

Kent Home Visit Advisers

**Kent Community Health Foundation Trust
And
Kent Public Health**

Background

- Babyclear implemented since 2013
- SIP Midwife Leads recruited to improve CO monitoring and Referrals
- High rates (75%) of declined or unable to contact
- Training for midwives to improve quality of conversation and referral
- NHS England funding to pilot home visit stop smoking advisers commissioned by CCG

Other Areas within the STP

- Swale – Home Visit service (Direct Supply) commissioned by Swale CCG - 18.3%
- Medway Unitary Authority 17.5%

Commissioned Area SATOD (Q1,2019/20):

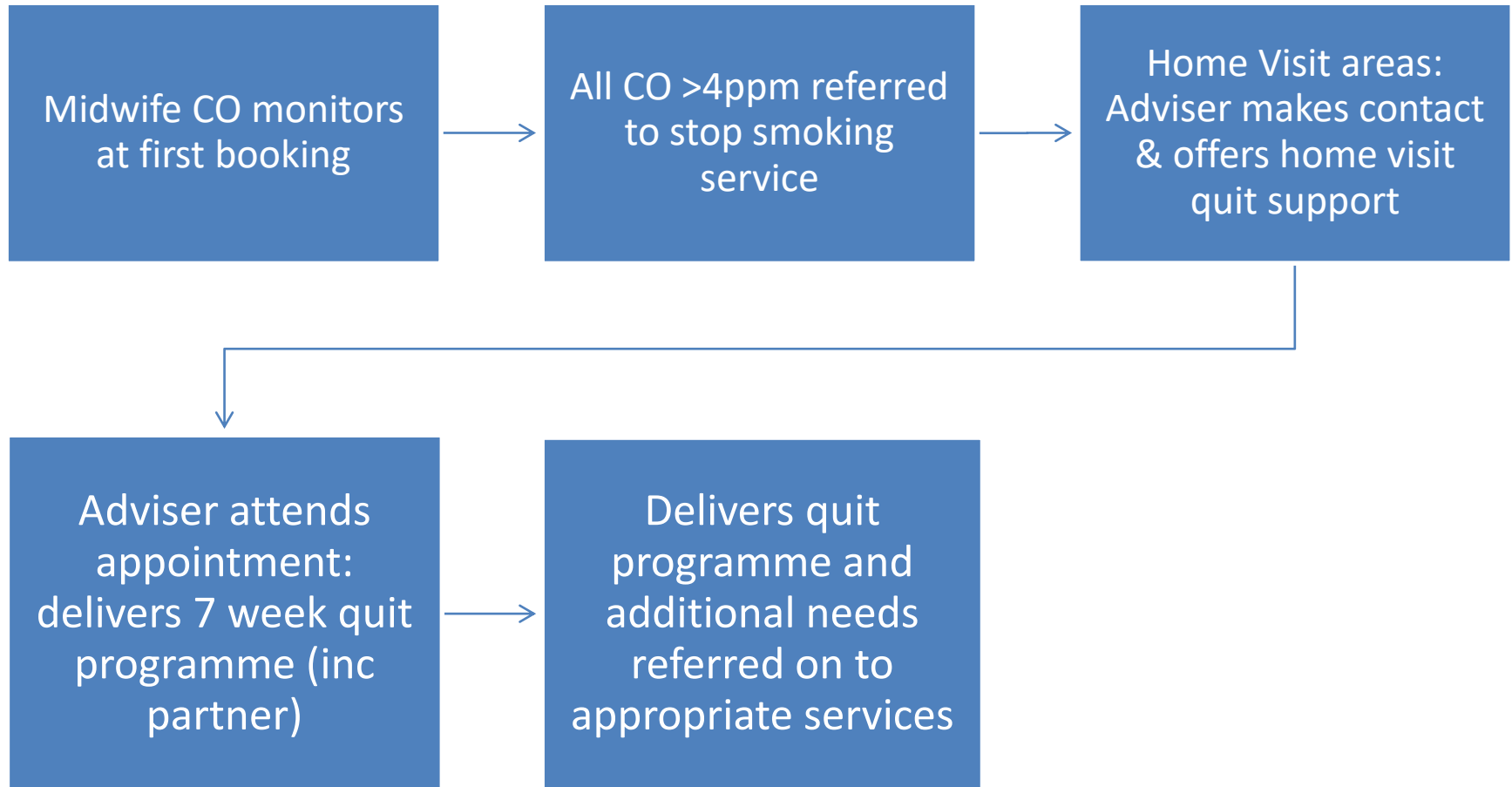
- Ashford – 14.6%
- Canterbury and Coastal- 13.8%
- South Kent Coast – 16.9%
- Thanet – 19.3%
- Dartford, Gravesham & Swanley – 11.1%
- Maidstone and Tunbridge Wells Trust/West Kent CCG – 11.1%

What is a Home Visit Stop Smoking Support?

- Level 2 trained stop smoking adviser & specialist SIP knowledge
- Adviser contacts referred smoker, offering home based quit support
- Service extends to partners
- Pilot targeted in Thanet & South Kent Coast CCG areas



Referral Pathway



Success Rates : 2018/19

• Non-Home Visit Service: across Kent (exc. Swale)

2018 SIP referrals	Total (n)	%
Referred	1549	
Accepted	244	15.7%
SQD	144	59%
Quit Rate	43	29.8%
% Quits from referred		2.8%

• Home Visit Service: in Thanet and SKC areas

2018 SIP referrals	Total No.s:	%
Referred	755	
Accepted	296	39.2%
SQD	239	80.7%
Quit Rate	105	44%
% Quits from referred		14%

2018 SIP Swale	Total (n)
SQD	163
Quit Rate	104
% Quits rate	63.8%

Learning Outcomes

Quantitative

- Higher Acceptance rate
- High Set Quit date rate (>80%)
- Quit rate higher (29.8% v. 44%)
- 14% referrals quit

Qualitative

- Complex lifestyles
- Vulnerable/high need
- MECC skills
- Longer appointment time
- Regular appointments: chase referrals
- Opportunity to address Smokefree homes

Case for the Future

Expand Home Visit Advisers to all 6 CCG areas in Kent from September 2019

+ Swale in April 2020

Aim for 480 quits pa to meet 6% national target by 2022

Case Study:

<https://vimeo.com/kentcountycouncil/review/359046755/c1eff76182>