



Stop Smoking Services in Cornwall

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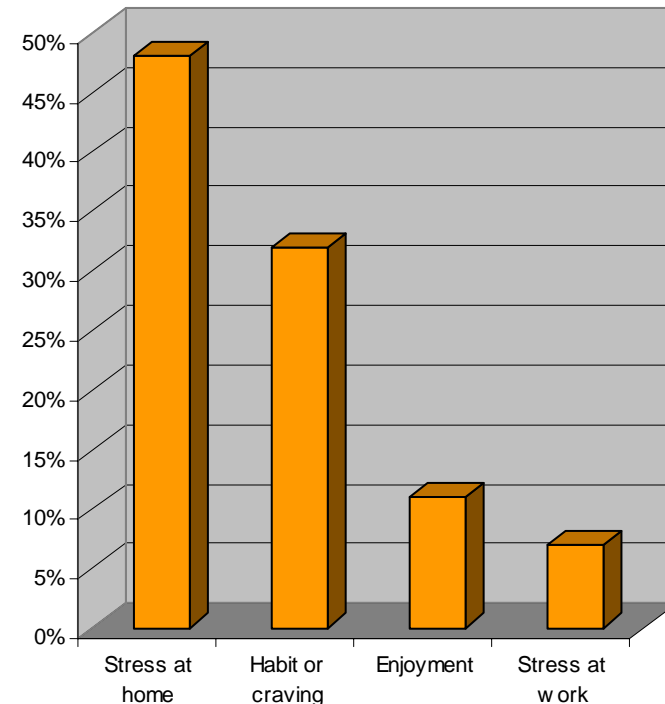


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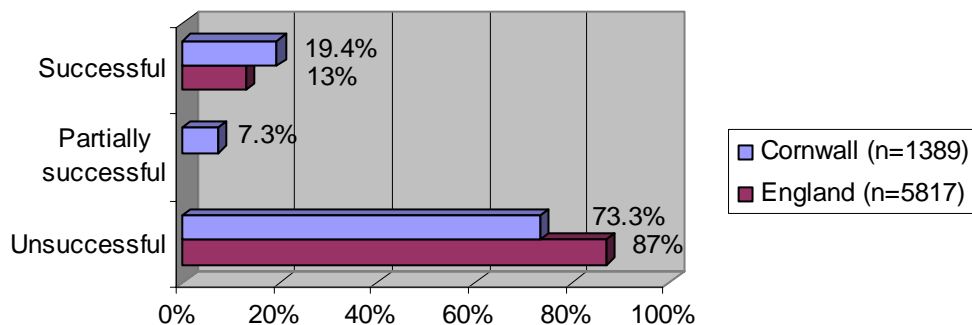
Key points

- The DoH relies on 4-week follow-up rates to assess quit rates, however fifty-two week follow-up provides more valid data when evaluating smoking interventions.
- Based on a more lenient definition, 19.4% of Cornwall SSS clients were successful after 12 months.
- In Cornwall, although success rates for men and women were similar, more women made use of the service than men. No significant differences in success rates between age groups were found.
- Nicotine Replacement Therapy was the most important factor to successful quitters, and support of family and friends also ranked highly. The main reasons given for lack of success were stress at home and lack of willpower.
- The majority of clients found the service to be helpful, although many smokers, having made initial contact with the service, declined to continue with counselling or treatment.
- The definition of a successful quitter as described by the DoH fails to acknowledge the progress made by many clients.

Reasons for unsuccessful quit attempts (n=406)



52-week success rates in Cornwall (2000-03) and England (2000-01)



Note: 52-week follow-up was discontinued nationally in 2001

Definitions of a successful quitter

Department of Health (4 weeks)

A successful quitter will not have smoked at any time since two weeks after the original quit date (Department of Health (1999), *New NHS Smoking Cessation Services within Health Action Zones: Monitoring the New Services*. London: Department of Health)

Cornwall Health Research Unit (52 weeks)

A successful quitter was not smoking at the time of the follow up **and** had not relapsed from the quit attempt for more than 30 days over the 12 month period. (Cornwall Health Research Unit (2002), *Stop Smoking Services in Cornwall, an Assessment of the Service*. Pool: CHRU)