000	£5000	£5000	35,050
Camquit Sub Total	£168,411	£120,851	£83,060	£64,164	£45,136	481,622
QUIT phonenumber	5500	5,500	5,500	5,500	5,500	27,500
GP Payments	£15,585	£21701	£19,697	£8262	£15,062	80,307
Pharmacy Payments	£4007	£3788	£1619	£2842	£2482	14,738
Pharmacotherapy						592,504
Total	£193,503	£151,840	£109,876	£80,768	£68,180	£1,196,671

Service Developments

1.10 In 2014/15 Camquit developed and introduced new activities that were designed to address the fall in performance. The main focus was upon Fenland along with other communities and groups where the smoking prevalence is significantly higher. These interventions are being implemented across a wide range of settings, and include:

- **Additional capacity in Fenland:** A fixed term specialist advisor post has been employed to work in Fenland with the remit to improve activity levels and increase community awareness of the dangers of smoking.
- **GP practices:** GP practices especially in rural areas provide good access to smokers. However practices are increasing having other demands made upon them and this is affecting their capacity to provide smoking cessation services. Camquit core service staff are devoting an increasing amount of time in supporting staff through training and practice visits. This is addition to providing weekly clinics in 25 practices.
- **Health Trainer Service:** Health Trainers provide ongoing advice and support for lifestyle change. Cambridgeshire County Council commissioned this service to work in the 20% most deprived areas in the county. From June 2015 the Service has been extended to the rest of the county at a less intensive level, as part of the new Countywide Lifestyles Service. In Fenland a Health Trainer has, and will continue to be, attached to every GP practice as well as working in the wider community. There will also be a dedicated Health Trainer to work with the migrant communities. Health Trainers are instrumental in promoting the non-smoking message and referring smokers to support for stopping smoking.
- **Pregnant Smokers:** Bespoke clinics for pregnant women are held weekly at the North Cambridgeshire Hospital in Wisbech and home visits are made to pregnant women unable to attend clinics, short term pilot clinics are also run alongside antenatal sessions within children's centres in high smoking prevalence areas. Information and support for stopping smoking is provided through different antenatal education programmes for young pregnant smokers and parents to be. A specialist midwife has been funded to work at the Cambridge University Hospitals Foundation Trust (CUHFT) Maternity Unit. In Wisbech the Oasis Centre Children's Centre hosts an antenatal education programme targeting Eastern European communities that includes supporting pregnant smokers and their families.
- **Children and Families:** Camquit works closely with children's centres and the Family Nurse Partnership (FNP) throughout Fenland. (FNP provides additional specialist support to disadvantaged first time mothers and their families.) This involves working directly with families providing information and support for stopping smoking and also training and supporting staff in different organisations.
- **Young People:** Smoking intervention support programmes that target children and young people who have statements of special need or have been excluded are provided at Trinity College and the Continuum School at the Old Sessions House in Wisbech. Staff training is offered at the Thomas

Clarkson School in Wisbech to enable staff to address smoking in the school environment. The KickAsh Programme is a young person led smoking prevention programme for under16s which has won several national awards.

- **Community Activities:** There is an ongoing programme of promotional activities at different venues and events. A mobile service that offers a wide range of information and support for lifestyle change, including smoking cessation, has been visiting venues throughout Fenland including workplaces.
- **Workplaces:** Smoking cessation services are currently being provided at the Princes factory in Wisbech and promotional events are booked for other workplaces in the area. The workplace Programme is expanding rapidly in Fenland and new initiatives are planned for the rest of 2015/16. Workplaces provide good access to the working age population often, particularly Routine and Manual occupations, with a high smoking prevalence.
- **Media activities:** There are ongoing media activities and promotional activities including information mail outs for Parish Councils and Fenland District Council publications and to other partners, Face-to-Face recruitment of smokers in Wisbech, March, and Whittlesey, advertising on buses, in libraries, on Facebook, websites, twitter, and local radio stations. The local campaigns link with the national campaigns to reinforce smoking messages.
- **Deep Dive:** In order to gain a greater understanding of smoking in the high prevalence Fenland area a project was commissioned. Although this was a combined desk-top and community-led piece of research, the greatest benefit from this has been a greater understanding of what smokers and non-smokers in the Fenland area want to see in terms of smoking cessation and wider tobacco control initiatives.
- **Social Marketing Study:** There is a need to understand more fully the decrease in the number of smokers accessing stop smoking services. Social marketing intelligence has been collected which has provided insight into the different types of smokers, what their motivators are and how best to engage with them and this will inform service development and promotional activity in Fenland.

2. The Effectiveness of the Stop Smoking services

- 2.1 Smoking Cessation services have played a key role in supporting smokers to quit since the 1998 white paper *Smoking Kills* (DoH, 1998) which led to the establishment of publically funded evidenced based services throughout England. There is clear evidence that Smoking Cessation services can help people to stop smoking and have been successful in providing services to disadvantaged groups who have higher rates of smoking, as described in the National Institute of Health and Clinical Excellence (NICE) Public Health Guidance. No 10 It has also been shown that 15% of smokers who use the smoking cessation services to make a 4 week quit attempt are still quit after one year. This compares to 4% for those who do not use a service but only use NRT/drug therapy (West et al 2013).

3. Economic Analysis

- 3.1 There is also considerable evidence that stop smoking services and wider tobacco control initiatives are cost effective and cost saving. The estimated annual economic cost of smoking in Cambridgeshire is £159M, mainly as a result of lost workforce productivity, together with costs to the NHS and other public sector organisations. This is £29M greater than the estimated £130M generated for the exchequer from sales of tobacco products in the county. (NICE Local Government Public Health Briefings ASH Ready Reckoner Tool).
- 3.2 An estimate of the economic impact of one year of stop smoking service delivery and tobacco control found that in the following two years £2.99m savings, and over 10 years £11.9m, savings to society in Cambridgeshire would be accrued. (Health Economics Research Group (HERG) at Brunel University's Tobacco Control Economics toolkit
- 3.3 The NICE economic analysis for smoking cessation services (carried out when smoking cessation services were funded by the NHS), showed that the combination of brief advice +NRT or other drugs + support from a specialist smoking cessation service such as CAMQUIT was cost saving to the NHS, because after people stopped smoking they had fewer health problems and later costs to the NHS were prevented. The economic modelling report is available on

<http://www.nice.org.uk/guidance/index.jsp?action=download&o=41100>