

## Appendix A: Framework for delivering services and support

### Building capacity for local stop smoking support and services

**Leadership, co-ordination and commissioning** - Local authorities need to have increased leadership capacity and oversight, and increased co-ordination and commissioning capacity, to expand their offers to support smokers to quit.

**Increasing local resources to help people quit** - Local authorities can use the funding to increase resources to provide behavioural support and wider availability of stop smoking aids by:

- recruiting dedicated specialist staff to provide smoking cessation interventions and support to non-specialist advisers
- improving the knowledge and skills of non-specialist staff (other healthcare professionals like nurses and pharmacists) to extend the reach of stop smoking interventions
- providing access to specialist and non-specialist advisers in locations where smokers routinely attend, such as GP surgeries, mental health services and employers
- increasing spend for stop smoking aids for smokers to use in their quit attempts from the full range of products available as recommended by NCSCT and NICE guideline NG209
- enhancing the overall service infrastructure, including:
  - digital and remote support
  - establishing physical presence in prominent locations
  - conducting targeted outreach efforts, especially for local priority populations

### Building demand for local stop smoking service support and services

**Increased referrals and improved pathways** - Local authorities should improve their referral pathways and increase the number of referrals into local stop smoking services and support, using the 'very brief advice' on smoking approach.

Increased partnership working with relevant agencies should form part of local strategies to address and tackle health inequalities and increase overall demand for services.

Evidence shows that smokers are more likely to engage with a stop smoking service if they have been referred by a healthcare professional. The government would like to see increased referrals from local partner agencies including:

- primary care
- NHS talking therapies for anxiety and depression
- community mental health treatment services for people with severe mental illness
- drug and alcohol treatment services
- large and medium sized employers
- Jobcentre Plus
- charities and community organisations

- other locally identified priority partnerships

**Increased promotion of local stop smoking support** - We encourage local authorities to invest in marketing and promoting local interventions to quit smoking. This can include developing and creating publicity materials.

**Working together to fund services** - Local areas can jointly fund activity over a greater geographical area, for example by city, county or region, or through an integrated care partnership (a statutory committee formed of NHS integrated care board and local authorities in the integrated care system area), to co-ordinate:

- marketing
- service design and deliver
- wider tobacco control activities geared to stimulate quits