Using Nottingham Insight to…

target smoking cessation

Background



Reducing smoking in the population as a whole, and in manual groups in particular, is a key government target. Locally in Nottingham, smoking cessation targets are included as a priority in NHS and partnership plans.

Nottingham City Primary Care Trust's New Leaf Stop Smoking Service provides a smoking cessation service focused on the needs of smokers from deprived communities and hard to reach groups and, critically, built upon a robust evidence-based foundation.

New Leaf offers one-to-one, group and drop-in clinics with trained advisors at a variety of locations across the city, including GP practices, community centres and leisure centres. Clinics are held on different days and at various times to ensure that the maximum number of clients can access the service. New Leaf also provides training in brief intervention and intensive support to health and partner organisations to increase stop smoking awareness, provision and capacity.

Requirement

Nottingham City Primary Care Trust wanted to ensure that their New Leaf service was equitable. To this end they utilised NOMAD+ to develop new techniques to support their audit. Amongst the data used, Mosaic Public Sector was employed to determine areas of the city characterised by high smoking prevalence. Mosaic Public Sector is a comprehensive dataset that classifies each household into one of 61 lifestyle Types and 11 Groups. The classification provides highly detailed information on each household enabling an organisation to align and market its services to those who need them most in the most appropriate way.

Search Results

Several analyses were performed consisting of:

- **mapping people attending the service to identify areas where populations were least and most likely to use New Leaf**
- **profiling the types of people who attended the service**
- **profiling those who set a 'quit' date**
- **profiling those who quit for four-weeks**

The results of such an investigation revealed locations where there was a high smoking prevalence and low uptake of smoking cessation services.

Outcome

Working with NOMAD+ enabled Nottingham City Primary Care Trust to engage with new analytical techniques and use Mosaic Public Sector to understand the population within Nottingham more clearly. They were able to understand more about the types of people that were attending the New Leaf service that had a two-fold impact. Not only were they able to prove the current success of the service but were also able to further improve the service to make it even more accessible to those who need it and locate centres and classes most appropriately.

"Mosaic Public Sector was a very useful tool for Health Equity Audit - it helped us to demonstrate that our New Leaf Smoking Cessation Service is doing very well in targeting groups of people who are heavy smokers. It also identified certain gaps, and we will now be using Mosaic to improve our targeting of the service to particular groups who, given their high levels of smoking, aren't accessing the service as much as we would expect."

Dr. Jeanelle de Gruchy - Consultant in Public Health, Nottingham City PCT