



GIG
CYMRU
NHS
WALES

Iechyd Cyhoeddus
Cymru
Public Health
Wales

Help Me Quit Smoking Cessation System Implementation Plan 2019/2020

Authors: Ashley Gould, Consultant in Public Health, Christian Heathcote-Elliott, Principal Public Health Practitioner; Martin Naughton, Project Co-ordinator and Local Public Health Team Tobacco Control Leads

Date: 10/07/2019

Version: 0M

Public Health Wales Strategic Objective: 3.1

Publication/ Distribution:

- Public Health Wales Leadership Group
- Tobacco Control Leads Group

Purpose and Summary of Document:

This document outlines year one outcome objectives against each of the Help Me Quit smoking cessation system components and associated projects and milestones.

System component														
Single brand and marketing														
Outcome objective(s)														
<ul style="list-style-type: none"> • Increase the number of smokers who are motivated to quit using NHS support, by delivering a co-ordinated and targeted marketing campaign • Increase referrals to Help Me Quit services by developing a stakeholder communications plan 														
Key projects														
<ol style="list-style-type: none"> 1. Help Me Quit Marketing Plan 2. Stakeholder Communications Plan 														
Project delivery schedule														
Project 1: Help Me Quit Marketing Plan														
Milestone	Delivery lead		QTR 1			QTR 2			QTR 3			QTR 4		
	National	Local	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Project plan produced	✓													
Marketing schedule for digital and out of home produced	✓													
Communications plan produced and disseminated to stakeholders	✓													
Digital marketing activity rolled out	✓													
Out of home marketing activity rolled out	✓	✓ ¹												
Evaluation of quit kit informed by COM-B undertaken and final report completed	✓	✓												
Project plan for 2019/2020 primary care direct recruitment activity produced	✓													

¹ Dependent on Local Public Health Team capacity and resource

System component														
Minimum Service Standards														
Outcome objective(s)														
<ul style="list-style-type: none"> Improve the quality of Help Me Quit services through development of an implementation plan for the Help Me Quit minimum service standards 														
Key projects														
<ol style="list-style-type: none"> Minimum Service Standards Phase One Implementation Plan Workforce Development Network 														
Project delivery schedule														
Project 1: Minimum Service Standards Phase One Implementation Plan														
Milestone	Delivery lead		QTR 1			QTR 2			QTR 3			QTR 4		
	National	Local	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Minimum Service Standards (MSS) approved by Welsh Government Smoking Cessation Sub-group	✓													
MSS published and distributed to service providers	✓													
Project Plan developed	✓													
MSS Phase one implementation group established	✓													
Phase one implementation plan developed														
Draft MSS quality assurance framework and tools developed, agreed and tested in BCUHB Help Me Quit for Baby Service	✓	✓												
Developmental testing and refinement of quality assurance framework and	✓	✓												

² The steering group has representation from the Tobacco Control Leads Group, Help Me Quit service providers (community, hospital, maternity and pharmacy) and Community Pharmacy Wales

tools to be undertaken by representatives for each Help Me Quit service provider																		
Evaluation of pilot audits and report for application of MSS for 20/21 developed	✓																	

Project 2: Workforce Development Network

Milestone	Delivery lead		QTR 1			QTR 2			QTR 3			QTR 4		
	National	Local	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Workforce Development Network (WDN) Action Plan developed		Workforce Development Network Steering Group ¹												
WDN website webpage developed for MSS, audit tools and resources	✓	✓												
WDN annual service provider event delivered	✓													
Contents for Help Me Quit service provider modular manual developed and agreed		Help Me Quit Modular Manual Task and Finish Group ³												
WDN website webpage developed for modular manual and content uploaded	✓													
Agreement of single client satisfaction questionnaire for Help Me Quit service providers														

³ The Task and Finish Group consists of representation from all Help Me Quit service providers

System component														
Minimum Dataset for all service providers														
Outcome objective(s)														
<ul style="list-style-type: none"> Continuously improve Help Me Quit services through a review of Help Me Quit reporting, and improved use of data 														
Key projects														
<ul style="list-style-type: none"> Help Me Quit performance and monitoring 														
Project delivery schedule														
Project 1 Help Me Quit performance and monitoring														
Milestone	Delivery lead		QTR 1			QTR 2			QTR 3			QTR 4		
	National	Local	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Existing Help Me Quit service provider reports reviewed and recommendations for improvements identified	✓	✓												
Minimum Data Set agreed with Smoking Cessation Subgroup and published	✓													
Agreement secured on revised Help Me Quit community ⁴ and hub service provider reports	✓	✓												
Agreement secured on revised reporting arrangements after SSW transfer	✓	✓												
Reports delivered to agreed timescales	✓													
**														

⁴ Community services = service delivered prior the transfer by Stop Smoking Wales

