Smoking causes lung cancer, chronic obstructive pulmonary disease (COPD), and heart disease. These are the big killers and major causes of ill-health in Haringey.

Smoking also substantially contributes to health inequalities as poorer people tend to smoke more and so will disproportionately suffer from ill-health and die younger.

Figure 1: Risk factors contributing to death, NHS Haringey, 2007-09

Smoking contributes to nearly one-in-five of deaths each year in Haringey.

233 Haringey residents die from an illness related to smoking each year 2007-2009

1,542 hospital admissions in Haringey each year are caused by smoking-related illnesses 2010/11

Smoking prevalence in NCL 2011/12

Figure 2: Smoking prevalence by NCL PCT, adults over 18, 2012 (LHO)

<table>
<thead>
<tr>
<th>Area</th>
<th>Percentage of adults (age 18+)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Islington</td>
<td>5% (53)</td>
</tr>
<tr>
<td>Haringey</td>
<td>7% (724)</td>
</tr>
<tr>
<td>Enfield</td>
<td>9% (840)</td>
</tr>
<tr>
<td>Barnet</td>
<td>7% (667)</td>
</tr>
<tr>
<td>Camden</td>
<td>6% (578)</td>
</tr>
</tbody>
</table>

40,928 estimated adult smokers over 18 in Haringey 2012

757 estimated smokers aged 11-15 in Haringey 2011

5% (53) women who gave birth in Q2 2012/13, were still smoking at time of delivery 2012
Smoking quits

The 4-week smoking quit target is a key performance target which is reported to the Department of Health on a quarterly basis, several weeks after the close of the quarter to allow for data collection. Six weeks after the end of the financial year the figures for the whole year are re-submitted which means that any reports that have been received late can be added to the quarterly totals. Throughout the year though, having late reports will mean that quarterly targets are not met. In addition to the 4-week quits, the Department of Health also monitors and has targets for the percentage of quits confirmed by a carbon monoxide (CO) test and recording of information such as occupational status.

This year the target set for four-week quitters in Haringey is 1,940 quitters. This is lower than the target figure of 2,107 quitters in 2011/12 and 2,126 quits were achieved during that period.

976 quits need to be achieved in Q4 2012/13 to reach the annual target

<table>
<thead>
<tr>
<th>Provider Type</th>
<th>2011/12</th>
<th>2012/13</th>
<th>2012/13 to date</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Q1</td>
<td>Q2</td>
<td>Q3</td>
</tr>
<tr>
<td>Total number of quits achieved</td>
<td>2,126</td>
<td>420</td>
<td>336</td>
</tr>
<tr>
<td>Target number of quits</td>
<td>2,107</td>
<td>427</td>
<td>373</td>
</tr>
<tr>
<td>% of quarterly target reached</td>
<td>100%</td>
<td>98%</td>
<td>90%</td>
</tr>
</tbody>
</table>

Note: There is a time lag on data collection and therefore the Q3 figure (2012/13) is not the final figure for this quarter.
Commentary from smoking cessation lead

- Q1 performance is just 2% off target and Q2 is currently at 90% of target. Q3 currently stands at 56% of target. However, we confidently expect this figure to be substantially increased by reporting date on 14 March.
- This year, we have achieved strengthened performance monitoring, and are currently undertaking a health equity audit for smoking/tobacco control.
- Smoking Cessation in primary care settings is a fundamental component of the smoking cessation offer and has accounted for about 67% of all four-week quits. There is substantial variation between practices, with some reporting hardly any quits whilst others are delivering at least as well as last year if not better.
- The Stop Smoking Service is continuing to work closely with GP Practices in Haringey to further raise awareness of smoking cessation and also to strengthen the referral process.
- The Service has set up several new clinics within practices across the borough and will focus on providing additional training of staff to a high standard in smoking cessation so that in future an increased number of clinics can be run by the staff within the GP practices.
- The main challenge for the Service is created by the vast number of providers of stop smoking services using paper-based systems. Data submission from these services, including GP practices, has been historically slow and for this reason the results of Stoptober and Quit Kit campaigns are unlikely to show until after quarter 4. We are continuing to pursue an online solution in order to facilitate real time data entry. With the introduction of EMIS Web there is also potential to perform data extracts which is currently being explored.

Action plan for 2013/14

Current levels of quitters are below planned target, so a number of actions are planned to ensure a targeted approach to increasing activity and numbers of successful quitters both for 2012/13 and for 2013/14. Key priorities include:

- A robust action plan has just been signed off for increasing successful quitters, and to ensure key performance indicators and targets are met.
- Public Health (service commissioner) continues to meet regularly with the Stop Smoking provider service to monitor progress against key performance indicators and targets.
- Focus on target groups, informed by the health equity audit currently underway.
- Innovision, Haringey's service provider, has historically engaged with many GP practices in Haringey. However increased levels of engagement with GP practices are being developed and strengthened.
- For all practices, reminders are sent re returning of activity data, followed by practice visits where necessary. Stop Smoking Services retrieve activity data from each practice that has missed submission deadlines.
- Focused work with pharmacists based on monthly returns data – identifying those who have low success rates and high loss to follow-up. Approaches include increased performance management and development visits to pharmacists and enhanced training sessions.
- Increasing awareness with other services e.g. mental health and secondary care services about how to refer to smoking cessation – use of CQUINs.
- Extensive marketing strategy e.g. dissemination of promotional materials around the key milestones of New Year and National Stop Smoking Day (March 13th) under the branding of Smoke Free Enfield and Haringey. This will raise awareness about the options available and where to refer, both with those who come into contact with smokers and smokers themselves.
- We are looking into buying a more fit-for-purpose IT system, and we are also exploring remote extraction of data, to rule out delayed receipt of data.
- The Smoking Cessation contract will move from the NHS to Public Health, Haringey Council, where there is greater emphasis on wider tobacco control e.g. shisha, smokefree playgrounds, and fixed penalty notices for cigarette butt littering.
- We will be undertaking a “peer review” process, to further develop best practice Tobacco Control in Haringey and Enfield.

For more information on Haringey’s action plan for smoking cessation, contact Vivien Wilkinson (Public Heath Commissioning Strategist) at vivien.wilkinson@haringey.gov.uk or 020 8489 8424.