

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	1900

CURRENT SITUATION: Detail what the performance is for this measure and reason/s for non-compliance	
Performance this Period	617 Wirral Wide April target is 993
Non-compliance reason	<p>The underperformance of this target is attributed to Wirral NHS Community Trust's under performance. The service has experienced a 45% drop in attendance; a mitigating action plan has been implemented by Wirral NHS Community Trust.</p> <p>This fall in attendance at services is being seen across the region. The increased use of e-cigs is thought to be a significant cause behind this with insight work to date suggesting that more people are choosing to use them to either try to quit on their own, or as a harm reduction step.</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)	<p>Actions taken by Wirral Community NHS Trust include targeted work with GP practices to increase referrals; training of dental staff to refer to the service; insight work with local people and health professionals to understand local behaviour re stopping smoking; the promotion of Stoptober. Further work is required to understand the self-care agenda and the "Livewell" team has facilitated consultation with local people relating to e cigarette use, focusing on knowledge, perceptions, purchasing behaviours and use. It is intended that this learning will inform further service development, including proposals for a cut down</p>

	<p>to quit (harm reduction) pilot, which will work with those smokers struggling to quit straight away.</p> <p>The performance of this target will also be raised in the monthly SLA meeting with Wirral Community NHS Trust. Continued under performance will be subject to standard contractual mechanisms.</p> <p>This will be reported back to commissioner on a monthly basis.</p>
Who (will be responsible)	Rebecca Mellor, Public Health
When (will results be realised)	Quarter 3