



Swap Smoking Sunderland



Sunderland
City Council



Sunderland Specialist
Stop Smoking Service

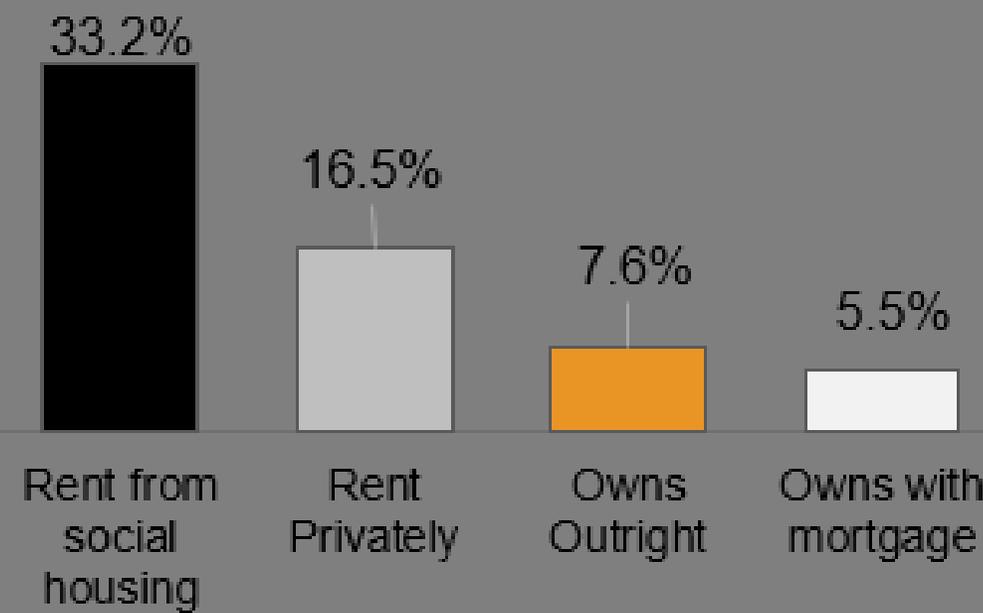


gentoo

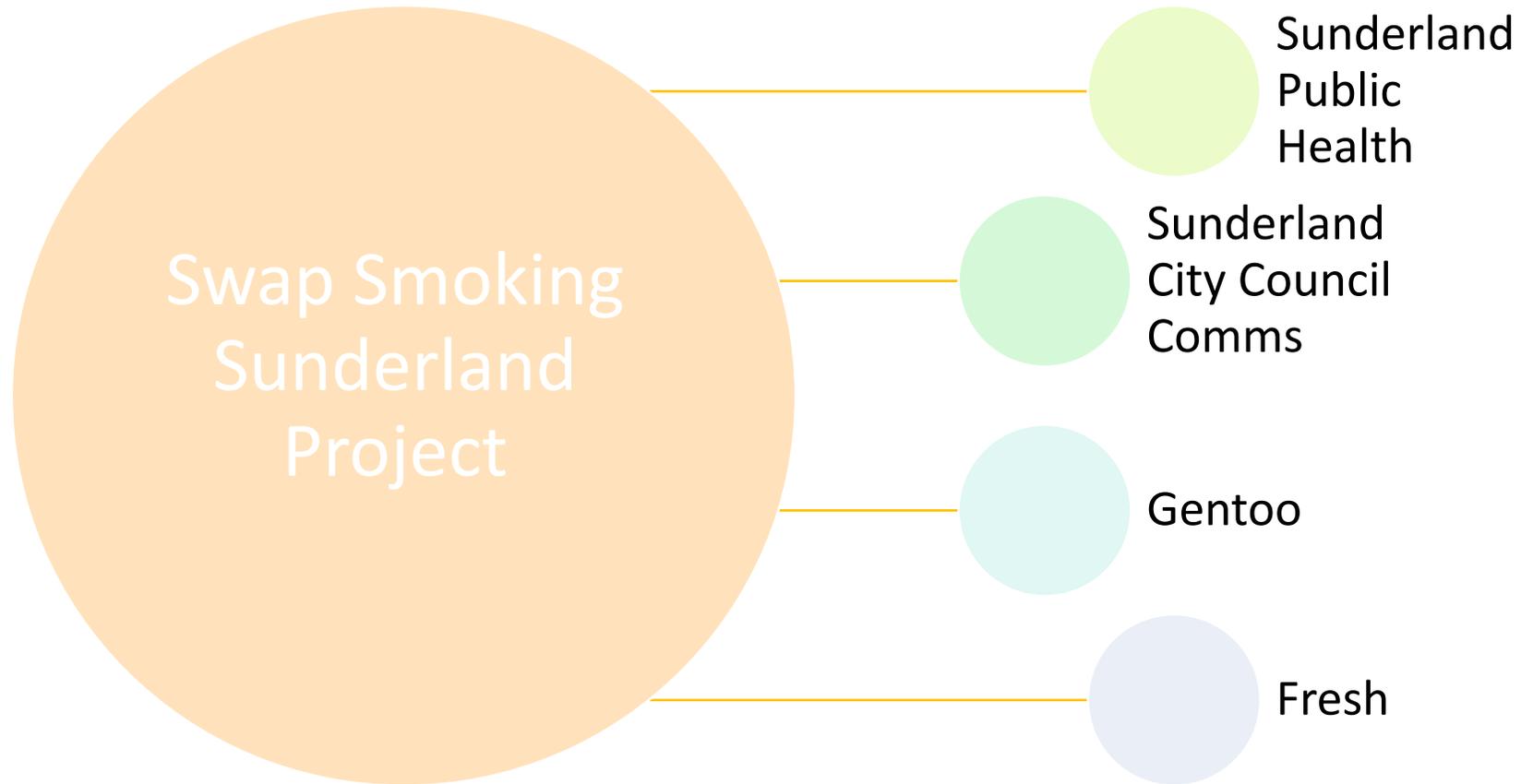
Smoking by Housing Tenure

ASH, 2022

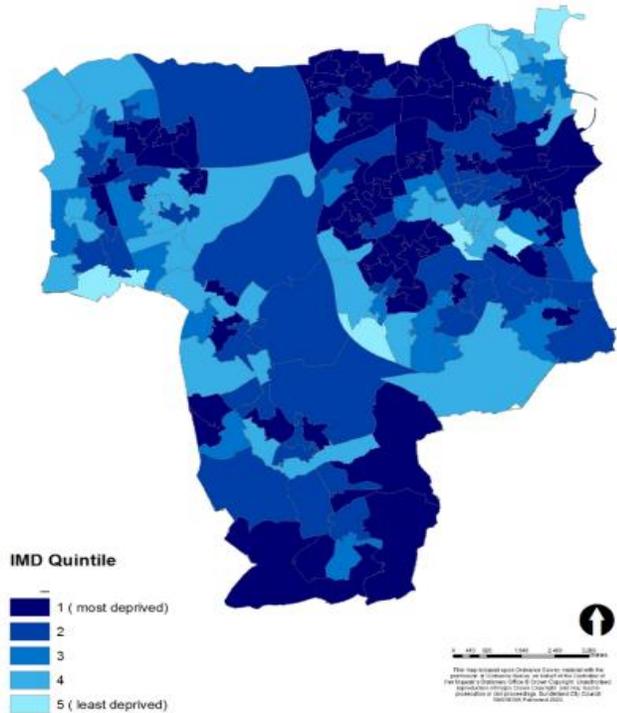
Percentage of the population in Sunderland who are smokers by type of housing. Smoking rates in people living in social housing are double the national average.



Partnership and collaboration



Index of Multiple Deprivation 2019



Identifying the wards in Sunderland with highest smoking prevalence and mixed tenure social housing density

Establish 'clinics' in phase 1 areas to ensure local support available

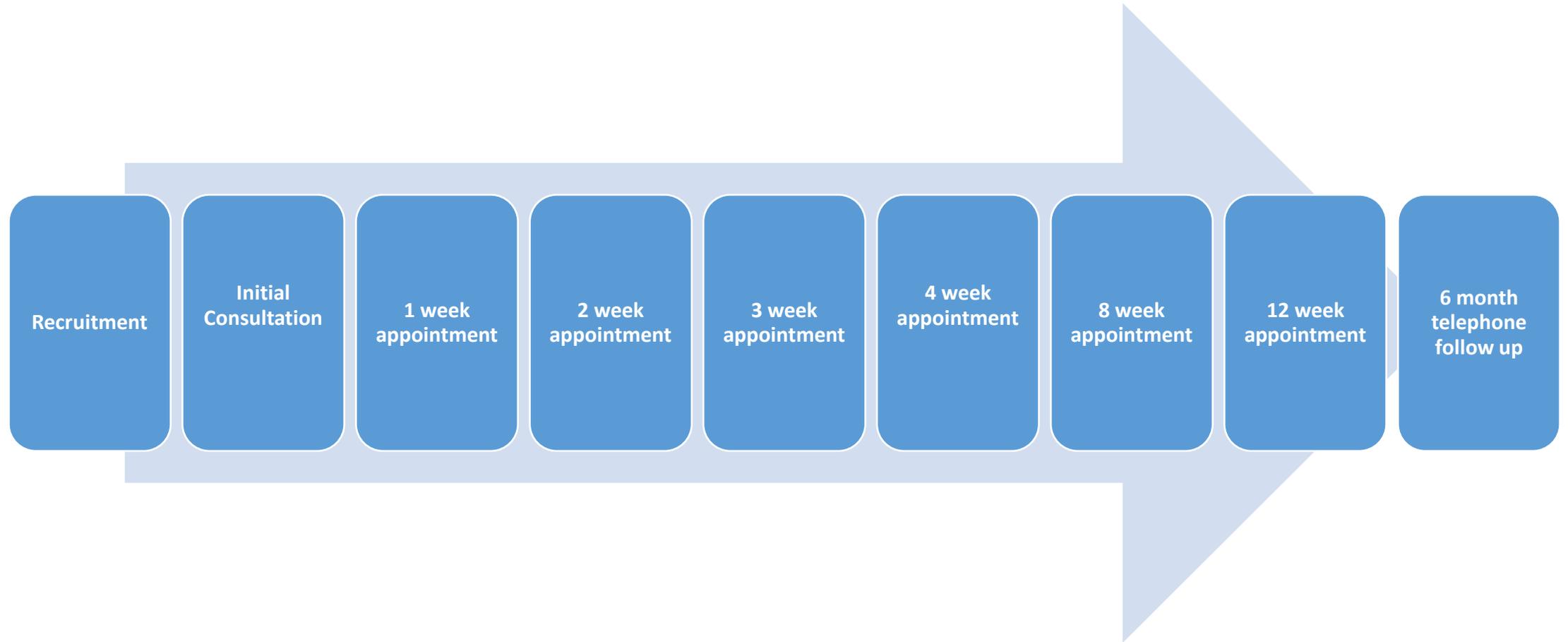
Agree pathway of care with Specialist service

Procurement of goods (in process)

Develop comms and promotion strategy

Proposed Phase 1;

Proposed Swap Smoking Sunderland Pathway



Proposed Intervention

- Eligibility for project checked against inclusion criteria
- Nicotine dependence measured at initial consultation
- Products chosen with guidance from specialist adviser
- Supporting NRT products discussed and advised as per clients need
- Behavioural support schedule agreed
- CO validation at each consultation

Proposed Inclusion Criteria

- Current Smoker
- Not currently on an active quit journey (no use of products or medications)
- Over 18 years of age
- Gentoos tenant
- If pregnant, liaison with midwife is needed before acceptance onto project.

Evaluation Expectations

- Who did we reach? Occupation, ethnicity, gender, age
- Efficacy of e-cig as quit attempt where behavioural support was engaged with.
- Efficacy of e-cig as quit attempt where behavioural support was not engaged with.
- Efficacy of e-cig as quit attempt with supporting NRT.
- Efficacy of e-cig as quit attempt without supporting NRT (client choice)
- Continued cessation at 6 month follow up