

Developing an Action Plan following Health Equity Audit of Stop Smoking Services

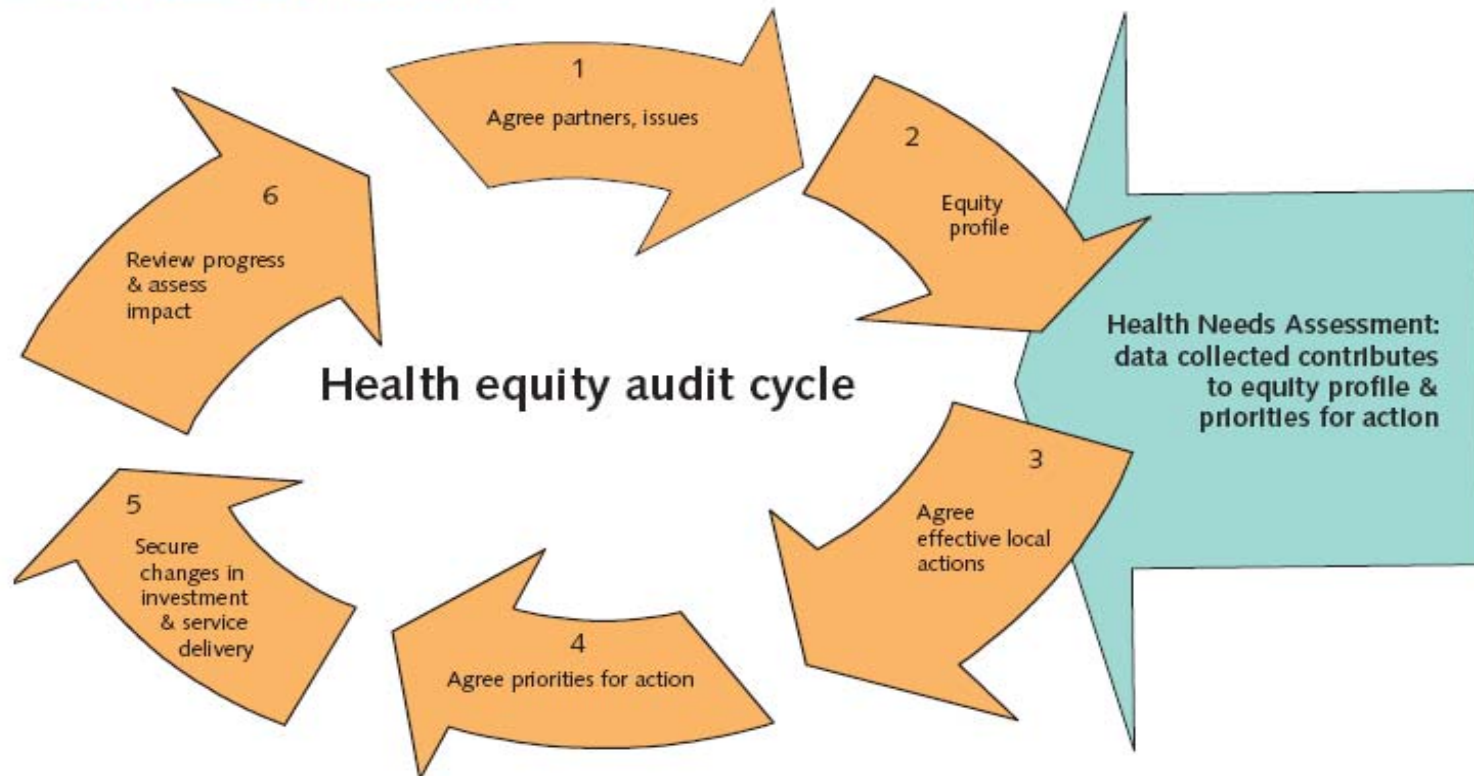
Andy Billett
Public Health Analyst
Gateshead PCT

Success or failure?

- Success of equity audit process is judged on achievement of identified actions and outcomes

The Equity Audit Cycle

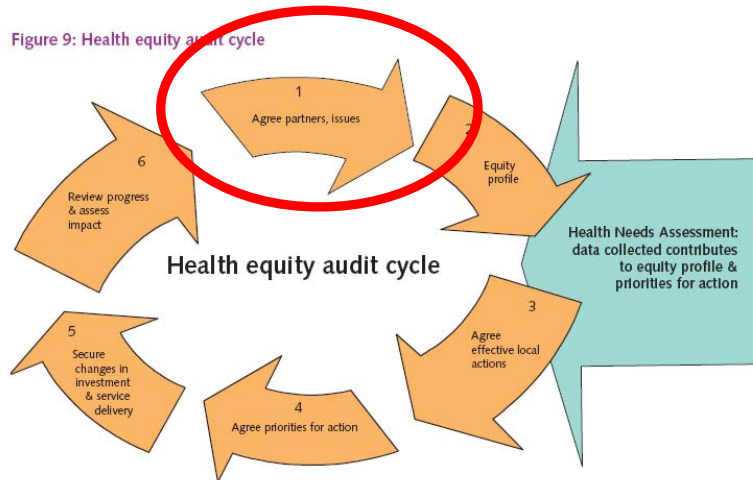
Figure 9: Health equity audit cycle



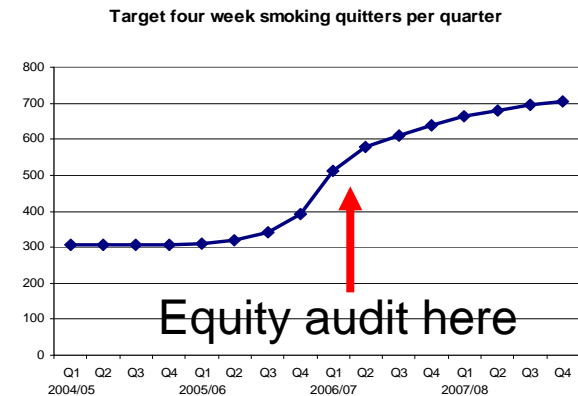
Agree partners, issues

- Gateshead lung cancer SMR = 153, NE = 143, England = 100

Figure 9: Health equity audit cycle



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- Engaged service providers but not others e.g. “Smoke free Gateshead working group”

Measuring access and need

- Measures of access and need must be available in the same dimensions
- Postcoded data available on people accessing service (Caldicott implications)
- Chose to analyse at ward level
- ONS calculate ward estimates of smoking prevalence (2000-02) [since updated]
- Other dimensions; gender, age, ethnicity, socioeconomic group, pregnant women, ethnicity

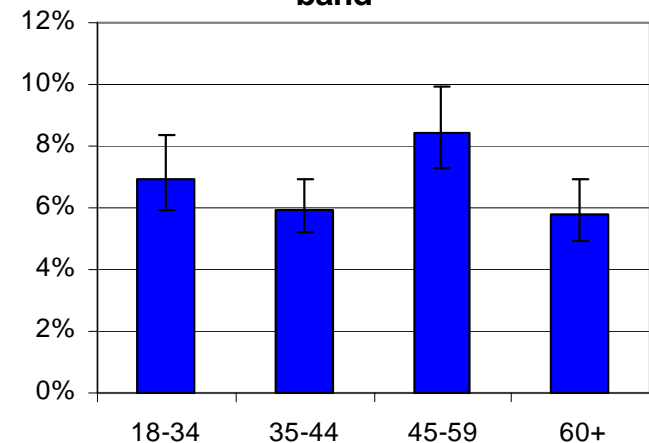
Example workings, age

Table 2: Estimates of Gateshead smoking population, Stop Smoking Service uptake and percentage successfully quitting at four weeks by age band

| Age band (years) | 18-34 | 35-44 | 45-59 | 60+ | Total |
|---|-------|-------|-------|-------|--------|
| 2004 mid-year population estimate* | 39851 | 29509 | 37642 | 43625 | 150627 |
| Smoking prevalence** | 24.5% | 33.0% | 24.5% | 18.8% | 24.4% |
| Sample size from which prevalence estimated | 425 | 376 | 518 | 602 | 1921 |
| Estimated smoking population | 9752 | 9732 | 9229 | 8189 | 36901 |
| No. accessing Stop Smoking Service | 677 | 578 | 776 | 474 | 2505 |
| Rate of access as % of smoking population | 6.9% | 5.9% | 8.4% | 5.8% | 6.8% |
| Percentage quitting at four weeks | 43.3% | 49.0% | 53.7% | 64.8% | 51.6% |

Data sources: *ONS, **2004 Gateshead Lifestyle Survey

Fig 3: Rate of access of Stop Smoking Service as a percentage of the smoking population by age band



Access rates by socioeconomic group

Fig 8: Rate of access of the Stop Smoking Service in Gateshead by Deprivation Quintile as a percentage of the smoking population

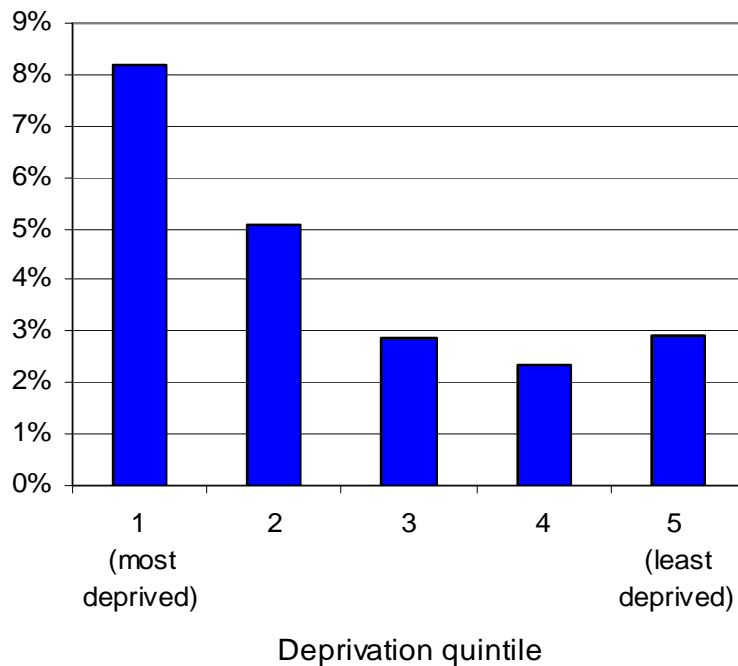
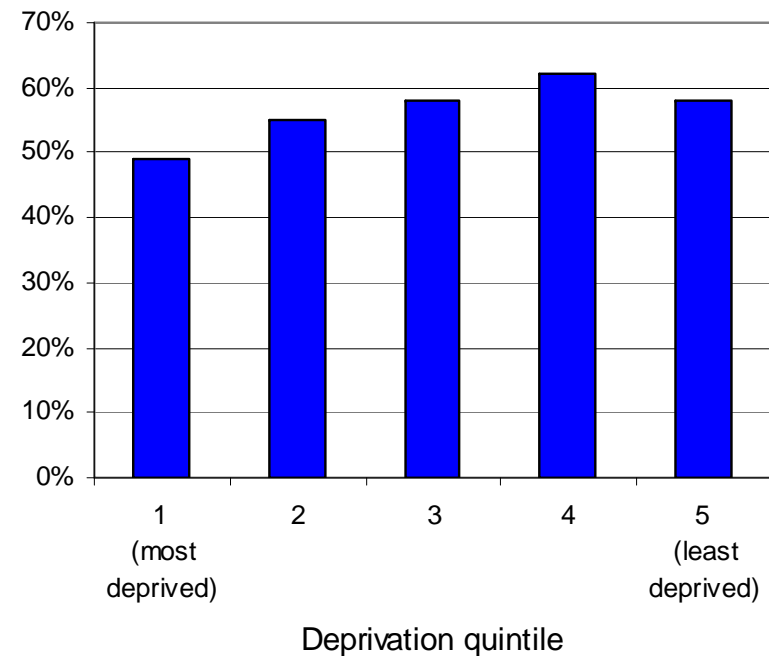
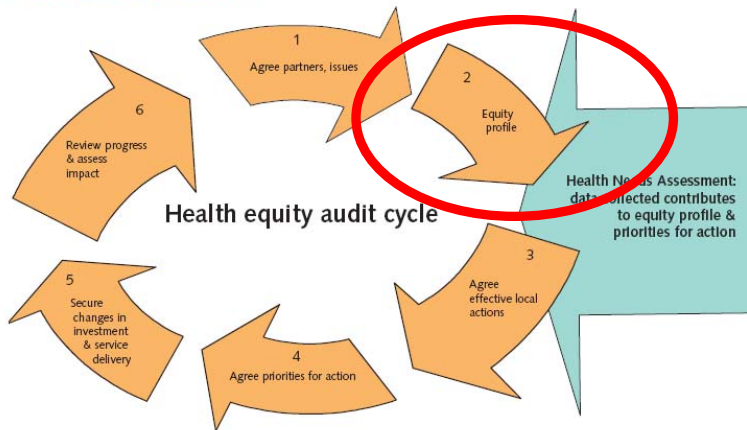


Fig 9: Percentage successfully quitting at four weeks in Gateshead by Deprivation Quintile



Findings

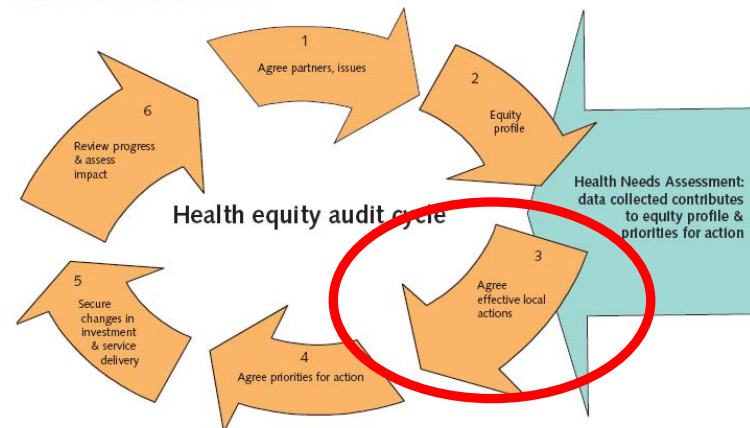
Figure 9: Health equity audit cycle



- disadvantaged communities ✓
- males ✗
- black and minority ethnic origin groups ✗
- electoral wards ✓ ✗
- reasons for losing to follow-up ✗

Agree Effective Local Actions

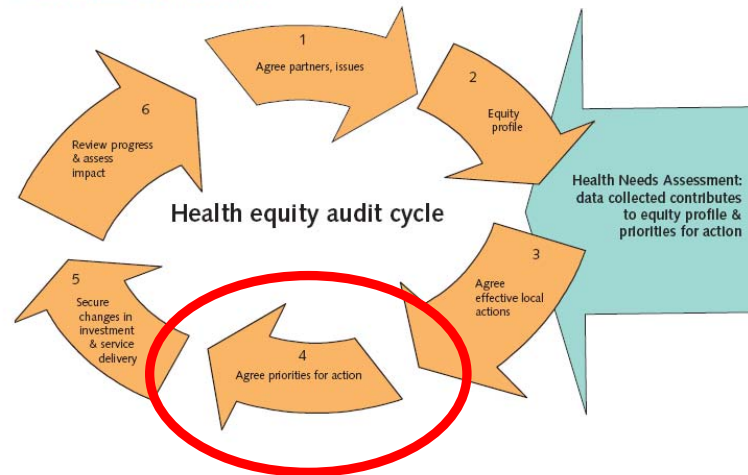
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- disadvantaged communities – maintain policy, maintain profile
- males/BME groups – submit business case to recruit additional worker focusing on workplace interventions, existing community specialist adviser can focus on BME groups – increase uptake rates
- electoral wards – review of provision of Stop Smoking Services within pharmacies undertaken* – increase uptake in specific wards
- reasons for losing to follow-up – carry out audit, act on results – reduce % lost to follow up

Agree priorities for action

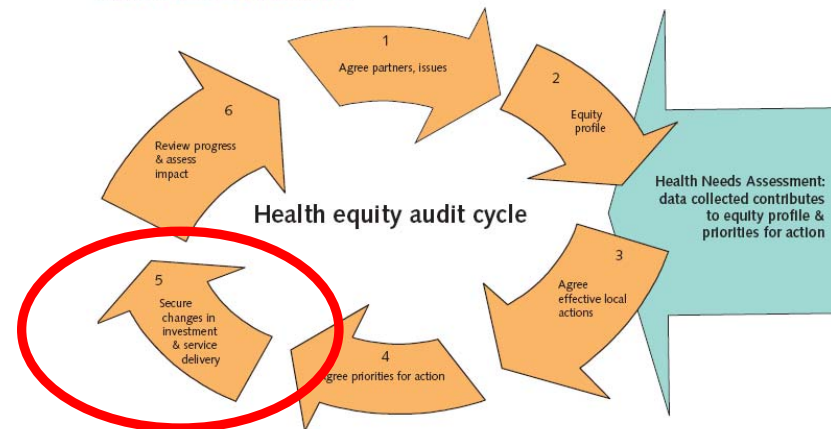
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- No actions were competing for resources
- But...failed to prioritise...could do better!

Secure changes in investment and service delivery

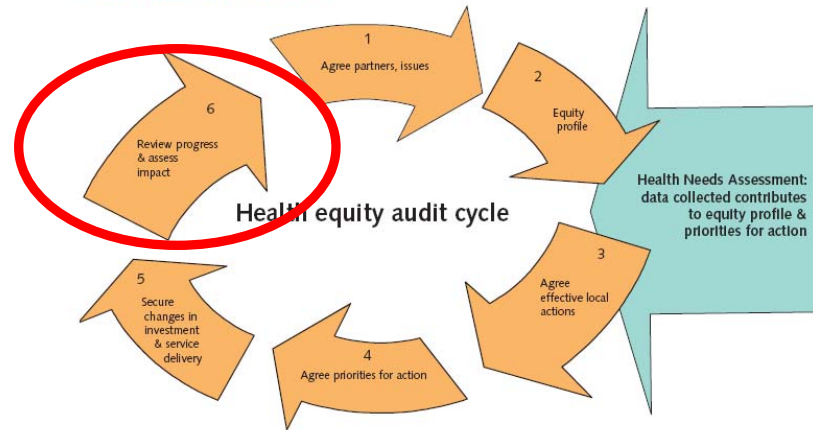
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- Business case submission for additional specialist adviser is awaited
- Other changes to be assessed at 12 month review with service provider after follow-up equity audit

Review progress and assess impact

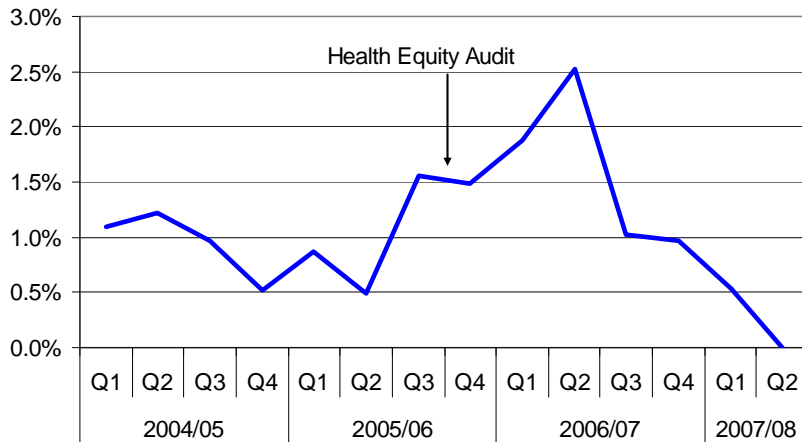
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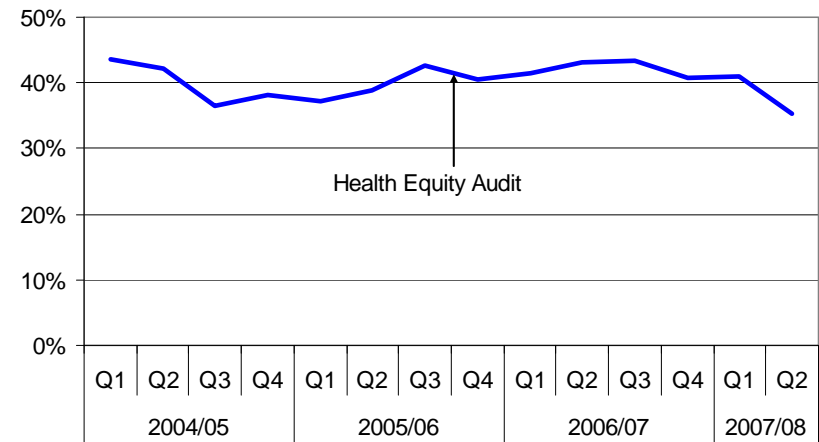
- Monitoring of progress via quarterly returns
- Follow-up equity audit in summer 2007
- Service understands value of gathering and analysing data – systems are improving
- Hopefully easier next time round

Progress, males and BME groups

Proportion of Clients Accessing Stop Smoking Service in Gateshead who are non-White British



Proportion of Clients Accessing Stop Smoking Service in Gateshead who are male



Lessons learned

- Take time at the start to identify key stakeholders
- Involve them, if only at start (agree issues) and end (agree and prioritise actions)
- Prioritise actions
- Set specific and measurable targets against each action

Success or failure?

- Success of equity audit process is judged on achievement of identified actions and outcomes
- Against each action - identify a measure, set a target for each and review after 12 months or other appropriate timescale