

The background of the cover is a close-up photograph of a lit cigarette with a glowing red filter, resting on a dark blue ashtray. The ashtray is placed on a light-colored wooden surface. The lighting is warm and focused on the cigarette. A green diagonal banner is overlaid at the bottom of the image, containing the title and publisher information.

Smoking Cessation Program

Irish Health Service Executive (HSE)

Quit! Smoking Cessation Program

Health Service Executive

The Client:



The Health Service Executive (HSE) is responsible for the provision of health and personal social services for everyone living in Ireland, with public funds. The HSE is Ireland's largest employer with over 67,000 direct employees, and another 40,000 in funded health care organisations. It has an annual budget of over €13 billion, more than any other public sector organisation.

The Health Service Executive (HSE) provides services that improve, promote and protect the health and wellbeing of the public.

Client Challenge:

Smoking related disease in Ireland remains the single biggest preventable cause of illness and death with roughly 5,200 tobacco related deaths annually. One in every two smokers will die of a tobacco related disease and on average smokers lose ten quality years of life.

The HSE has adopted a health service wide Tobacco Control Framework to address this single greatest cause of ill health and mortality in the Irish population. Ireland has a goal of becoming smoke free by 2025 – that means less than 5% of the population being smokers.

Data from other countries and the World Health Organisation (WHO) says that in developed countries, between 5-15% of the total health budget is spent on treating tobacco related disease – in Ireland, this amounts to between €1 and €2 billion every year. Recent Irish data shows an average cost of €7,700 every time a smoker is admitted to hospital with a tobacco related disease. In 2008, there were over 36,000 such admissions.

The HSE engaged RelateCare to support, manage and implement a omni-channel health education campaign aimed at encouraging

smokers to quit and ultimately converting contacts from smokers in genuine quit attempts.

RelateCare's Solution:

In partnership with the HSE, RelateCare developed a smoking cessation program called QuitLine: an omni-channel advice and support hotline where those wishing to quit can phone, text, email, or use social media to get advice and support in their quit attempt. The goal of the program is to turn contacts into quit attempts.



The RelateCare QUIT team are fully trained cessation support staff – all have successfully completed the **NCSCT** Standard Treatment Programme training and Stop smoking behavioural support by phone training.

The team delivers stop smoking behavioural support via:



Phone



Web



Social Media

The service is always delivered in a friendly, positive, supportive and non-judgemental manner. The role of the QUIT Team is to encourage, motivate and support the client to determine whether they are ready to quit and to identify steps they can take to help with quitting and staying quit. It is not the role of the QUIT to advise or tell clients what to do.

Program Outline:

The programme begins with a “Pre-quit consultation”. This explores with smokers their reasons for wanting to quit, what techniques they can use to help with a quit attempt, the types of evidence based stop smoking medication and treatments available, their readiness to set a quit date and the steps they need to take to be ready to quit on that day.

Once the client chooses to set a QUIT date and enrol in the programme they will be given behavioural support via:

- Daily emails and SMS's for 7 days before and 30 days after their QUIT date
- A scheduled support call on their QUIT date
- A scheduled support call each week for 4 weeks after their QUIT date.

Clients are encouraged to join the QUIT Facebook page and also review support information on www.quit.ie.



Communication options:



QUITphone:

Live, free phone helpline service with the option of engaging in QUITsupport



QUITchat:

Online webchat facility offered through quit.ie



QUITsocial :

Communication and forum discussion via Facebook and Twitter accounts



QUITtext

Responding to contacts via SMS as well as contacting individuals via SMS



One-to-one services:

This is a face to face local service available throughout Ireland



QUITreferrals:

Potential to accept referrals from healthcare professionals and smoking cessation support services

Impact

- ✓ 3407 people have signed up to the HSE Quit Programme since '15
- ✓ There has been a 45% increase in clients engaging in the service since 2015
- ✓ The four week quit rate from Jan '15 – May '17 is 41%
- ✓ 279 Patients have been referred to the smoking cessation programme by healthcare professionals since May '15
- ✓ By Preventing 100 of the 36,000 annual admissions to hospital with tobacco related disease, the campaign **pays for itself**
- ✓ Users of the service are **twice** as likely to QUIT smoking compared to those who don't!





About RelateCare

RelateCare began as a joint venture between the Cleveland Clinic and Rigneydolphin. By combining Rigneydolphins excellence in contact center management and Cleveland Clinics expertise in healthcare delivery, RelateCare is uniquely positioned to provide the very best in patient access, telehealth, contact center and outsourcing solutions to healthcare organizations around the world.