



Stop Smoking Service: The Gateshead Story

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Our Vision



- We got all interested parties together
- What does our vision look like in:
 - 6 months
 - 1 year
 - 5 years
- We all had the same vision to help the population of Gateshead to become Smokefree by 2030
- How do we achieve this?



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SWOT Analysis



• Strengths

 Fantastic team. Clinicians and experts in stop smoking and tobacco control as well as quality improvement and change management

Weaknesses

- Organisational boundaries
- Bureaucratic systems
- Financial constraints from both the LA and NHS

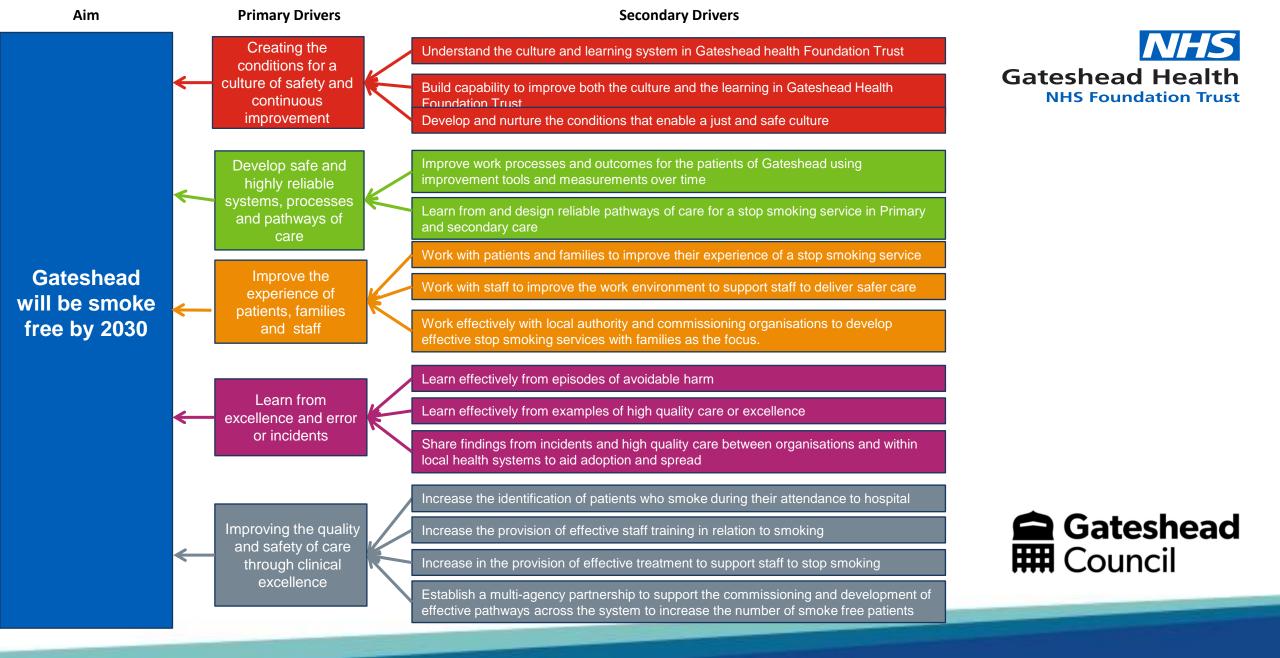
Opportunities

• Motivation, experience, knowledge and the skill set to achieve our vision

Threats

 People who are bureaucratic, who don't like change, who don't like people to work together and don't want things to be achieved





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A Team Approach





It is not 'them' and 'us' **we are a team** working towards the same goal for the population of Gateshead.

Ultimately our success is because we broke down those barriers.

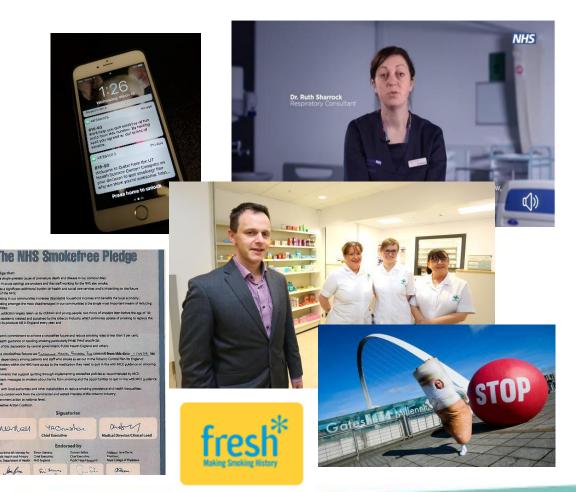




Achievements



- NHS Smoke Free Pledge
- No smoking site
- Digital systems for recording status
- Text messaging on discharge
- NRT availability 24/7
- PGD's for staff
- Training for staff
- Integrated stop smoking service
- CO Monitors
- Staff stop smoking support



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