

Maximising impact of additional funding for stop-smoking services

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The overall aims

- To maximise the overall numbers of smokers who are helped to stop through the local stop-smoking services
- To meet the needs of local priority groups

$$\text{Numbers quitting} = \text{Numbers attending the services} \times \text{Quit success rate}$$

Developing a commissioning strategy

1. Review current provision
2. Identify potential areas for enhancement
3. Prioritise, based on APEASE criteria

APEASE criteria	
Acceptability ...	To key stakeholders
Practicability ...	In terms of timescale, personnel etc
Effectiveness ...	In increasing number of ex-smokers
Affordability ...	Given the budget available
Spill-over effects ...	Both positive and negative
Equity ...	In terms of reducing inequalities

A structured approach

- Excel spreadsheet listing possible activities
- Select those activities that are part of current provision
- Identify candidates for enhancement: either new activities or improvements in existing one
- Examine how these would be likely to meet the APEASE criteria

Demo of draft
spreadsheet

Key principles

- Ensure every new activity has a clear, evidence-informed link to increasing the numbers of ex-smokers created
- Make use of existing resources and provision (e.g., do not build new digital offerings if there are ones already available)
- Make use of economies of scale by buying into a regional programme or resources where possible
- Remember that priority groups are not less motivated to quit – they just find it harder and need more support
- Engage with the evidence base on what works best, both in terms of engagement and success rates