

PERFORMANCE ACTION PLAN

Q4 2014/15 (Year-end)

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	968	Forecasted Outturn is 1,389
Non-compliance reason	<p>The underperformance of this target is attributed to Wirral Community NHS Trust's under-performance. The service has experienced a 45% drop (on average) in attendance and a 35% drop (on average) in the number of quitters during every quarter compared to 2013/14; a mitigating action plan has been implemented by The Trust.</p> <p>This fall in attendance at services is being seen across the region, and nationally. There is increasing evidence that the use of e-cigs is a significant factor in this drop in numbers, both because of smokers themselves identifying e-cigs as an alternative to smoking tobacco, and/or as a means to assisting them in stopping smoking. There is also information to indicate that e cigs are being (promoted and) used as a harm reduction measure, although the evidence for this to be the case is still not yet substantial.</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>A paper is being prepared to go to Cabinet in July 2015 which will outline options for future commissioning of stop smoking services. This will take account the underperformance of stop smoking services and also take into consideration the changing landscape regarding quitting smoking and quitting nicotine.</p> <p>The performance of this target will continue to be raised at monthly contract meetings with Wirral Community NHS Trust. Continued under performance will be subject to standard contractual mechanisms.</p>
Who (will be responsible)	Rebecca Mellor, Public Health
When (will results be realised)	Quarter 4 results i.e. year end results will be available on the 16 th June 2015