



HSE Tobacco Free Ireland Programme

End of Year Report 2020



TFI Programme

HSE Health and Wellbeing,
Strategic Planning and Transformation



Foreword

On behalf of HSE Strategic Planning and Transformation, I am pleased to present the Tobacco Free Ireland Programme End of Year Report for 2020. The HSE Tobacco Free Ireland (TFI) Programme has set out actions in a four year National Implementation Plan to reach a tobacco free Ireland (defined as having a national smoking prevalence of less than 5%) by 2025. This is the third Annual Report published under this 2018-2021 Implementation Plan.

Improving the health and wellbeing of Ireland's population continues to be a national priority and a key element of healthcare reform. Tobacco control is a central element of the work undertaken by HSE Health and Wellbeing. The HSE Health and Wellbeing function, under Strategic Planning and Transformation, is focused on helping people to stay healthy and well, reducing health inequalities and protecting people from threats to their health.

A number of our Policy Priority Programmes (Tobacco Free Ireland, Healthy Eating and Active Living, Sexual Health, Mental Health and Wellbeing, Alcohol, Healthy Childhood, Staff Health and Wellbeing) support people and communities to protect and improve their health and wellbeing; turning research, evidence and knowledge into action. These Programmes, including the TFI Programme; act as the authority on health, wellbeing and policy development for their subject matter, helping to build an intelligent health system that supports our population to be healthy and well.

It goes without saying that 2020 was an unprecedented year for the entire health service with all services coming under immense strain due to the COVID-19 pandemic. We have seen extraordinary responses from staff across the HSE, our staff in Health and Wellbeing (many of who were redeployed to work in various areas of the COVID response) being no exception. In 2021, we will strive to continue to provide high quality services in a COVID-19 environment. We hope, as the vaccination roll out gathers momentum that we may be able to return to some level of face to face service provision but in the meantime we must continue to be mindful of the risk that COVID-19 poses and continue to provide quality services in new and innovative ways.

While we have made significant gains in recent years in terms of reducing the overall national prevalence of tobacco use, there are still real challenges, including the inequity in the harms caused by tobacco. We know that people who are socioeconomically disadvantaged are more likely to smoke. In deprived communities in Ireland, the daily smoking rate is 21% compared to 9% in affluent communities.

Budget 2021 saw significant investment in Health and Wellbeing with funding being allocated to support the development of an area-based approach to community health and wellbeing improvement, with a particular focus on areas of deprivation. This investment for health service initiatives is focussed on the implementation of an enhanced Health and Wellbeing Programme within areas that have the greatest levels of disadvantage and highest proportion of young families. The funding will be used to deliver evidence informed services to improve local population health and wellbeing outcomes. This Community Health Initiative will allow us to develop stop smoking services in areas where people need them the most. We look forward to working with our colleagues in the community to implement these new programmes in 2021.



Dr Stephanie O' Keeffe
National Director, Strategic Planning and Transformation

Introduction

This year the COVID-19 pandemic impacted all aspects of the Health Service, with tobacco control and Stop Smoking Services being no exception. The scale of the challenge facing the HSE due to COVID-19 in 2020 and the associated response was unprecedented. Our new QUIT campaign which was launched in January 2020 and was active in March was paused half way through the month. Face to face Stop Smoking Services were temporarily suspended and many of the staff working within these services were redeployed to work in various public health roles to assist with the response to COVID-19. The TFI programme lead and other members of the TFI Programme team were also redeployed during this time. Despite this, the new campaign performed strongly throughout 2020. Numerous projects were progressed such as Sláintecare Smoke Free Start and the Tobacco Free Campus quality improvement bursary. The Programme advocated strongly for the retention of stop smoking services, as a key element in maintaining respiratory health and as a core part of our COVID response.

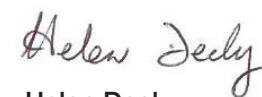
Recognising Stop Smoking Services as an important tool for respiratory health protection, telehealth platforms (e.g. Attend Anywhere, TPRO) were quickly adapted by our advisors in an effort to maintain a high quality service to our patients. The QUIT service performed strongly in 2020, with the public opting for online and phone based services in the unfortunate absence of face to face services in their community. Online QUIT Plan sign ups also exceeded targets.

International evidence has shown smoking to be a significant determinant in the progression of COVID-19, with tobacco users being more likely to have severe symptoms should they develop the disease and also being more likely to require ICU care and mechanical ventilation compared to non-smokers. In the context of COVID-19, at a population level, preventing tobacco initiation and helping those who do smoke to successfully quit is the single most effective method of protecting respiratory health and preventing avoidable morbidity and mortality.

The TFI Programme would like to acknowledge the commitment of all those who play a role in tobacco control across the HSE who continually champion, advocate for and prioritise this important work. We would also like to acknowledge our wide network of partner organisations for their continued support and contributions to the tobacco control agenda.



Martina Blake
National Lead
HSE Tobacco Free Ireland Programme



Helen Deely
A/Assistant National Director
HSE Health and Wellbeing

HSE Tobacco Free Ireland Programme Structure

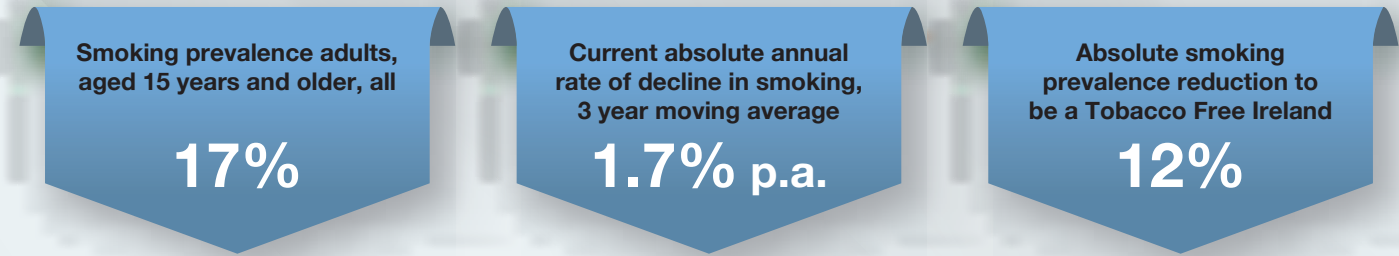


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Population Prevalence and Rate of Decline

(Ref: Healthy Ireland Survey 2019)



Population Groups Smoking Prevalence

(Ref: Healthy Ireland Survey 2019 and HBSC 2018)



Building and Enforcing Legislative Compliance



Quitting and Support (Ref: HSE Tobacco Free Ireland Programme Data 2020)



Note: All indicators 2020 data or nearest available year. There was no Healthy Ireland Survey carried out by the Department of Health in 2020 due to COVID-19.

Sources: Healthy Ireland Survey 2019, HBSC 2018, CSO 2020, HSE Data 2020



Theme 1: Provide Leadership for the Implementation of the HSE elements of Tobacco Free Ireland

Action 1.1: Support Effective Implementation of the National Healthy Ireland and Tobacco Free Ireland Action Plans

The TFI Programme group endeavours to meet six times in each calendar year however, this group was only available to meet three times in 2020 due to many of the group members being redeployed to COVID-19 related work. The Programme chaired three meetings of the National Tobacco Free Ireland Programme Group (TFIPG) in 2020. This group is comprised of members from across all HSE service areas. Group membership in 2020 is set out in the table below.

Group Member	HSE Service Area
Andrew Lynch	Mental Health
Aine Lyng	National Cancer Control Programme
Aishling Sheridan	Evidence and Information Officer, Tobacco Free Ireland Programme
Caitriona Reynolds	We Can Quit Coordinator, Tobacco Free Ireland Programme
Edward Murphy	Project Manager, Tobacco Free Ireland Programme
Elaine Buckley	Tobacco Cessation Services Coordinator, Tobacco Free Ireland Programme
Martina Blake (Chair)	National Lead, Tobacco Free Ireland Programme
Maurice Mulcahy	Environmental Health
Paul Kavanagh	Health Intelligence
Priscilla Lynch	Community Healthcare Organisations
Rachel Wright	Communications
Roisin Maguire	Older Persons Services
Sarah McCormack	Healthy Ireland Lead
Siobhan Lines	Hospital Groups
Shirley Walsh	TUSLA

Action 1.2: Development of Key Performance Indicators

Through the TFIPG the TFI Programme retained the existing tobacco key performance indicators (KPIs) for inclusion in the 2021 National Service Plan.

% of smokers on cessation programmes who quit at 4 weeks (Target 45%)

No. of smokers who received face to face or telephone cessation support services from a cessation counsellor (Target 10,000)

No. of smokers who received online cessation support services (Target 7,000; increased from 6,000 in 2019)

The Environmental Health Service tobacco control KPIs for 2021 are:

No. of initial tobacco sales to minors test purchase inspections carried out (Target 384)

No. of inspections of e-cigarette and refill container manufacturers, importers, distributors and retailers under E.U. (Manufacture, Presentation and Sale of Tobacco and Related Products) Regulations 2016 (Target 40)

Action 1.3: Identify Resource Implications to Deliver TFI Actions

We Can Quit is a free, friendly and supportive 12 week programme for women in disadvantaged communities who smoke and who want support to quit smoking. The programme offers free nicotine replacement therapy (NRT) and/or Champix, a weekly stop smoking group and one to one support in between group meetings. Historically, the We Can Quit Programme was offered by the Irish Cancer Society with support from the HSE. However, in July 2020 the HSE absorbed the We Can Quit Programme in its entirety due to reconfiguration within the Irish Cancer Society and now has full responsibility for coordination and funding of the programme.

Budget 2021 provided funding to support the development of an area-based approach to community health and wellbeing improvement, with a particular focus on areas of deprivation.

This investment of €10m approx. for health service initiatives is focussed on the implementation of an enhanced Health and Wellbeing Programme within areas that have the greatest levels of disadvantage and highest proportion of young families. The funding will be used to deliver evidence informed services to improve local population health and wellbeing outcomes.

A core group of services will be established to support vulnerable groups within the community, including the allocation of new stop smoking advisor posts within each of the identified community health initiative areas to provide stop smoking services and expand the delivery of the We Can Quit Programme. A bid for additional stop smoking advisor posts was proposed as part of the enhanced community care chronic disease hubs and this was also successful. Rollout of these new initiatives will begin in 2021 pending capacity due to Covid- 19.

Aishling Sheridan presents a case study at ECToH 2020 in Berlin



Action 1.4: Engage with International Health Colleagues

The European Conference on Tobacco or Health (ECToH) was hosted in Berlin in February 2020. ECToHs are organised every three years under the auspices of the Association of European Cancer Leagues. These Conferences are recognised internationally as the main European forum for tobacco control advocates. Each ECToH is attended by international policy makers, scientists, researchers, advocacy officers, health professionals as well as all others strongly committed in the fight against tobacco. A number of TFI programme members attended the event. Aishling Sheridan presented an Irish case study, Supporting Tobacco Free Campus Implementation in Ireland, as part of an international Role of Health Professionals in Tobacco Prevention and Control workshop. This case study detailed lessons learned from a Tobacco Free Campus quality improvement initiative that the TFI Programme had sponsored in 2019 (see Action 2.2). Aishling also presented this case study to the Global Network for Tobacco Free Healthcare Services (GNTH) General Assembly.

Dublin was due to host the World Conference on Tobacco or Health (WCToH) in March 2021. However, due to the COVID-19 pandemic a decision was made to postpone this conference. A series of online events and webinars will take place during 2021 in the interim.

In 2020, the TFI programme participated in two meetings with the recently re-established European Quitlines Group. Other countries participating include Austria, Belgium, Denmark, Germany, the Netherlands, Sweden & Switzerland.

To date, the meetings have involved the representatives getting to know the various quitlines and the service provided by them. There is also discussion and sharing of experience and resources about providing services to particular population sub-groups including young people and those with other addictions. There has been discussion about the challenge of COVID-19 and how the various services have adapted during the pandemic. The TFI Programme will continue to engage with this group in 2021.

More than 15 years on from the adoption of the World Health Organisation Framework Convention on Tobacco Control (WHO FCTC) by the World Health Assembly, tobacco industry strategies continue to pose challenges for governments making efforts to protect their populations from tobacco-related harm. Article 5.3 of the WHO FCTC obliges Parties to protect public health policies from commercial and other vested interests of the tobacco industry in accordance with the national law. However, a major challenge to the implementation of the WHO FCTC in countries is the novel tobacco products, including Heated Tobacco Products (HTPs) and Electronic Nicotine Delivery Systems (ENDS). Elaine Buckley attended a WHO workshop in Budapest in February 2020.

Objectives of the workshop were to:

- raise the level of knowledge regarding ENDS and HTPs;
- share latest available evidence on the health impact of these products, including findings from on-going research;
- inform about tobacco industry strategies and tactics on marketing of novel tobacco products in the WHO Region for Europe;
- notify obligation of Parties under Article 5.3 of the WHO FCTC;
- strengthen countries' capacity in relation to regulation of ENDS and HTPs;
- share WHO's policy recommendations for ENDS and HTPs; identify existing challenges and opportunities for further joint work and need for WHO support.

Ireland has also become involved in the Coalition of Nurses and Health Professionals against tobacco. This coalition is chaired by Emma Woodford of the European Oncology Nursing Society. The group has representation from across Europe and the United States and is concerned with the de-normalisation of tobacco use among health professionals with an initial focus on influencing nursing and medical students.



WHO Budapest. Members of the WHO delegation in Budapest in February 2020

Action 1.5: Work with Non-Governmental Agencies to Achieve Policy Aims

The TFI Programme chaired two meetings of the Tobacco Free Ireland Partners Group in 2020. The Tobacco Free Ireland Partners Group is a multi-agency partnership made up of representatives from across non-government organisations with an interest in Tobacco control in Ireland. The aim of the group is to provide a formal platform for discussion and dialogue between the HSE and non-governmental stakeholders on tobacco control. Ideas and best practice can be shared in relation to tobacco control issues. This multi-agency working group also helps to drive, co-ordinate and support the delivery of the priorities in the Tobacco Free Ireland Implementation Plan. The organisations currently represented on the group are detailed below.

- Alpha1 Foundation
- ASH Ireland
- Asthma Society of Ireland
- Communications, HSE
- COPD Ireland
- Environmental Health, HSE
- Health Promotion and Improvement, HSE
- Institute of Public Health
- Irish Cancer Society
- Irish College of General Practitioners
- Irish Dental Association
- Irish Heart Foundation
- Irish Thoracic Society
- Mental Health Ireland
- National Cancer Control Programme
- National Women's Council of Ireland
- National Youth Council of Ireland
- Pharmaceutical Society of Ireland
- Public Health, HSE
- Royal College of Physicians Ireland
- Spun Out
- Tobacco Free Ireland Programme, HSE
- Tobacco Free Research Institute

Theme 2: Protection of Children in all of our initiatives, de-normalise tobacco use for the next generation and promote tobacco free environments.

Promotion of Tobacco Free Environments

Following the success of the initiative in 2019 and feedback from the services involved in the process, the TFI Programme began its second Quality Improvement for Tobacco Free Campus (TFC) Bursary Scheme in February 2020. Over 80 individual services initially applied to take part. The occurrence of COVID-19 naturally shifted priorities for services as the year progressed and following some re-engagement with services at the end of Q2, 63 services maintained their applications. Of these services;

- 54% are mental health services
- 26% are acute hospitals
- 14% are older person services
- 3% are disability services
- 3% are primary care services

Due to the impact COVID-19 has had on the health service, and subsequent changing priorities and re-deployment of key staff, timelines for the TFC Bursary were extended from January 2020 to June 2021 giving services 18 months for completion. Each service was asked to complete a Global Network of Tobacco Free Healthcare (GNTH) Services self-audit tool and Quality Improvement Plan which is based on the 8 International Best Practice Standards. This was completed at the start of the bursary process to determine what actions and priorities are needed within a service for Tobacco Free Campus Implementation. These self-audit results were then submitted to the TFI Programme and support was provided by local TFC support staff and the TFI Programme.



Mayor of Limerick and young people from Limerick Comhairle na nÓg at the launch of Not Around Us.

A Quality Improvement in Tobacco Free Campus Webinar was held in November 2020 to engage with bursary applicants and to provide an overview of tobacco control in our health service today and provide examples of best practice in TFC Policy implementation.

The programme engaged with the Communications Leads in each hospital group in Q4 to explore how the TFC Policy can be reinvigorated and re-launched in various acute settings in order to increase buy-in from staff, patients and the public. A specific set of actions were agreed with the TFI Programme and have been carried into 2021 for translation into action.

In 2018 and 2019 the Programme worked to support the Irish Prison Service to implement a tobacco free policy in the Progression Unit of Mountjoy Prison. As part of this process, research was undertaken with the Prison Service incorporating data collected from both prisoners and staff. Analysis of this data began late in 2020.

Not Around Us is a tobacco free spaces initiative that was developed with the support of TFI funding and

in partnership with Healthy Limerick. It promotes an environment where it is easier for those who smoke to quit and contributes to de-normalisation of tobacco use for the next generation through shaping policy development, creating innovative signage for appropriate areas, engaging on the effects of second hand smoking and raising awareness of the supports for those who wish to quit smoking. The unique Not Around Us signage can be seen in areas where young people play and learn such as parks, playgrounds and schools. The initiative has a range of stakeholders including; the HSE, Limerick Local Community Development Committee, Limerick Comhairle na nÓg, Limerick Children and Young People's Services Committee, Limerick Childcare Committee, Healthy Ireland ASH Ireland and Council of the Irish Heart Foundation. Limerick Comhairle na nÓg was subsequently awarded a prestigious World No Tobacco Day Award by the World Health Organisation (WHO) for their leading role in the development of Not Around Us campaign. The TFI programme produced a [promotional video](#) and press release to support the event.

Action 2.4: Engage with Stakeholders to Ensure Tobacco De-normalisation is Included in all Initiatives

The Programme has worked with the Health and Wellbeing Education Programme to develop new tobacco content for Junior Cycle SPHE and Healthy Ireland Smart Start (HISS).

New activities on tobacco have been published as part of the Healthy Choices 1, the first substance misuse module of the Junior Cycle SPHE resource, aimed at first year students. Activities on tobacco include the dangers of second hand smoking, the contents of nicotine and general myths and facts on the short-term consequences of smoking. Healthy Choices 1 is available [here](#).

The TFI Programme has also worked with the Education Programme to develop a tobacco free information session to be incorporated into the newly redeveloped HISS Programme. Healthy Ireland Smart Start provides information and resources for Early Learning and Care staff and services and provides an opportunity for services involved to become publically recognised as Healthy Ireland Early Learning and Care services.



A cartoon from the SPHE Healthy Choices 1 teaching resource

Theme 3: Legislative Compliance and Regulating the Retail Environment

The EU Tobacco Products Directive 2014 as transposed into Irish legislation in the EU Regulations 2016 is implemented by the HSE as the competent authority and Market Surveillance Authority.

The regulations require that a manufacturer or importer make submissions via the European Union Common Entry Gate to the HSE in relation to all tobacco and related products placed or intended to be placed on the market for sale in the Republic of Ireland.

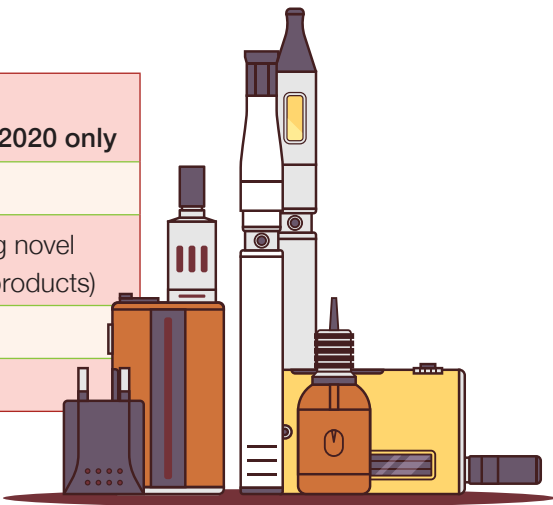
A priority is the risk assessment and investigation of complaints regarding tobacco control and related products. In 2020 a total of 58 complaints in relation to the Tobacco Products Directive were received, risk assessed and investigated by the National Tobacco Control Operational Unit.

In 2020 the HSE National Environmental Health Service (EHS) Tobacco Control Inspection Programme carried out the following;

- 7,534 inspections were completed, of which 6,532 were compliant, representing 86.7% compliance.
- 58 test purchase inspections were carried out of which 56 were compliant, representing 96.5% compliance. The KPI target of 384 initial test purchase inspections for 2020 was not met as test purchases were suspended due to COVID-19.
- 18 convictions were secured in respect of prosecution cases taken for non-compliance with the prohibition of smoking and the provision of signage in workplaces, and sales of tobacco products to minors.

The number of submissions made to the HSE by category up to 31st December 2020 is as follows:

Notifications to EU-CEG	Total figures up to 31st December 2020	Figures for 2020 only
E-cigarettes & Refill Containers	54,359	7,853
Tobacco Products	628 (excluding novel and herbal products)	71 (excluding novel and herbal products)
Novel Products	13	8
Herbal Products	45	30



Theme 4: Treat Tobacco Dependence as a Healthcare Issue

Action 4.4 Development of Clinical Practice Guidelines

In early 2020, the work of the Guideline Development Group (GDG) continued, and the group prepared for public and stakeholder consultation of the draft guideline and submission to the National Clinical Effectiveness Committee (NCEC). However, the Tobacco & Alcohol Control Unit, Department of Health informed the group that they had commissioned the Health Research Board (HRB) to complete an evidence-review on the public health harms & benefits of electronic cigarettes. A decision was made by the group to delay launching consultation until after publication of the HRB reviews.

The arrival of COVID-19 delayed the publication of the HRB reports and was also cause for many of the guideline group members to be redeployed to assist with the response of the health services to the pandemic. In September, the group reconvened. The HRB planned to launch their reports in October, so a decision was made to launch the public consultation of the draft guidelines on the same day. The group set about updating the guideline document (given the HRB report findings), and planning public and stakeholder engagement. An online feedback form was developed (as per NCEC) and a temporary webpage was developed on the HSE website with the draft guideline and feedback form. An email to identified stakeholders (both internal & external to the HSE) was

issued with a link to the webpage inviting stakeholders to review and feedback to the draft guideline. In addition, notifications were posted to Twitter & LinkedIn promoting the public consultation and a press release was issued. The consultation period ran from 13th October to 6th November 2020. Over that period, the temporary webpage was viewed 1,151 times and 33 submissions were made. The draft guideline was also reviewed by two international experts (Dr Charlotta Pissinger, Denmark & Dr Ken Ward, USA).

In November, the GDG met to review the feedback from consultation and updates were made to the draft guideline where deemed appropriate. In addition, a complete update of all evidence under-pinning the guideline was completed and included. The guideline is now ready for submission to NCEC and the group are working with the National Patient Safety Office to finalise submission.

Action 4.6: Training and Intensive Cessation Support

Four two day Intensive Stop Smoking Advisor Training programmes (certified by the NCSCT) were delivered in Cork (12 attendees), Galway (6 attendees), Dublin (11 attendees) and Waterford (9 attendees). Additional training was scheduled in Dublin but was postponed twice due to government COVID-19 restrictions.

In total, 38 staff trained as intensive Stop Smoking Advisors in 2020.

- 29 staff trained in the NCSCT Mental Health specialist module and 26 staff trained in the pregnancy and smoking module to end of December 2020.
- 1505 HSE staff completed the Making Every Contact Count eLearning training in 2020.
- 130 HSE staff completed the Making Every Contact Count face to face training module.

Intensive cessation support was provided to 7,145 clients/ patients by a stop smoking advisor (71% of the National Service Plan target) up to the end of December 2020. The National Service Plan QUIT at 4 week KPI was 46.5% (i.e. 46.5% of those who entered into the standard stop smoking support treatment programme were quit at 4 weeks. The target is 45%).

Action 4.7: Targeted Approaches for Special Groups

Smoke Free Start (funded through the Sláintecare Integration Fund) is a joint initiative between the TFI Programme and the National Women and Infants Health Programme, both of which have specific actions within their strategic plans to establish dedicated smoking cessation support services in Irish maternity services. The project aims to develop capacity and capability in maternity settings to better diagnose and treat smoking in pregnancy through the introduction of routine breath Carbon Monoxide (BCO) testing at antenatal appointments and subsequent referral of pregnant women who smoke to dedicated, midwifery led, stop smoking services.

Dedicated, midwifery led stop smoking services have been established at Cork University Hospital and The National Maternity Hospital. Due to COVID-19 and the subsequent decision to pause all Sláintecare funded projects in March 2020, these services did not become operational until late July 2020. There has also been a delay in establishing routine BCO testing due to the infection control risk posed by COVID-19.

A similar Sláintecare maternity project, Supporting Women to Quit and Stay Quit is currently in operation in South East Community Healthcare. The TFI programme sits on

this steering group and has been working collaboratively on its implementation. This project provides stop smoking support to pregnant women in the community. Both maternity projects are experiencing high levels of referral and will be evaluated in 2021.

We Can Quit is a community based, 12 week, stop smoking programme for women living in areas of deprivation which includes the delivery of free stop smoking medication. It has been coordinated by the Irish cancer Society since 2014 and was run with the support of the TFI programme and local stop smoking advisors. We Can Quit courses were delivered across 12 communities in Dublin (CHO's 7 and 9) and Cork (CHO 4). 196 women registered for the programme across the 22 courses. The TFI programme assumed responsibility for the coordination of the whole programme in July 2020 and resourced through agency a temporary coordinator post for same. Local facilitators were supported to access standardised HSE training and access to Quitmanager (stop smoking services national patient management system). Support was provided to help adapt courses to delivery online in the autumn during COVID restrictions.



Smoke Free Start NMH. Orla Bowe, Stop Smoking CMM2 at NMH Holles Street

A staff health and wellbeing scheme whereby all HSE staff members can avail of free stop smoking medication (nicotine replacement therapy and/or Champix) was developed and piloted in October 2020. New national promotional resources were produced to advertise to staff. Under this scheme, staff can avail of free stop smoking medication upon referral from a HSE Stop Smoking Advisor. This scheme will continue into 2021.

Throughout 2020, the TFI Programme has worked in partnership with Mental Health Ireland to develop a guidance document on *Smoking, Mental Health and Recovery*. This guidance document is being developed to support mental health services in the implementation of the National Framework for Recovery in Mental Health 2018-2020, to strengthen the delivery of a quality person-centred service and to provide mental health services



Smoke Free Start CUMH. Majella Phelan, Stop Smoking CMM2 at CUMH

with a practical guide on *Smoking, Mental Health & Recovery*. The document will support service providers already working with service users, families, supporters as well as the voluntary sector and those looking for more guidance to support their recovery practice. Recovery-orientated services promote working in a holistic and respectful manner ensuring that everyone is valued and acknowledged for their unique experiences. This offers a way of working where the expertise of service users, family members and service providers is accepted equally and valued to ensure better recovery outcomes for all. This is relevant across all services; Child and Adolescent Mental Health Services, General Adult, Psychiatry of Later Life, Community and Voluntary sector services.

Action 4.9: QuitManager Patient Management System

Quitmanager is a comprehensive electronic stop smoking referral and tracking system that will allow direct entry by referrers, and a comprehensive patient record of all cessation service support provided. Elaine Buckley assumed the role of Project Manager for this project in April 2020.

The referral module was scoped and built during 2020. Intensive user testing was performed for the roll out and deployment of the referral module (this will work by receiving referrals from GP practices via Healthlink which in turn will upload to the Quitmanager system). This will encourage facilitated referrals into the service and was welcomed by colleagues at the Irish College of General Practitioners.

As part of the intensive user acceptance testing, a number of bugs were fixed and changes were made to improve the functionality of the system. Most importantly, the KPI reporting mechanism was updated to allow generation of data at individual advisor and clinic level.

Engagement began with the National Screening Service to provide access to the referral module for all 15 colposcopy clinics in Ireland which will result in a direct referral pathway.

FREE stop smoking service and FREE medication for HSE Staff
Stop smoking for 28 days and you are 5 times more likely to stop for good.



For support, or to find out more contact your local advisor

QUIT.IE FREE PHONE 1800 201 203



Theme 5: Monitor Tobacco Use and Prevalence and Evaluate the Effectiveness of all Interventions

Action 5.2 Assessment, Evaluation and Improvement

Quit campaign activity for 2020 included:



National Communications and TFI programme launched a new QUIT marketing campaign, called the **Last Stop** in January 2020.

The campaign:

- encourages people who smoke to quit
- breaks down the challenge of quitting smoking into an achievable goal of initially quitting for 28 days
- encourages people to quit using evidence based support
- creates a number of **QUIT months** to act as opportunities for communities, networks and families to support the people who smoke in their lives to quit

The campaign is based on a review of behaviour change and social marketing approaches and research with our target audiences. Through a number of focus groups people who smoke told us that they wanted us to break down the challenge of quitting smoking. They wanted us to let them know ‘how to quit’ as well as ‘why’.

The new campaign helps people believe that they can quit if they get the support they need to succeed and commit to quit for at least a month.

We ran our first QUIT month in March, encouraging people across the country to quit together and provided tools and tips to help people on their 28 day quit journey and beyond. We followed five Quit Leaders through videos and articles as they quit with support from the Quit Service. We also ran a road show in shopping centres around Ireland in February and early March, where people could find out more about the Quit Service and sign up for a Quit plan. Half way through March we were forced to pause some planned activity.

During the summer of 2020 some further focus testing of the campaign messaging and assets were carried out to assess tone and acceptability in a post COVID environment. New content was created with the QUIT leaders describing their quitting journey during the lockdown periods.

We ran a second Quit month in October with activity taking place online in line with COVID-19 restrictions.

Despite the upheaval of COVID-19, 2020 was a very successful year for the Quit campaign and many of our quitters told us that COVID-19 provided them with an opportunity to quit. However, we know that, the stress of the pandemic may have encouraged others to start smoking again.

We saw a 20% increase in the number people signing up for online support to quit and a 24% increase in visits to Quit.ie

Market research on the Quit campaign found that 1 in 4 people who smoke are going to try to quit for 28 days having seen the campaign. Over one in three people who smoke said they intend to use the HSE Quit, an increase of 14% on 2019.

The Tobacco Free Ireland Programme in 2021

The Tobacco Free Ireland Programme will continue to chair the HSE Tobacco Free Ireland Programme and Partners Groups in 2021. Tobacco control priorities in the HSE and Key Performance Indicators for inclusion in the 2022 National Service Plan will be agreed with key stakeholders.

The Programme will continue to advocate for the development of new Stop Smoking Services. Training and mentorship will be provided for new Stop Smoking Advisors, many of whom will be recruited to work in new area based disadvantage and chronic disease hubs.

The *Smoke Free Start* project will continue at Cork University Maternity Hospital and The National Maternity Hospital under the auspices of the Sláintecare Integration Fund.

There are 54 We Can Quit courses planned for 2021. 26 of these courses will take place across existing We Can Quit areas where courses have been run previously. Two pilot courses specifically for men are also planned.

The Programme will commission an external, expert agency in 2021 to review stop smoking services delivered by HSE operated and funded services and to advise specifically on the adequacy of capacity and the accessibility of services, particularly for people with greatest need i.e. mental health service users, pregnant smokers, people with existing chronic conditions, disadvantaged communities. The recommendations of this review will inform future business plans and strategies for development of Stop Smoking Services.

National Stop Smoking Clinical Guidelines will be published in 2021. The Guidelines will be delivered to the National Clinical Effectiveness Committee for quality approval and subsequently will be endorsed by the Minister for Health. Following an official launch of the new Guidelines, the Tobacco Free Ireland Programme’s attention will shift to the implementation of the Guidelines.

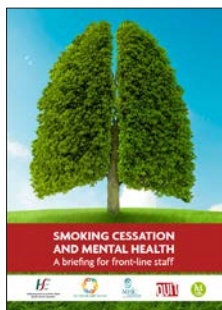
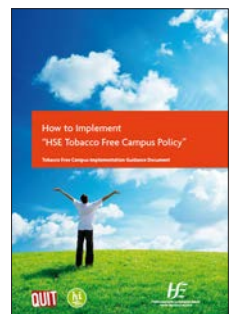
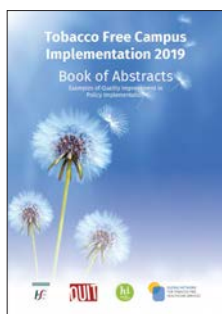
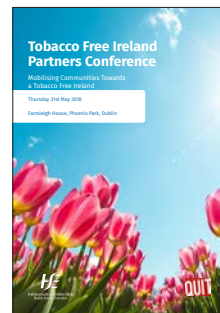
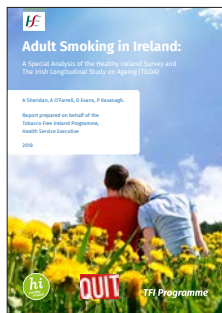
The *Last Stop* QUIT Campaign will continue to be visible across various media platforms. The campaign will promote the central message of *Quit for 28 days and you’re 5 times more likely to quit for good*. The Campaign will be most visible during January, March and October

as these months are promoted as ‘quit months’ where the target audience is encouraged to take up the ‘28 day challenge’.

The Tobacco Free Campus Quality Improvement Bursary initiative will continue into 2021. All applicant services will be required to submit a quality improvement report in June 2021 to evaluate progress over the previous 12 months. Applications will then be reviewed and scored by an audit and assessment team to provide an unbiased review of each services progress. A financial award will then be granted to a select number of services who demonstrate innovation, sustainability and internal compliance building in Tobacco Free Campus Policy implementation.

As the Tobacco Free Ireland Programme moves into 2021, there will be continuous focus in all our work on the elevated risk that smoking contributes to the potential development of morbidity and mortality from COVID-19. As the vaccination programme progresses over the coming months, it is hoped that face to face Stop Smoking Services will resume when it is safe to do so. In the meantime, HSE advisors will continue to innovate using technology in order to provide a high quality service to their clients. The QUIT Campaign will continue to direct and encourage those who smoke to engage with our suite of Stop Smoking Services in order to significantly increase the chances of quitting for good.





TFI Programme

