HSE Actions to Systematically integrate Tobacco Management into routine Healthcare

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A Tobacco Free Ireland - The Endgame

<5% Prevalence

National Structures supporting Tobacco Management

HSE Actions to systematically address the treatment of tobacco addiction

Underpinning themes

Denormalise Smoking

Acknowledge tobacco use as a disease and treat

Provide Cessation Support

Encourage smokers to access services through QUIT

Provide a Tobacco Free environment

Actions to Denormalise Smoking

Development of the National TFC Policy and Roll out

Working with each division to plan for effective implementation of the policy

(Development of resources to support)

Actions to Denormalise Smoking

Funding for new crèche facilities linked to implementation of TFC policies

Working with each city/town council to advocate for Tobacco Free amenities LCDC Action Plans

Acknowledge tobacco dependence as a disease and treat

Submission of request to the DOH to develop clinical guidelines for the treatment of Tobacco Dependence

- Promotion of resource through Health Matters and national Broadcast

- Extensive consultation with clinical groups will be required as part of the guideline development process

Acknowledge tobacco dependence as a disease and treat

- Business case and tender to develop a National Health Behaviour Patient Management System

- New KPI included for 2017 in Acute Services Op Plan

  - To track the number and type of cessation medication dispensed to inpatients

- Engagement with IT, healthlink, ICGP, Acute Services to embed the new system

Acknowledge tobacco dependence as a disease and treat

Working with Dr. Siobhan Jennings to ensure risk factors for chronic disease are recorded and embedded in IT systems

HIPE risk recording

Provide Cessation Support

- Development of national BISC training, resources , standardised online application systems and annual KPIs

- Inclusion in annual NSP. Tobacco KPIs the first ever KPIs to feature in the NSP for the Health & Wellbeing Division
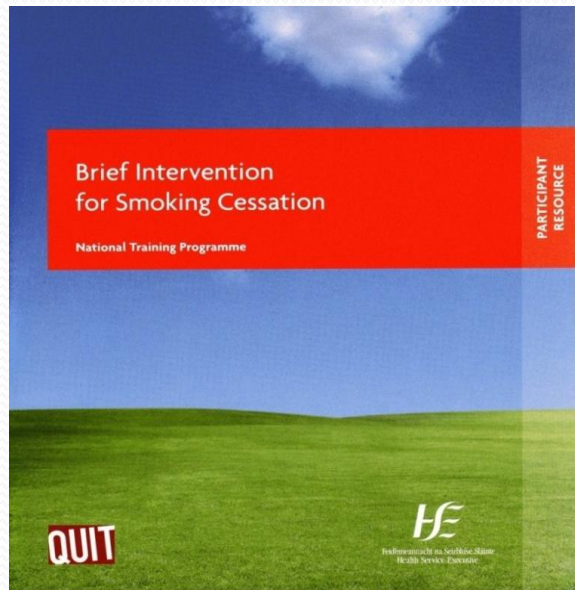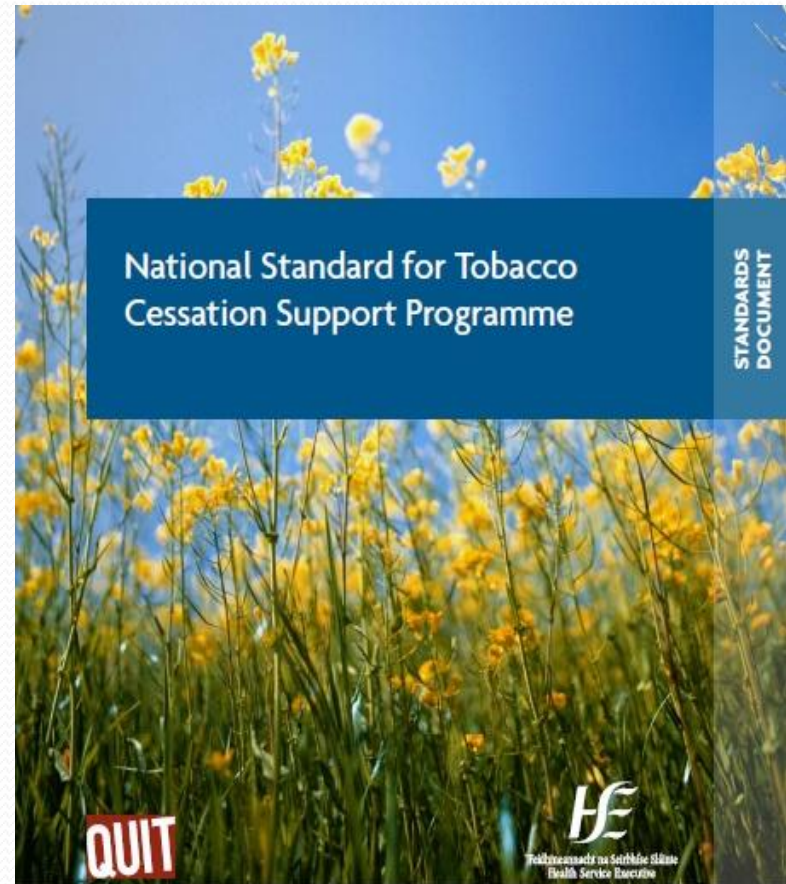
New Developments

- MECC

- Tender for blended Generic BI

Provide Cessation Support

- Development of standards for Intensive Cessation Service Provision
- Commissioning standardised training for providers
- Commissioning new multimedia QUIT support Service

Provision of Cessation Support through our QUIT Service

Freephone

Freetext

Social Media

Webchat

Health Professional Referrals

Trained cessation support staff

Proactive phone counselling

Daily texts & emails

Social media

Online QUITplan

1- 1 Clinics & Groups

Digital and
Outdoor

Facebook

Health
Care

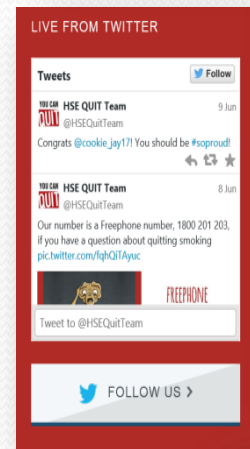Why to QUIT
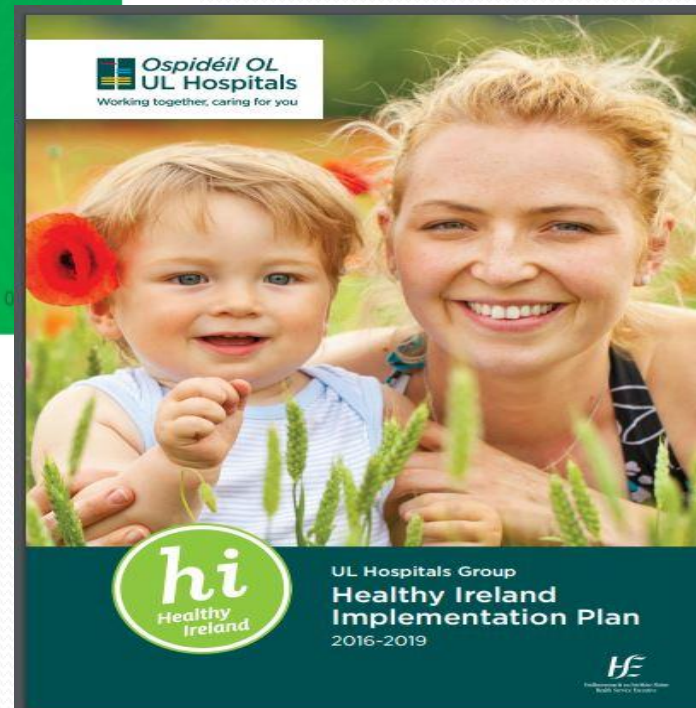How to QUIT

Radio

Partners

TV

Digital Innovation

- Be where they are
- Design for Mobile
- Daily mails and SMS
- Data and analytics
- Social innovation
- Support system
- Keep them with us
- Bring them back

Ensuring Tobacco actions are embedded in every implementation/action plan/strategy being developed

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- Working with our partners to promote cessation among target population groups (Youth through Spunout and XHALE &

- Disadvantaged groups (We can QUIT)

- Supporting and engaging in tobacco research to drive the agenda
  (A prioritisation exercise is planned and research plan will be developed)

Provide Tobacco Free Environment supports for implementation of the TFC policy

- A number of working groups with reps from ECD/DON in mental health being set up to develop standard operatring procedures

- Working with Disability services to map services and support planning around implementation

- We have identified local HP&I contacts to act as support personnel for TFC policy implementation in each CHO

- Worked with divisional reps to produce a National TFC toolkit

- Publish Guidelines for the management of tobacco in mental health settings

- Audit of 8 sites 2014 – learn from the findings !

- We are supporting the provision of free NRT for HSE staff through the staff health & wellbeing funding to CHO's and Hospital Groups to incentivise successful quitting.

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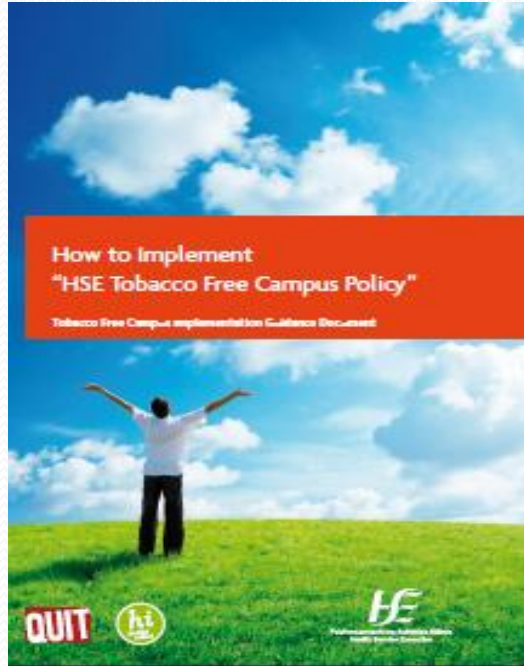
- Communications plan to promote the use of this new resource
- Continue to work with our international colleagues in

  to embed self audit & learn from the experience of implementing tobacco free health services in other countries

Building Quality into implementation

A Tobacco Free Environment

ENSH- Global Online Self Audit

Develop systems to motivate high level implementation of TFC policy in each HG initially

Share this learning through the validation processes & embed structures to support extensive high level implementation across the whole organisation

The Future

- Work with Quality Improvement to continually build quality in to tobacco management that will deliver on the new HSE Quality Framework

- Build a model that can be adapted/built on to support other HI priority programmes

- Work with Quality Assurance & Verification Division, HIQA and the MHC to develop processes to verify our TFC standards

Building a Better Health Service

CARE COMPASSION TRUST LEARNING

Implementation of the HSE Tobacco Free Campus Policy is a KEY contributor to our clear focus of Building a Better Health Service