

Targeting Tobacco: Increasing community services' capacity to support their clients to quit

research
prevention
support

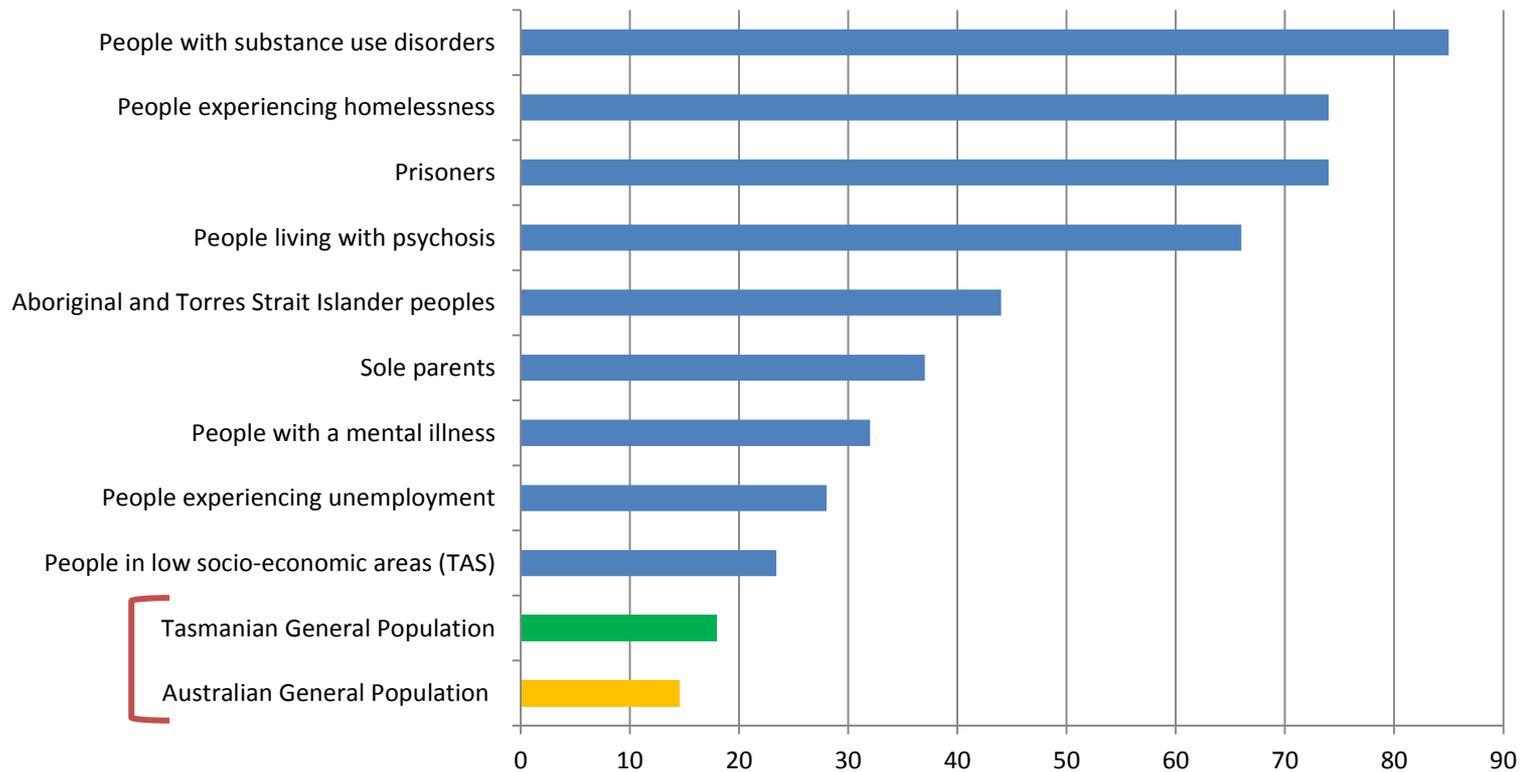
Abby Smith and Irena Zieminski
Quit Tasmania, Cancer Council Tasmania



Tackling
Tobacco

Background

Percentage who smoke daily (%)



*Note: this data is from a range of different studies from different years using varying research methods; meaningful comparisons cannot be made between the groups.



**Tackling
Tobacco**

Background

- Primary Health Tasmania was funded by Department of Health to undertake the Social Determinants of Health and Health Risk Factors Project (Schedule 33)
- From 2013-16, Quit Tasmania (part of Cancer Council Tasmania) received funding for the Smoking Population Wide Approach Project
- Project objectives included:
To implement measures that target vulnerable populations to prompt and support them to quit smoking.

= Targeting Tobacco Project



Tackling Tobacco

Targeting Tobacco

Situational Assessment

- What is the current situation?
 - Undertake Community Sector Survey in Tasmania
 - Investigate how CSOs address smoking (clients, staff)
 - Explore attitudes, policies and practices regarding smoking
- What are other organisations doing?
 - Cancer Council NSW “Tackling Tobacco Program”
 - Launched in 2006, implemented in 150 CSOs (2006-16)
 - 14 journal articles published (2010-12)
 - NSW Community Sector Tobacco Survey (2011)

Community Sector Survey

- **Methods**

- Online survey
- Distributed via TasCOSS electronic newsletter

- **Results**

- 72 responses (78% from CSOs)
- 50% case workers and support workers with 32% never discussing tobacco use with clients
- 27% CSO staff identified as being current smoker
- Low level knowledge/confidence smoking cessation (NRT)
- Most CSOs have basic smoking policies

- **Recommendations**

- Resources, training, data collection, comprehensive smoking policies



**Tackling
Tobacco**

1. Toolkit Development



1. Toolkit Evaluation



“...it’s the most useful thing I’ve come across. I was looking for something and when I was given the kit I couldn’t believe my luck.” – Community Sector Worker

2. Tackling Tobacco (TT) Program



Outcomes

Short-term (1 yr)

- Organisational change
- Attitudes/knowledge/behaviour change (mainly CSO staff)



Med- to long-term (2-5 yrs)

- Organisational change
- Attitudes/knowledge/behaviour change (CSO clients/staff)

Ultimate outcome

- Reduction in smoking rates



**Cancer
Council**
Tasmania

**Tackling
Tobacco**

2. TT Pilots – Jordan River Service & RFT

“We’ve got a huge amount of smokers coming to our centres because of the community we’re in, one of the most disadvantaged... We wanted to do something, but we weren’t sure what and how.” – Manager, JRS



**Tackling
Tobacco**

2. TT Pilots – Implementation and Evaluation



Evaluation method

- Organisational audit
- Baseline survey (online) with staff
- Face to face interviews with staff and volunteers

2. Pilot – Jordan River Service Evaluation

Key findings

Pre-implementation

- Smoking is accepted and a social activity for staff and clients
- Smoking policy is minimal in terms of restrictions
- Lack of confidence among staff to discuss smoking with clients



Mid-implementation

- TT provides a structure for addressing “an intractable problem”
- Reassured to have found a partner to help them make changes
- Feedback on training very positive = better equipped to start quitting conversations, willingness from staff to address smoking (e.g. policy) in a way that won’t alienate clients

2. Pilot – RFT Evaluation



Key findings

Pre-implementation

- Smoking not routinely discussed with clients
- Smoking seen as coping strategy and personal choice
- Lack of confidence among staff to discuss smoking with clients
- Great deal of interest among staff to do quit support training
- Staff not clear about what the smoking policy includes

Mid-implementation

- Feedback on training was very positive
- Training significantly increased staff awareness and knowledge about smoking cessation and supports available

2. Pilots - Clients

- Small amount of clients provided feedback:
 - Previous quit attempts
 - Don't mind if staff bring up the subject of smoking

*I'm just pleased someone
asked me if I was
interested in quitting*

Where to next?

- Significant achievement – projects are focusing attention on smoking within their organisation
- Building partnerships take time and commitment - provide ongoing support to JRS and RFT
- Share experiences - case studies will be available
- Source and secure further funding for Tackling Tobacco projects
- Continue to promote and distribute Toolkits

Thanks to

- Clients and staff of Jordan River Service and RFT
- Rohan Pigott, Inca Consulting
- Conor Richardson, Photographer
- Support by Primary Health Tasmania under the Primary Health Networks Program – an Australian Government Initiative (until June 2016)
- Cancer Council New South Wales



**Tackling
Tobacco**

Questions

Contact Quit Tasmania

E: admin@quittas.org.au

T: 6242 8122



**Tackling
Tobacco**