

Stop Smoking Service Use of Florence Telehealth System

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Lanarkshire Stop Smoking Service provides behavioural support combined with the client's choice of pharmacotherapy. This is available for a period of 12–25 weeks to anyone living or working in Lanarkshire starting a stop smoking attempt. Clients can choose from a variety of different support methods ranging from one

-to-one, drop in or group sessions. Lanarkshire's Tobacco Control Strategy has a particular focus on priority groups and one of those priority groups are smokers living in the most deprived areas of Lanarkshire. Although smoking rates in Lanarkshire have decreased over the past 10 years, smoking continues to have a negative

impact on the most deprived population.

Lanarkshire's Health Inequalities Action Plan states that in order to address the inequities that exist we need to focus preventative services to proactively support the most deprived citizens in Lanarkshire.

Florence (Flo) Telehealth system is part of Simple Telehealth (STH)¹.

STH is a nationally recognised NHS-owned and developed suite of tools designed to improve clinical outcomes. Flo uses proven, familiar techniques and methods on patients' own mobile phones. Flo helps patients to engage with, and adhere better to, shared clinical management plans in between clinician contacts.

Aim:

Provide an additional support mechanism for clients from the most deprived areas attending the Stop Smoking Service. Objective was to improve attrition rates at 4 weeks and quit success at 12 weeks.

Method:

This project was designed as an improvement project using The Model for Improvement. The project team consisted of a nurse specialist (smoking cessation), Programme manager (Telehealth), Health Improvement Senior Tobacco/Communications, Higher Clerical officer and the Stop Smoking Service Manager.

The Stop Smoking Service Nurse Specialist used Flo Telehealth system to provide additional support from first visit to four week quit to the most deprived clients attending one stop smoking group in Hamilton. Flo was used to deliver specific protocols of text messages of behavioural support to clients 2–3 times a week between their visits to their Specialist Nurse. Florence was offered and accepted as an additional method of support

by 17 clients from a possible 39 during their quit attempt of which 14 of these clients were from the most deprived areas in Hamilton.

Qualitative evaluation was based on findings from an automated feedback short evaluation (four questions) via the Florence system. Nurse specialist also conducted two telephone interviews and six face to face interviews with clients. These interviews consisted of questions to establish information from the client regarding previous quit attempts, reasons for relapse and the support they received from Florence in comparison to their previous quit attempts. All participants had at least one previous quit attempt.

Results:

Automated evaluation (Response: 6 out of 17 clients)

Question 1 – Did you find Flo easy to use?

■ Yes: 100%

Q2 – How interested are you in improving your health and well-being?

■ A lot: 50%, ■ A little: 50%

Q3 – Do you feel Flo helped you plan your quit attempt?

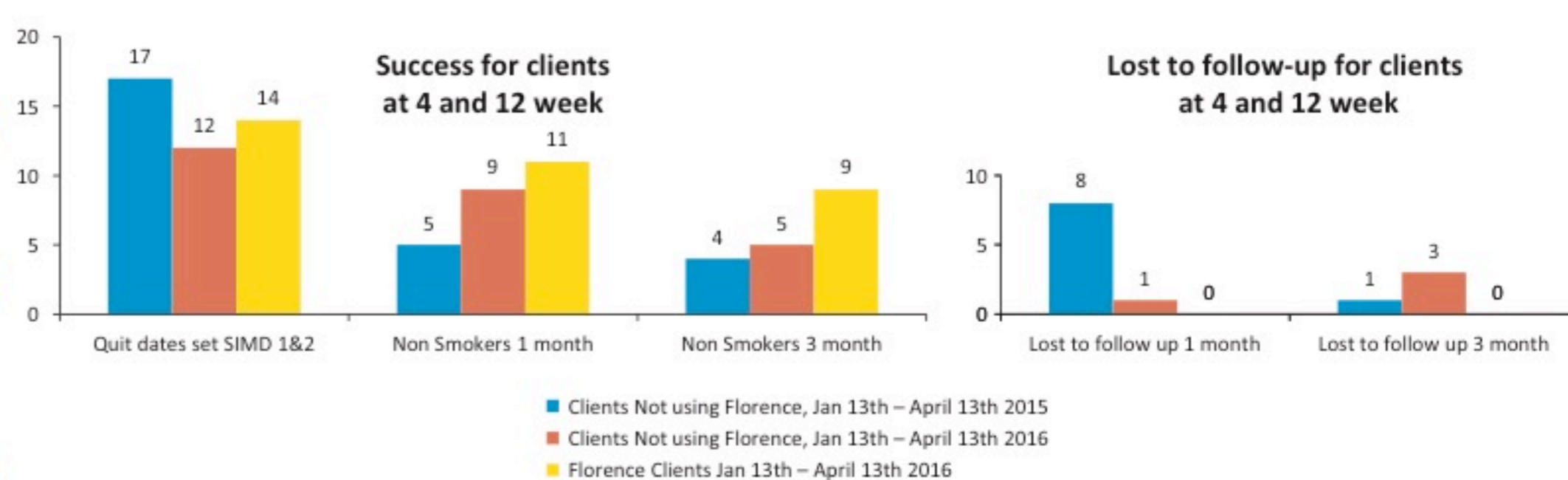
■ A lot: 67%, ■ A little: 33%

Q4 – Do you think Flo motivated you to continue with your quit attempt?

■ A lot: 60%, ■ A little: 40%

Follow up data

The results below highlight that the aim, to increase quit success rates at 12 weeks by reducing the attrition at 4 weeks for clients living in the most deprived areas, was achieved.



Feedback:

11 positive comments

- felt someone was looking after me
- text messages helped to keep me motivated and a good reminder to keep on track
- seen Flo as a person

6 negative comments

- too busy to follow request from Flo
- would have liked support for six to eight weeks
- would have liked ad hoc messages

Key Learning Points:

- Florence system has shown positive results for the stop smoking service in Hamilton, it has shown to be an effective way of providing continual behavioural support to clients out with weekly visits regardless of the clients chosen support method used in combination with Flo.
- Flo improved clients quit success and experience and empowered clients to make lifestyle changes.
- Flo gave clients and additional tool to assist with planning their quit, as well as greater confidence and motivation throughout their quit.
- Average cost per head = £2.60

Next Steps:

- Further tests of change in other localities within Lanarkshire
- Test within other priority groups identified in the Lanarkshire Tobacco Control Strategy
- To test the use of Florence with clients where group support is not available
- Share knowledge both Nationally and locally through presenting work at Smoking cessation conference and NHS conference

References:

1 Digital Health, Stoke On Trent, 2015; simple.uk.net, 2015