



Help Me Quit Smoking Cessation System Implementation Plan 2019/2020

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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														
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														
1. Minimum Service Standards Phase One Implementation Plan 2. 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	Workforce Development Network Steering Group ²													
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	✓													
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⁴ Community services = service delivered prior the transfer by Stop Smoking Wales

System component

A national hub for advice, triage, booking and telephone support
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Outcome objective(s)
<p>1. Increase the number of people who are aware of the importance of water conservation.</p> <p>2. Increase the number of people who are using water-saving devices in their homes.</p> <p>3. Increase the number of people who are recycling their waste.</p> <p>4. Increase the number of people who are using public transportation.</p> <p>5. Increase the number of people who are using energy-efficient light bulbs.</p> <p>6. Increase the number of people who are using energy-efficient appliances.</p> <p>7. Increase the number of people who are using energy-efficient windows.</p> <p>8. Increase the number of people who are using energy-efficient doors.</p> <p>9. Increase the number of people who are using energy-efficient roofs.</p> <p>10. Increase the number of people who are using energy-efficient floors.</p> <p>11. Increase the number of people who are using energy-efficient walls.</p> <p>12. Increase the number of people who are using energy-efficient ceilings.</p> <p>13. Increase the number of people who are using energy-efficient furniture.</p> <p>14. Increase the number of people who are using energy-efficient electronics.</p> <p>15. Increase the number of people who are using energy-efficient clothing.</p> <p>16. Increase the number of people who are using energy-efficient shoes.</p> <p>17. Increase the number of people who are using energy-efficient bags.</p> <p>18. Increase the number of people who are using energy-efficient backpacks.</p> <p>19. Increase the number of people who are using energy-efficient strollers.</p> <p>20. Increase the number of people who are using energy-efficient cribs.</p> <p>21. Increase the number of people who are using energy-efficient car seats.</p> <p>22. Increase the number of people who are using energy-efficient baby monitors.</p> <p>23. Increase the number of people who are using energy-efficient baby strollers.</p> <p>24. Increase the number of people who are using energy-efficient baby car seats.</p> <p>25. Increase the number of people who are using energy-efficient baby cribs.</p> <p>26. Increase the number of people who are using energy-efficient baby monitors.</p> <p>27. Increase the number of people who are using energy-efficient baby strollers.</p> <p>28. Increase the number of people who are using energy-efficient baby car seats.</p> <p>29. Increase the number of people who are using energy-efficient baby cribs.</p> <p>30. Increase the number of people who are using energy-efficient baby monitors.</p>

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| <ul style="list-style-type: none"> • Ensure potential and existing clients receive timely advice, client routing, booking and telephone support, through further development of the Help Me Quit Hub |
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Key projects	
1	Project 1
2	Project 2
3	Project 3
4	Project 4
5	Project 5
6	Project 6
7	Project 7
8	Project 8
9	Project 9
10	Project 10
11	Project 11
12	Project 12
13	Project 13
14	Project 14
15	Project 15
16	Project 16
17	Project 17
18	Project 18
19	Project 19
20	Project 20
21	Project 21
22	Project 22
23	Project 23
24	Project 24
25	Project 25
26	Project 26
27	Project 27
28	Project 28
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85	Project 85
86	Project 86
87	Project 87
88	Project 88
89	Project 89
90	Project 90
91	Project 91
92	Project 92
93	Project 93
94	Project 94
95	Project 95
96	Project 96
97	Project 97
98	Project 98
99	Project 99
100	Project 100

1. Help Me Quit Hub Implementation

Project delivery schedule

Project 1: Help Me Quit Hub implementation

[illegible]

System component

A range of support provided in the community, hospital, maternity & pharmacy settings

Outcome objective(s)

- Ensure Help Me Quit service delivery in areas, and to population groups, with the highest smoking prevalence, through the development of processes to review existing provision
- Increase the numbers of pregnant women helped to quit, through supporting collaborative quality improvement activity and establishment of services

Key projects

1. Help Me Quit service delivery
2. Maternity smoking cessation support

Project delivery schedule	
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Project 1 Help Me Quit service delivery

[illegible]

Project 2 Maternity smoking cessation support

[illegible]

System component

Single client management system for scheduling, client records and reporting

Outcome objective(s)
<p>1. Increase the number of people who are aware of the importance of mental health and the need for support.</p> <p>2. Increase the number of people who seek help for mental health problems.</p> <p>3. Increase the number of people who are able to access mental health services.</p> <p>4. Increase the number of people who are able to manage their mental health problems.</p> <p>5. Increase the number of people who are able to live a fulfilling life despite their mental health problems.</p>

- Ensure seamless client journeys and improve client retention by procuring a single client management system

Key projects

1. Procurement and develop single client management system
2. Client management system implementation

Project delivery schedule

Project 1: Procurement and develop single client management system (CMS)

[illegible]

Project 2: Client management system implementation

[illegible]