

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	Fiona Johnstone, (Director of Public Health)
Departmental Lead	Julie Webster (Head of Public Health)
Target	2,025 (Wirral wide)

CURRENT SITUATION: Detail what the performance is for this measure and reason/s for non-compliance		
Performance this Period	110 April 2014	162 Wirral Wide April target
Non-compliance reason	<p>The underperformance of this target is attributed to Wirral NHS Community Trust's (herein referred to as 'the service') under performance.</p> <p>The service has experienced a 45% drop in attendances during April - July 2014/15 compared to April –July 2013/14. Comparing Q1-3 2012/2013 to Q1-3 2013/2014 quit dates set have decreased by 20%. The average reduction for other North west services was 35%.</p> <p>Anecdotal evidence reports that e-cigarette use is having a negative impact on people wanting to stop smoking. The service will be undertaking work with local people in during October to gain insight into the local use of e-cigarettes and their impact on quit attempts.</p>	

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>Increase in Quit Dates Set* (*Quit Date is the date on which a smoker plans to stop altogether with support from a stop smoking adviser as part of an NHS assisted quit attempt).</p> <p>An increase in 4 week quitters** (**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)	A number of targeted initiatives are being put in place to promote the service and increase throughput e.g. targeted leaflet drops in key

	<p>areas, supporting national health promotion campaigns-Stoptober, Lung Cancer awareness month, Men's Health month. The impact of this activity will be reported back to commissioners on a monthly basis.</p> <p>The performance of this target will also be raised in the monthly SLA meeting with Wirral Community NHS Trust. If there is no improvement in performance an officer recommendation will be made to re-tender the service.</p>
Who (will be responsible)	Rebecca Mellor, Public Health
When (will results be realised)	Quarter 3