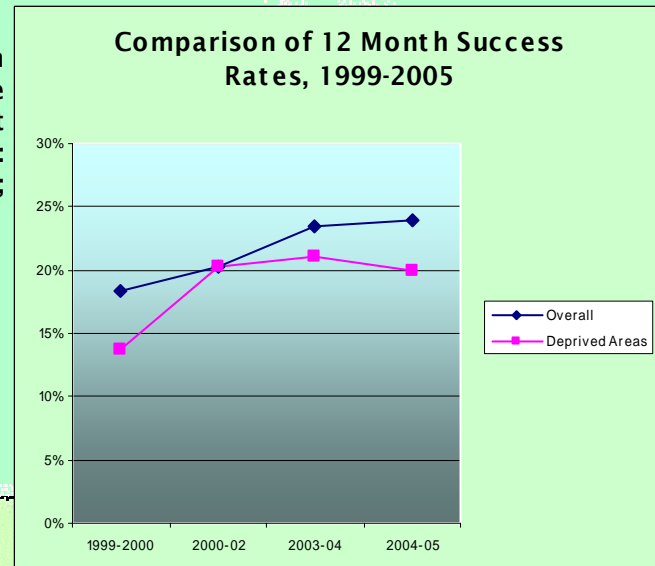


Delivering Services in a Deprived Rural Area: an Evaluation of the Cornwall and Isles of Scilly Stop Smoking Service

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Background

The Cornwall and Isles of Scilly Stop Smoking Service began within the Cornwall Health Action Zone in 1999. Because of the rural nature of the area, Cornwall Stop Smoking Services are not delivered at specialised clinics, but generally in one of three ways: through Stop Smoking Nurses in every GP surgery; at pharmacies; and by dedicated roving staff.



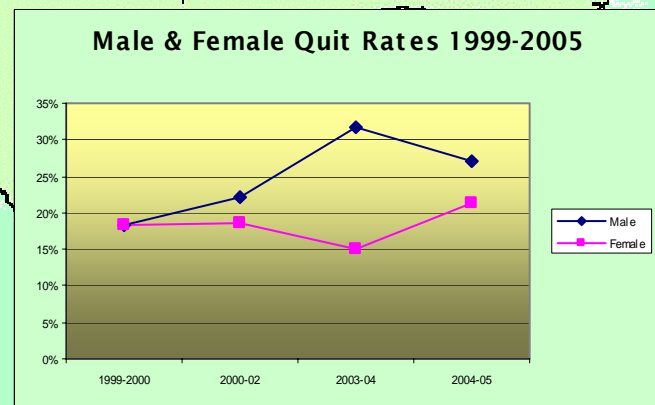
Aims and Objectives

To monitor twelve month quit rates for a sample of users (n=2471); assess reasons for success or failure; analyse longitudinal data (2000-2006) and effectiveness in penetrating deprived areas.

Twenty-nine per cent (28.8%) of clients were resident in the 20% most deprived areas within Cornwall, although twelve-month quit rates from this group are lower, 18.8% compared to 21.3% for the total sample.

Methods

Telephone survey of service users twelve months after quit date.



Low success rates amongst pregnant women and lower levels of confidence are thought to contribute to the observed differences.

Long-term quit rates for UK smoking cessation services (self-report)

Study	Location	Success Rate*
Watt <i>et al.</i> , 2005	Cornwall & IoS	23.4%
Jones <i>et al.</i> , 2005	Kingston & Richmond	19%
Ferguson <i>et al.</i> , 2005	Nottingham & North Cumbria	17.7%
Smith, 2006	Blackpool, Fylde & Wyre	16.8%
DoH, 2001	All HAZs	13%

*definitions of success vary between studies

Source: NICE Rapid Review, 2006