

PERFORMANCE ACTION PLAN TEMPLATE

This template is to be completed for ALL measures showing **RED** status of non-compliance against the specified target reported.

INDICATOR OVERVIEW	
Indicator Title	Smoking quitters (4 weeks)
Strategic Director Lead	Policy, Performance & Public Health
Departmental Lead	Julie Webster, Head of Public Health
Target	3,500

CURRENT SITUATION: Detail what the performance is for this measure and reason/s for non-compliance		
Performance this Period	1,693	1,807 off target
Non-compliance reason	<p>The underperformance of this target has been reported by NHS Community Trust as a result of the following challenges:</p> <ul style="list-style-type: none"> • Difficulties in directly influencing intermediate stop smoking advisers (pharmacies; primary care). • National decrease in smoking prevalence and 30% drop in number of people accessing local stop smoking service • Increased use of E-Cigarettes whereby Local Stop Smoking Services have reported, anecdotally, an increased number people using this product instead of attending Stop Smoking services. 	

ACTIONS: This describes what's necessary or how to achieve a 'green' score. This way everyone is clear on what is required and when; knows the expected outcome and how to achieve it .	
What (is required)	<p>4 week quitters target has been re-negotiated with NHS Community Trust and subsequently reduced in line with the service outturn for 2013/2014</p> <p>** (**Four-week quitter is a smoker whose quit status is smoke free at four weeks from their quit date. Follow up must occur 25 to 42 days from the quit date)</p>
How (will it be achieved)	<p>The quarterly trajectories have been set by the Public Health Manager and weighted on previous performance over the last few years. The monthly trajectories have been set by the NHS Community Trust and based on their monthly service outturn.</p> <p>A process will also be put into place by the NHS Community Trust to ensure pharmacy data returns are coordinated with the return of NRT</p>

	<p>vouchers which should incentivise more timely returns (and therefore provide real time data).</p> <p>The NHS Community Trust will continue to review current processes and practice.</p> <p>This will be reported back to the public health manager on a monthly basis.</p> <p>The performance of this target will also be raised in the monthly SLA meeting with the CT. Continued under performance will be subject to standard contractual mechanisms.</p>
Who (will be responsible)	Rebecca Mellor, Public Health
When (will results be realised)	