Reaching Routine and Manual workers that want to stop smoking

**Topic:** Smoking Cessation  
**Organisation:** NHS Kirklees  
**Location:** Kirklees  
**Dates:** April 2008 – March 2011  
**Budget:** £53K (excluding funding for resources and printing costs)  
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**Overview**
The aim of NHS Kirklees’ reaching routine and manual workers that want to stop smoking project was to increase the number of routine and manual (R&M) workers accessing the NHS Kirklees Stop Smoking Service.  

R&M workers who smoke have been identified as a major health challenge at a national level (Department of Health, 2010). NHS Kirklees Public Health tobacco control programme set out to achieve its aim through building upon initial insight with stakeholders to develop a targeted stop smoking service that incorporated other health issues (such as weight and stress management) as well as making it feel like more like a ‘club’. These insights also helped form targeted promotional materials for both males and females and to identify areas where outreach activity would be most effective.

**Results**
- 30 per cent increase in the number of R&M workers accessing the service and setting a quit date between (2008/09) and (2010/11)
- Increase in the number of R&M workers accessing the service as a percentage of the whole service from 19.5 per cent (2008/9) to 43.8 per cent (2010/2011)
- Increase in 4 – week successful quit rate among R&M workers from 73 per cent (2008/09) to 75 per cent (2009/10). The 4 week quit rate maintained above 60% (2010/11)
To increase the number of routine and manual workers who smoke accessing the Kirklees Stop Smoking service and successfully quitting

**Social Cognitive Theory**: Emphasises the interplay of intrapersonal factors, environment and behaviour

**Health Belief Model**: An individual’s willingness to change their health behaviour is based on perceived susceptibility to and severity of the risk, and perceived benefits of and barriers to taking action

**Stages of Change Theory**: aims to move people from pre-contemplation of a new behaviour, through contemplation, towards action and maintenance

**Barriers**
- Uncertainty of what the service will be like
- Fear of putting on weight and the additional stress that stopping smoking can induce
- Smoking seen as ‘me time’ among Mothers
- Sessions being run during the day and in unfamiliar locations

**Motivators**
- Stress and weight management services included
- Sessions held in the evening and local venues
- Promotional materials conveyed what the service is like
- Service repackaged as more like a ‘club’

Two Kirklees localities, Batley and Newsome, were chosen for the pilot based on high smoking prevalence (Current Living in Kirklees, ward level smoking prevalence, 2008)

The project team to focus on contemplators to be able to tailor findings and recommendations to smokers in the target group who might be thinking about change. By doing this they were hoping to reach those who may be receptive to messages and take action rather than pre-contemplators who would block messages and resist action

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