



Public Health and Health Integration Scrutiny Commission:

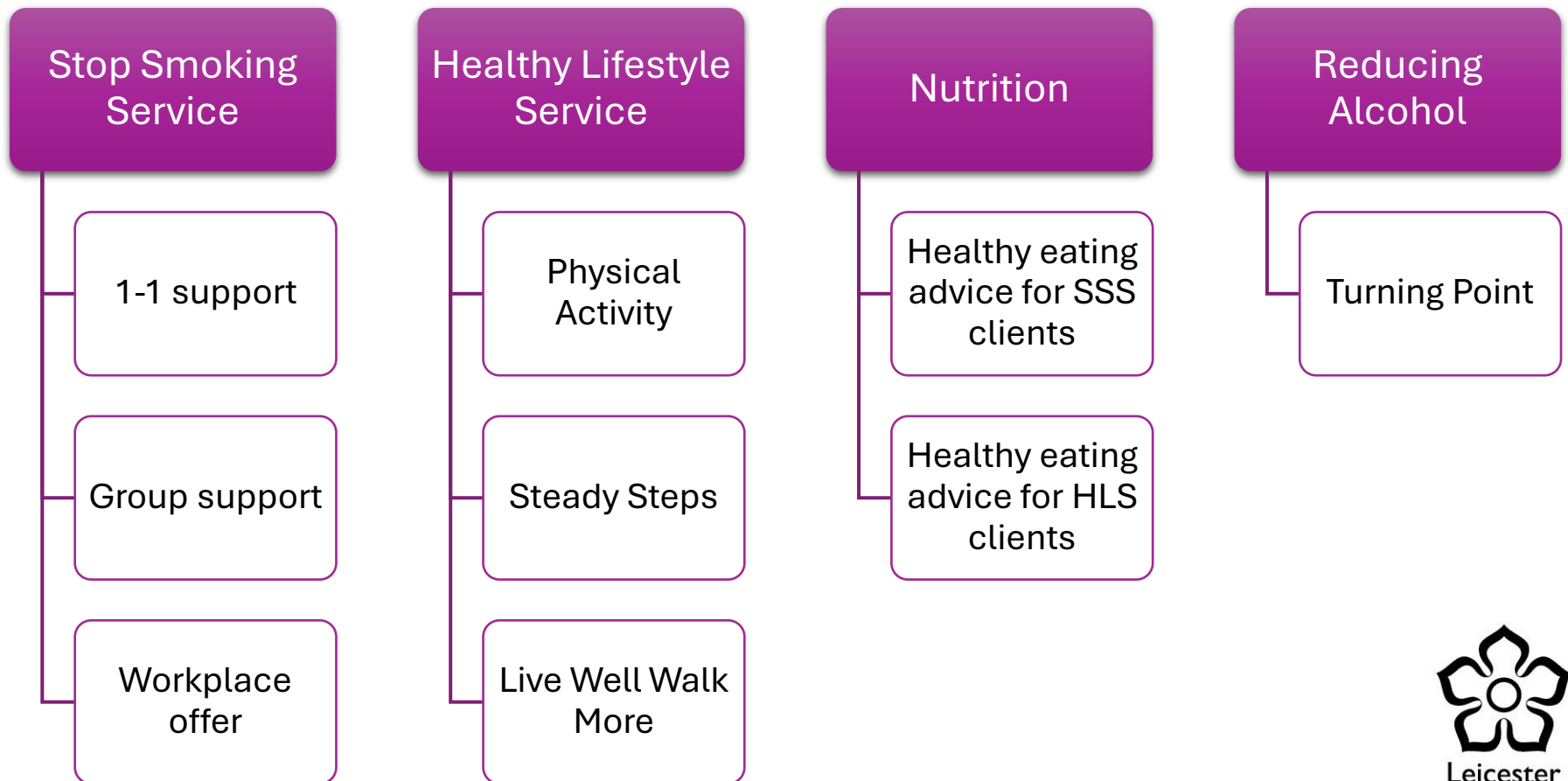
Smoke Free Generation

Live Well
Public Health
Leicester City Council





Service Overview





Stop Smoking Service



12-week programme



Free nicotine replacement therapy



Behavioural support



Paper Summary

Slightly under target for 24/25 - updated action plan underway to meet 25/26 target

Quit dates set rising each quarter

Integrated working between Live Well & Tobacco Control to steer projects / campaigns toward referrals

Team will remain agile and adapt delivery to suit the needs of clients and the service



23/24 & 24/25 Outcomes

KPIs	Q1 23/24	Q2 23/24	Q3 23/24	Q4 23/24	Q1 24/25	Q2 24/25	Q3 24/25	Q4 24/25
Number of smokers who set a quit date per quarter	423	425	397		300	301	374	328
Cumulative number of smokers who set a quit date per quarter	423	848	1,245		300	601	975	1,303 (1,531)*
Number of smokers who successfully quit at 4 weeks	203	218	207		152	148	231	188
Cumulative number of smokers who successfully quit at 4 weeks	203	421	628		152	300	531	719
% of smokers achieving a 4-week quit	48%	49.6%	50.4%		50%	50%	54%	55%

*SFG target (first year of SFG funding)



25/26 SFG Funding and Targets

- Funding allocation = £485,361
- Target quit dates set = 1,848
- Quarterly target = 462
- Q1 quit dates set = 352 (↓110)
- Q2 quit dates set = 497 (↑35)
- Cumulative quit dates set in Q1 + Q2 = 849 (↓75)
- Remainder of annual target for Q3 + Q4 = 999



Measures to Meet SFG Target

Engagement Team

- Outreach events
- Community drop-ins/clinics
- Group interventions
- Partnerships
 - Primary care
 - Third sector organisations
 - Businesses

Action Plan

- Service delivery optimisation
- Outpatient referral pathway
- Dentistry referral pathway
- Targeted engagement projects:
 - Routine and manual workers
 - Social housing tenants
 - Mental health services
 - Adult social care
 - Leisure sector
 - Education



Further Work

Nutrition offer

CURE referral pathway

Pregnancy referral pathway

Introduction of stop smoking medication

Social marketing campaign

Tobacco control

- Step Right Out
- Swap to Stop
- Communications toolkit
- Trading Standards collaboration against illicit tobacco



Case Studies

79-year-old woman – Eyres Monsell Community Centre

- Met Engagement team while smoking outside the centre.
- Unable to read or write; later advised by GP to quit.
- Remembered the advisor and arranged support through the centre.
- Received tailored community and telephone support.
- **Now smoke-free** – shows how **proactive engagement overcomes barriers** such as low literacy.

42-year-old man – Advanced cancer & PTSD (via No.5)

- Referred by support workers; previously homeless, no phone, smoked discarded cigarettes.
- First appointment completed via No.5 over the phone; NRT sent there.
- Follow-up appointments held in person at No.5.
- **Successfully quit** – shows how **strong partnerships** enable access for **vulnerable individuals** with complex needs.

37-year-old woman – Tesco community event

- Met Engagement team at local event; has a long-term mental health condition.
- Received extended, personalised support from advisor.
- **Now smoke-free** and rated service “**5 out of 5**”.
- Shows how **accessible outreach** and **tailored support** drives positive behaviour change.



Thank you



Questions welcome