



Evaluation- Stoptober partnership with Devon Partnership Trust

Background

The primary aim of Stoptober is encouraging the nation's smokers to make a quit attempt for the month of October and beyond. As with previous Stoptober campaigns, this year's campaign is founded on the evidence that if a smoker can quit for 28 days, they are five times more likely to quit for good.

This year's Stoptober looked and felt quite different to previous campaigns. Firstly, it was carried out with the new 'Better Health' branding which was created to support a national health reset moment that launched at the end of July with a focus on obesity. This new branding approach responds to new challenges brought about by the COVID-19 pandemic and the impact it's had on people's health behaviours. Secondly, this year Stoptober focused upon two distinct audiences: a primary audience of smokers aged 35 to 60 and a secondary audience of younger smokers aged 18 to 34 (both focusing on C2DE socio-economic groups).

(Public Health England 2020).

Whilst One Small Step would usually carry out a range of face to face stop smoking roadshows across Devon, this year in light of COVID-19 we focused upon building on using Stoptober as an opportunity to develop strategic relationships with key partners such as Devon Partnership Trust.

Devon Partnership Trust

Devon Partnership Trust (DPT) was identified as a potential partner due to the scale of the potential for supporting clients experiencing poor mental health. In Devon smoking prevalence in adults with serious mental illness is 42.1%, this is above the England average of 40.5% (Devon County Council 2018/19). Devon Partnership Trust has a large reach into Devon populations receiving 74,000 referrals a year (Devon Partnership Trust 2020). Furthermore, DPT is a large employer in Devon, with 3,600 staff (Devon Partnership Trust 2020) and we were keen to increase the profile of the OSS service within DPT staff groups and to encourage staff to quit during Stoptober.

Intervention

In August 2020 OSS reached out to the DPT Smoke Free Group, expressing an interest in joint work with some suggested options. We then held a series of scoping meetings with OSS staff and Senior representatives from Comms and Nursing and agreed to work together to deliver the following actions to jointly promote Stoptober:

- OSS to produce a Stoptober Campaign Briefing for all stakeholders.
- DPT Comms to develop and deliver an action plan to include pushing out Stoptober messaging and information about OSS across social media, Daisy intranet, the staff bulletin, the DPT staff and public facing Facebook group and website and including Stoptober messaging on staff screensavers. This also included promoting 'A Day in the Life of a Stop Smoking Advisor' on social media.
- Recruiting and promoting a bespoke staff Stop Smoking Support Group to be delivered remotely by OSS.
- Collating stories via case studies and experiences of quitting smoking through the group to promote via Comms and to encourage other staff to quit in the future.
- DPT staff member taking part in the Chaos TV interview on Stoptober at the end of Sept 20.

Outcomes

- Campaign Briefing was sent out at the end of Sept 20 at all stakeholders.
- DPT Comms action plan was delivered effectively. Seven posts across the DPT social media channels had a reach of 33.8k in total with 49 clicks. The posts centered around the DPT staff attempting to quit during Stoptober and information on how to contact OneSmallStep for help (examples below):
 - [Facebook](#)
 - [Twitter](#)
 - [Instagram](#)



- OSS also tagged DPT in relevant social media posts linked to Stoptober throughout the campaign. Several Stoptober posts had a reach of up to 1.9k.
- DPT promoted the Stop Smoking Group and initially recruited 6 staff members to take part. Initial assessments were carried out individually and there was then a staff stop smoking group delivered via Microsoft Teams on a weekly basis. 8 group sessions were delivered, after which staff were supported on an individual basis by telephone support .
- Of these 6 staff members, 3 successfully quit at 28 days, 1 is in the process of a quit attempt, 1 dropped out and 1 was lost to follow up.
- Staff were tracked throughout the quit process and case studies and feedback was obtained throughout, with inspiring quotes shared across Social Media.
- A DPT staff member who had previously quit smoking during the first lock-down attending an interview with Chaos TV on Stoptober and quitting smoking. This interview has had a reach of over 10k viewers.
- Overall OSS saw a 45% increase in target population smoking referrals for smoking during Stoptober. This is encouraging but it is likely that this was the result of a range of interventions locally and nationally during Stoptober, rather the work with DPT exclusively.

We feel that there will be a strong legacy of this work beyond Stoptober. We are working with DPT at a strategic level to embed a referral pathway into the assessment process which has the potential to significantly increase referrals in the future. OSS has also taken part in the Talk Works Away Day to raise the profile of OneSmallStep and to provide ongoing support in relation to smoking within the Trust.

Feedback

OSS Stop Smoking Advisor:

'It was a friendly group and they were very supportive of each other. The group came up with lots of good ideas to deal with smoking triggers (I noted them and emailed them to the group afterwards as a tool). Two members were very enthusiastic and keen to keep it going. They feel it is helpful and look forward to the weekly "gathering". Having a small group was helpful on video call as members tend not to talk on top of each other therefore the formality of hand raising doesn't need to be done. The process was effective but was more time consuming than one to one phone calls as the group is small.'

Client feedback

Our Stop Smoking Advisor and DPT sought regular feedback from the group.

The majority of the feedback was positive:

'The last 27 days have been a bit of an emotional rollercoaster. I haven't managed to quit completely but have started the process to becoming smoke free. I feel more focused on my

own physical health and well being than before I started and have learnt a lot about my habits and what I got from smoking.'

'Being part of a group that shared their experiences was very helpful. I have started to think about quitting long term as part of a healthier lifestyle.'

'On a couple of occasions I found myself on the garage forecourt about to buy myself a packet of tobacco, but I managed to resist, purely because I didn't want to let my OneSnallStep group down.'

'My energy levels have increased, I am doing more exercise and I am sleeping again. I still have the odd craving, but it passes as soon as I use the inhalator. I have reduced my alcohol intake without even thinking about it, my vice was to come home have a glass of wine and a cigarette in order to switch off, so I had to change that routine, now I come home, walk or run with the dog or go to the gym.'

'I feel really proud of myself! I can breathe again, I am not using my asthma inhalers as much as I was before, my cough has gone and I feel more energetic. Oh and I don't smell of cigarettes!'

'I feel the weekly support meetings helped to keep me going, I didn't want to fail and then have to tell them all'

'Having the stop smoking adviser there to support me when I am struggling is helpful. The weekly contact has given me something to work towards and has made the month go by really quickly.'

'Giving up is not easy, you will have good days and bad days but the benefits of not smoking far outweigh the feeling you get when you take that first drag.'

'I have found the last 28 days difficult and stressful but I feel supported. I found adapting to new routines hard. Getting reassurance and support from the Stop Smoking Advisor was helpful and Have started to think about quitting long term. '

When asked how the service could be improved the following feedback was given:

'I would have found more documentation to read about the methods offered and more psychological strategies helpful.'

'It hasn't been helpful that instead of celebrating my successes the advisor was very black and white in their thinking about the stop smoking process. It made me want to stop trying to stop. I've had to remind myself to take one day at a time and consider my smoking habit alongside my other habits and lifestyle. I think it would have been helpful for me if the advisor had taken time to understand my personal relationship with smoking and been less prescriptive with their advice acknowledging that people don't always succeed first time but that doesn't mean they won't succeed at all.'

It is worth noting that the above feedback may refer to the fact that OneSmallStep do not support a cut down to quit method due to the fact that smoking cessation services are delivered in accordance with National Centre for Smoking Cessation Treatment guidelines, which include a 'not a puff rule'. However, we intend to explore this feedback further and use it where appropriate to feed into service improvement processes going forwards.

Conclusion

Overall, we feel that this was a very successful partnership and approach to Stoptober. It provided a platform for developing ongoing relationships with Devon Partnership Trust going forwards which is a really positive legacy.

We feel that the group offered an exciting opportunity to engage directly with staff and to raise the profile of OSS within the trust. We were also able to access case studies and personal stories which is invaluable outcome or promoting the service going forwards.

The overall feedback was overwhelmingly positive. We would like to extend our thanks to Devon Partnership Trust for their engagement and hard work and we look forward to building on this in the future and to thank all of the staff that engaged in Stoptober and provided us with feedback.

References

Devon County Council/Smokefree Alliance Devon (2018/19) *Devon Stop Smoking Annual Report*

Devon Partnership Trust (2020), Who we are. Available at: <https://www.dpt.nhs.uk/about/whowe-are> [Accessed 30th November 2020].

Public Health England (2020) *Campaign Resources*. Available at: <https://campaignresources.phe.gov.uk/resources/campaigns/6-stoptober/resources> [Accessed 2nd December 2020].