



# HSE Tobacco Free Ireland

End of Year Report 2018



***TFI Programme***



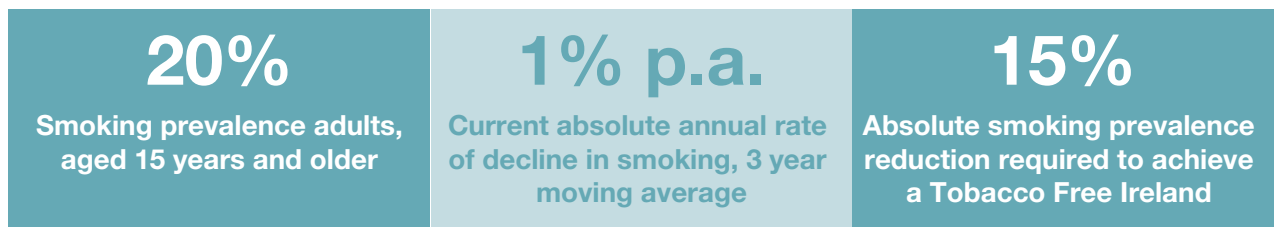
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In 2018, the Tobacco Free Ireland Programme published its four year action plan (2018-2021) outlining the HSE actions to be taken in tobacco control until 2021. The plan can be viewed [here](#). The actions as identified in this plan are referenced throughout this end of year report.

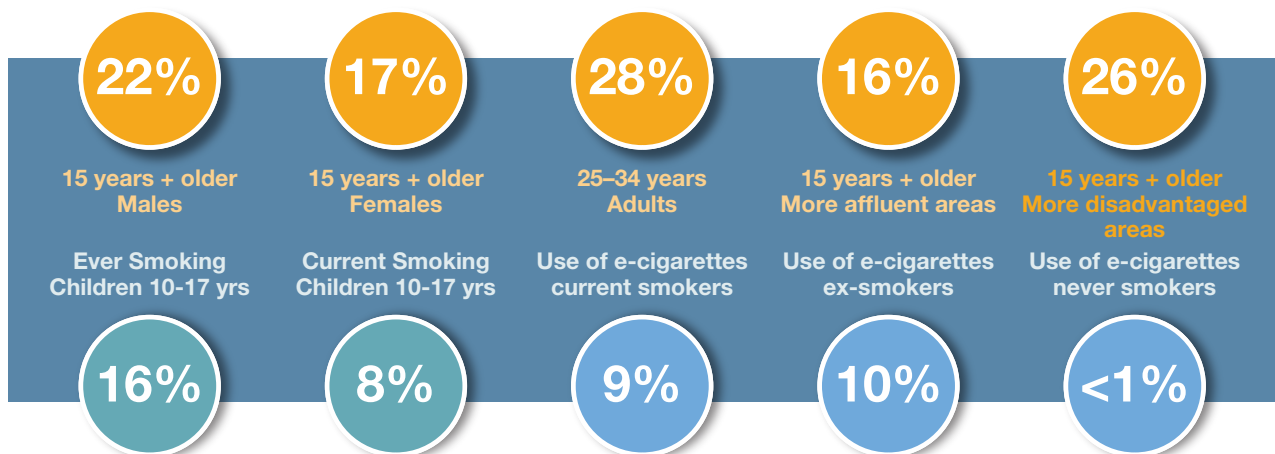
## Population Prevalence and Rate of Decline

(Ref: Healthy Ireland Survey 2018)



## Population Groups Smoking Prevalence

(Ref: Healthy Ireland Survey 2018 and HBSC 2014)



## Health Impact (Ref: State of Tobacco Control Report 2018)



## Building and Enforcing Legislative Compliance



**13,183**

Number of registered tobacco retail outlets



**147**

Number of tobacco legislation compliance complaints handled (includes TPD related complaints)



**14,375**

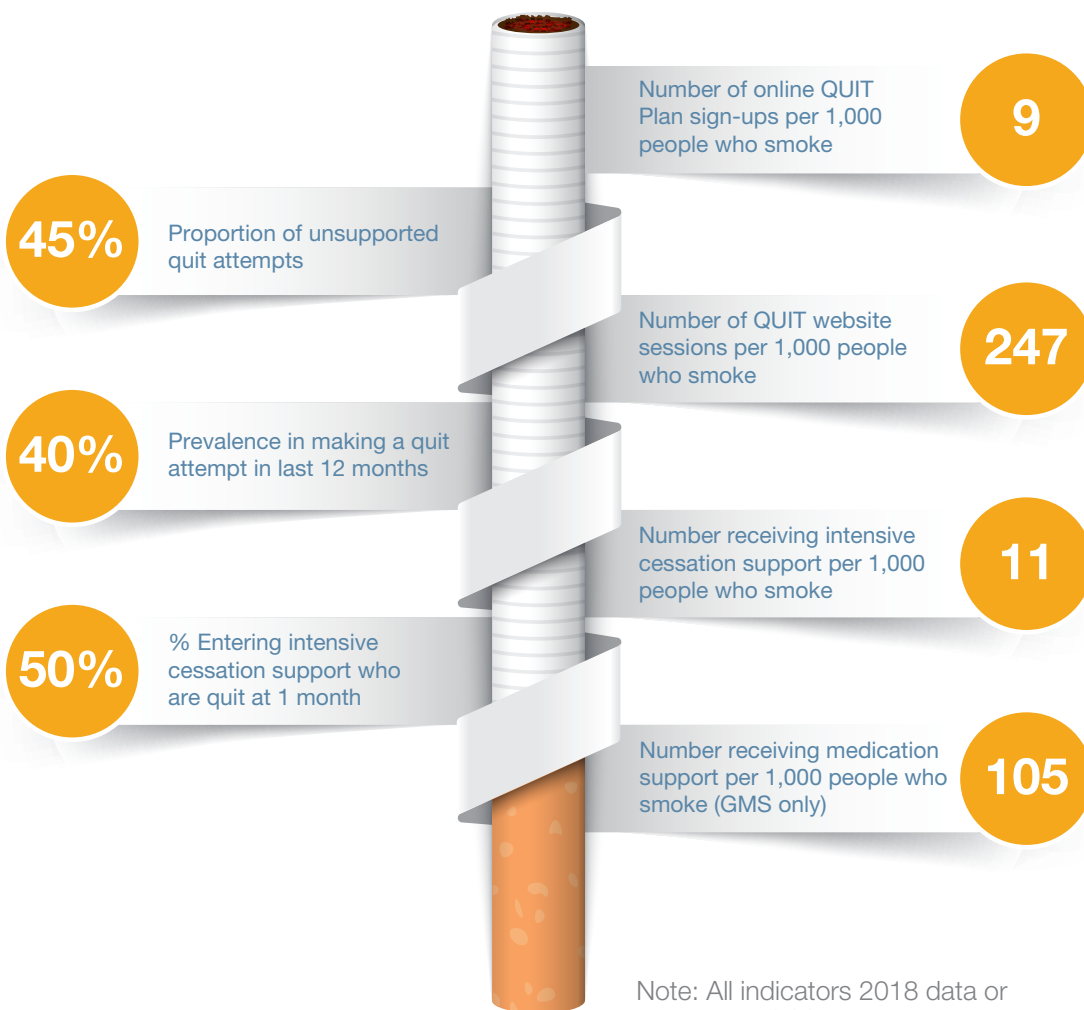
Number of tobacco control inspections to all establishments (compliance 78%)



**587**

Number of minor tobacco test purchases conducted (compliance 82%)

## Quitting and Support (Ref: State of Tobacco Control Report 2018)



## Theme 1: Provide Leadership for the Implementation of the HSE Elements of Tobacco Free Ireland

### Action 1.1: Support Effective Implementation of the National Healthy Ireland and Tobacco Free Ireland Action Plans.

The TFI Programme held six meetings of the National Tobacco Free Ireland Programme Group (TFIPG) in 2018. This group is comprised of members from across all HSE service areas. Current group membership is set out in the table below.

Group Member	HSE Service Area
Aine Lyng	National Cancer Control Programme
Aishling Sheridan	Public Health – Clinical Guidelines Project
Aoife O’ Sullivan	Communications
Bedelia Collins	Health Promotion and Improvement – QUITmanager Project Manager
Edward Murphy	Tobacco Free Ireland Programme
Helen Blake	TUSLA
Kate Cassidy	Health Promotion and Improvement – Tobacco Coordinator
Louise Keena	Mental Health
Martina Blake (Chair)	Tobacco Free Ireland Programme
Martin Greaney	Community Healthcare Organisations
Maurice Mulcahy	Environmental Health
Miriam Gunning	Health Promotion and Improvement – Tobacco Free Campus Lead
Paul Kavanagh	Health Intelligence
Priscilla Lynch	Community Healthcare Organisations
Rachel Wright	Communications
Rita O’ Grady	Environmental Health
Roisín Maguire	Older Persons Services
Sarah McCormack	Healthy Ireland Lead
Sean Twamley*	National Acute Hospitals Office
Siobhan Lines	Hospital Groups

\*Sean Twamley has joined the group while Deirdre Love is on maternity leave. Deirdre will re-join the group when she returns.

Hilary Dolan (HR) was present at one meeting this year. However, she has subsequently stepped down from the group. A representative from Human Resources needs to be identified in 2019 to lead the Tobacco Free Campus Policy review process.

In June, Martina Blake presented to the Hospital HI project leads and requested that all hospital complete their tobacco free campus self-audits and that this data be supplied to the TFI office.

The Programme also reviewed and provided feedback and guidance to inform clear and achievable tobacco control actions in Community Healthcare Organisation Healthy Ireland Implementation Plans. The Programme also worked closely with national representatives from mental health, older persons and intellectual disability to strategically progress tobacco management across all sites.

## Action 1.2: Development of Key Performance Indicators

Through the TFIPG the Programme amended two of the existing tobacco key performance indicators (KPIs) and added a new KPI for inclusion in the 2019 Service Plan.

The KPI **% of smokers on cessation programmes who quit at 1 month** has been amended to **% of smokers on cessation programmes who quit at 4 weeks** in order to be directly comparable with other standardised timelines used across the suite of national KPIs.

The KPI **No. of smokers who received cessation support services from a cessation counsellor** has been amended to **No. of smokers who received face to face or telephone cessation support services from a cessation counsellor**, in order to allow for the creation of a new KPI to measure online cessation activity.

The new KPI added - **No. of smokers who received online cessation support services** – will measure the number of people who sign up for a QUIT Plan on QUIT.ie.

The Environmental Health Service tobacco control KPIs for 2019 are:

**No. of initial tobacco sales to minors test purchase inspections carried out**

**No. of inspections of e-cigarette and refill container manufacturers, importers, distributors and retailers under E.U. (Manufacture, Presentation and Sale of Tobacco and Related Products) Regulations 2016**

## Action 1.3: Identify Resource Implications to Deliver TFI Actions

The TFI Programme participated in the estimates process for service planning for 2019. An application was made for the provision of 12 clinical midwife smoking cessation specialists in conjunction with the Women and Infants Health Programme. Similarly, in partnership with the National Mental Health Office the TFI Programme made an application for the creation of 9 smoking cessation advisors (health promotion officer grade) for direct cessation provision to mental health services.

No new funds were allocated for the provision of new tobacco cessation posts in 2019.

## Action 1.4: Engage with International Health Colleagues

In her role as current chair of the Global Network for Tobacco Free Healthcare Services (GNTH), Miriam Gunning chaired monthly on-line board meetings and a Global tobacco pre-conference in Bologna, Italy in June 2018. She worked closely with global colleagues to develop the new website, progress a number of actions to secure on-going networking and sharing of resources and experiences to support the implementation of tobacco free health services across a variety of cultures and health service designs.

Gerard Cooke (TFI administration support) also assumed an active role as administrator for GNTH meetings.

Martina Blake travelled to Bellelay, Switzerland on the 13th and 14th of September 2018 to participate in the General Assembly of the GNTH and GNTH autumn workshop. Trevor Phillips also travelled to this event and presented a case study on Tobacco Free Campus implementation in a mental health inpatient facility at Cluain Lir, Mullingar, Co. Westmeath.



## Action 1.5: Work with Non-Governmental Agencies to Achieve Policy Aims

The TFI programme chaired four meetings of the Tobacco Free Ireland Partners Group this year. The Tobacco Free Ireland Partners Group is a multi-agency partnership made up of representatives from across non-government organisations with an interest in Tobacco control. The aim of the group is to provide a formal platform for discussion and dialogue between the HSE and non-governmental stakeholders on tobacco control. Ideas and best practice can be shared in relation to tobacco control issues. This multi-agency working group also helps to drive, co-ordinate and support the delivery of the priorities in the Tobacco Free Ireland Implementation Plan.



The organisations currently represented on the group are detailed below. Mental Health Ireland is a new addition to the group in 2018.

- Alpha 1 Foundation
- ASH Ireland
- Asthma Society of Ireland
- Athlone Institute of Technology
- Communications, HSE
- COPD Ireland
- Environmental Health, HSE
- Health Promotion and Improvement, HSE
- Institute of Public Health
- Irish Cancer Society
- Irish College of General Practitioners
- Irish Dental Association
- Irish Heart Foundation
- Irish Thoracic Society
- Mental Health Ireland
- National Cancer Control Programme
- National Women's Council of Ireland
- Pharmaceutical Society of Ireland
- Public Health, HSE
- Royal College of Physicians Ireland
- SputOut
- Tobacco Free Ireland Programme, HSE
- Tobacco Free Research Institute

During 2018, several members of the Partners Group made pre-budget submissions underlining the importance of the need to scale up tobacco control initiatives. The group also cross referenced and supported each others various public campaigns to support the tobacco control agenda.



The work of the Partners Group in 2018 was largely based around the organisation of a conference that was held at Farnleigh House on the 31st May (World No Tobacco Day). The conference, *'Mobilising Communities Towards a Tobacco Free Ireland'*, was attended by 121 delegates who came to hear presentations from experts in tobacco control (both national and international). A full report on the conference can be viewed [here](#).

## Other

The TFI Programme responded to four parliamentary questions relating to funding provided for tobacco control.

The parliamentary questions received queried the funding provided for QUIT advertising and social media campaigns, as well as the provision of funding for intensive tobacco cessation support and stop smoking medicines provided under the National Primary Care Reimbursement Scheme.

The TFI Programme also issued a response to a parliamentary question received relating to e-cigarettes and the current HSE position on their efficacy as a smoking cessation tool.

The Programme coordinated two national smoking cessation practitioners forums in 2018. During these forums, topic presentations on QuitManager; quality assurance processes; challenges in hospitals; LCDC funding; Making Every Contact Count and an overview of The State of Tobacco Control were provided by various practitioners and health professionals for the group.



## Theme 2: Protection of Children in all of our initiatives, denormalise tobacco use for the next generation and promote tobacco free environments.

### Action 2.2: Promotion of Tobacco Free Environments

The TFI Programme invested extensive time and support to the implementation of the Tobacco Free Campus Policy at Galway Acute Mental Health Service throughout 2018. This was deemed a worthy investment as there was relentless commitment and leadership at all levels in this service as well as unique clinical leadership and it delivered a model of best practice in Tobacco Free Campus policy implementation in a mental health approved acute mental health setting. Various other sites and services were supported to commence and improve implementation of the HSE Tobacco Free Campus policy. Some were individual sites while others included a range of services with shared governance. Great progress was made in mental health services that engaged service user and family member groups from the outset addressing their concerns and reassuring them of the planned holistic approach.

**Acute Hospitals** were requested to complete the Global Network for Tobacco Free Healthcare Services online self-audit and subsequently provide quality improvement plans to the TFI office. A total of 39 hospitals and primary care services completed and submitted a GNTH self-audit before end of 2018 and the deadline was extended to January 18th to facilitate maximum services to complete this requirement.

Our Lady of Lourdes Hospital, Drogheda was supported in its reapplication for GNTH Gold Forum Membership. The national validation process was facilitated by the TFI Programme whereby a national jury was convened to carry out a detailed evaluation of the TFC policy implementation. This included a review of documentation, a site visit where OLOL staff presented their work and facilitated a walk-about. Jury members had an opportunity to ask questions and clarify concerns. This peer review provided a sharing and learning opportunity for all involved and jury members included representation from senior management in communications, human resources, hospital groups, quality and patient safety in addition to members of the TFIPG. Following a successful national validation process, the TFIPG gave further support to OLOL to complete a detailed application for retention of GNTH Gold Forum Membership.





A Tobacco Free Campus Implementation workshop was facilitated by the TFI Programme on the 18th October for HP&I and hospital staff who are identified support staff for the HSE TFC policy implementation process. Staff were provided with profiles of their respective CHOs in terms of what sites have reported policy implementation and those where implementation is outstanding. Two staff members presented their work in this area. A reporting process was also agreed for 2019 whereby work to support TFC implementation will be captured and fed back to the TFI Programme.

The TFI Programme has entered into a partnership with **Athletics Ireland** whereby support is being provided to undertake a tobacco free sporting environments campaign in 2019.

Throughout 2018, the Programme has provided advice and support to the **Irish Prison Service (IPS)** regarding the implementation of a TFC policy. In addition, the Programme has provided toolkits and training along with advice on planning, delivering and evaluating potential enhancements to TFC. This engagement and support continues into the 2019 work plan.

The TFIP successfully engaged with RCSI to engage a postdoctoral researcher, Annette Burns, in a research evaluation of TFC policy implementation in EVE services. EVE, a programme within the HSE provides a network of services for adults with mental health disabilities. In 2016, the Quit Smoking Programme (QSP) was implemented in 16 of these centres. This study explores the implementation of this quit smoking programme in the EVE community setting. It was conducted in line with Medical Research Council guidelines, and aimed to provide qualitative data, integrating the views and experiences of both service users and facilitators in relation to this programme's implementation. This study therefore provides richer accounts of the experiences of both staff and service

users than that reported in the previous literature, taking full account of the complex issues which can shape the process of implementation in real world mental health services. The published study can be viewed [here](#).

## Action 2.4: Engage with Stakeholders to Ensure Tobacco Denormalisation is Included in all Initiatives

The Tobacco Free Ireland Programme has engaged with the Mental Health Commission to include tobacco control measures in routine audits. These commenced in 2018. The programme looks forward to the publication of its annual report early in 2019 where findings from this audit will be published. Miriam Gunning provided education and training for Mental Health Commission inspectors in January 2018. There has also been engagement with the Service User, Family Member and Carer (SUFMC) group to enlist their support for the tobacco control agenda.

The Programme also met with HIQA on the 16th June to explore the inclusion of tobacco control criteria for routine audit of services for older people and disabilities. A follow up meeting with HIQA will be arranged for early 2019.

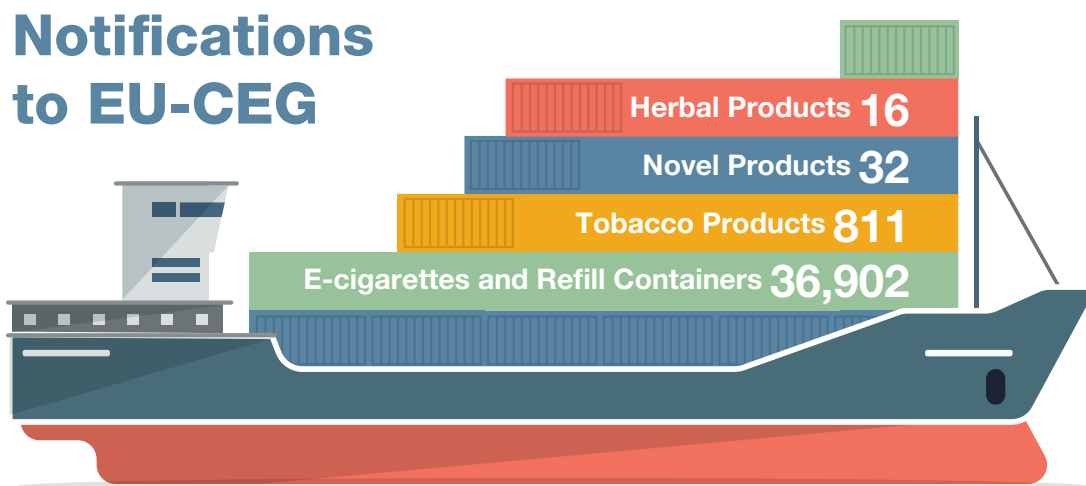
The Programme has invited Mental Health Ireland to become a member of the Tobacco Free Ireland Partners Group. Key actions to engage mental health services have been agreed for 2019.

## Theme 3: Legislative Compliance and Regulating the Retail Environment

The Environmental Health Service (EHS) enforces a comprehensive set of tobacco control legislation which includes sale of tobacco products to persons under the age of 18 years, smoking in workplaces, registration of retailers, point of sale advertising, product labeling and presentation.

It is also the competent authority for the Tobacco Products Directive (TPD), which places a wide range of new responsibilities upon the EHS in relation to tobacco products, electronic cigarettes (e-cigarettes) and refill containers, cross-border distance sales, herbal products and novel products.

The regulations require that a manufacturer or importer make submissions via the European Union Common Entry Gate to the HSE in relation to all tobacco and related products placed or intended to be placed on the market for sale in the Republic of Ireland. The number of submissions made to the HSE by category up to 31st December 2017 is as follows:





## Theme 4: Treat Tobacco Dependence as a Healthcare Issue

### Action 4.4 Development of Clinical Practice Guidelines

A recruitment process was undertaken which resulted in the appointment of Aishling Sheridan as Evidence and Information Officer in May 2018 for an 18 month period to work on the development of national clinical guidelines for the *Identification, Diagnosis and Treatment of Tobacco Addiction*.

The Clinical Practice Guidelines (CPG) Development Group met three times in 2018. The international evidence was appraised and recommendations were developed by the evidence team and CPG group. Drafting of the guidelines is now underway and expected to be completed by Q2 2019.

### Action 4.6: Training and Intensive Cessation Support

The Making Every Contact Count Tobacco module was developed by a tobacco knowledge reference group consisting of TFI Programme representatives and smoking cessation practitioners. This module went live along with the other behavioural change modules in June of 2018. As part of this overall process, Martina Blake participated on the Making Every Contact Count Oversight Group.

15 staff were trained as intensive smoking cessation specialists on the 7th and 8th November. This training was provided by the National Centre for Smoking Cessation and Training (NCSCT). Two staff members were also trained as NCSCT train the trainers so that intensive training is more readily available and accessible for HSE staff going forward.

Intensive cessation support was provided to 10,608 clients/patients by trained smoking cessation specialist up to the end of December 2018.

Currently, there are 81 clinics providing expert intensive smoking cessation support operation in various locations (both community and hospital based) across the country.





## Action 4.7: Targeted Approaches for Special Groups

The TFI Programme and Women and Infants Health Programme collaborated this year to scope and agree a smoking cessation demonstrator project at a large maternity hospital. The Purpose of the project is to establish a specific ante-natal intensive smoking cessation service as well as its outreach services to routinely treat tobacco addiction as a care issue in pregnancy. The project will demonstrate how intensive smoking cessation services can operate in the context of HSE operated and funded maternity services and generate lessons to inform an evidence-based business case for systematic investment in services.

A Horizon 2020 Project and funding proposal was put forward in collaboration with the Women and Infants Health Programme and international colleagues to assess the baseline situation and better understand factors influencing implementation of tobacco cessation and smoke-free homes programmes for pregnant women among six European countries representing diverse socioeconomic and cultural contexts for program implementation. The outcome of this preliminary application will be received in late January 2019 with a further application due in by end April 2019.

A workshop was held with Men's Health Groups in November 2018 to begin to explore how best to engage men through the QUIT campaign and encourage men to use HSE smoking cessation services. A follow up workshop will be organized in early 2019.

The QUIT campaign promoted quit attempts and use of QUIT services using insights from the State of Tobacco Control Report, and the Secondary Analysis of Adult Smoking and Secondary Analysis of Youth Smoking in 2018. A multi-channel campaign using mass media, media partnerships, targeted digital and social media, press and PR and peer support through QUIT's 116K strong Facebook community targeted various groups with tailored messaging, with a particular focus on C2DE men who smoke aged 25-45.

Market research on the QUIT campaign found that having seen the campaign 1 in 2 smokers claim they would be likely to quit, with a similar proportion claiming they would search for QUIT. Over 2 in 5 of those exposed to the campaign claimed to interact with the QUIT service in some way after seeing the campaign. Likelihood to interact with QUIT is higher among the target group of C2DE men who smoke (42% compared to 39% in the general population).

The market research found that 31% of people who smoke said they were likely to engage with a Facebook based support group. The QUIT campaign has piloted three closed Facebook groups which are currently being evaluated to assess effectiveness.

The QUIT Guide to Quitting Smoking was redesigned using the current campaign imagery and was translated into Arabic, French, Irish, Lithuanian, Portuguese, Polish, Romanian and Spanish, making the QUIT service more accessible to a wider audience.

The TFI Programme issued an invitation to tender in November 2018 to commission a report on health inequalities and smoking in Ireland. However, the applications received were not deemed to be suitable. This project is on hold for the time being.

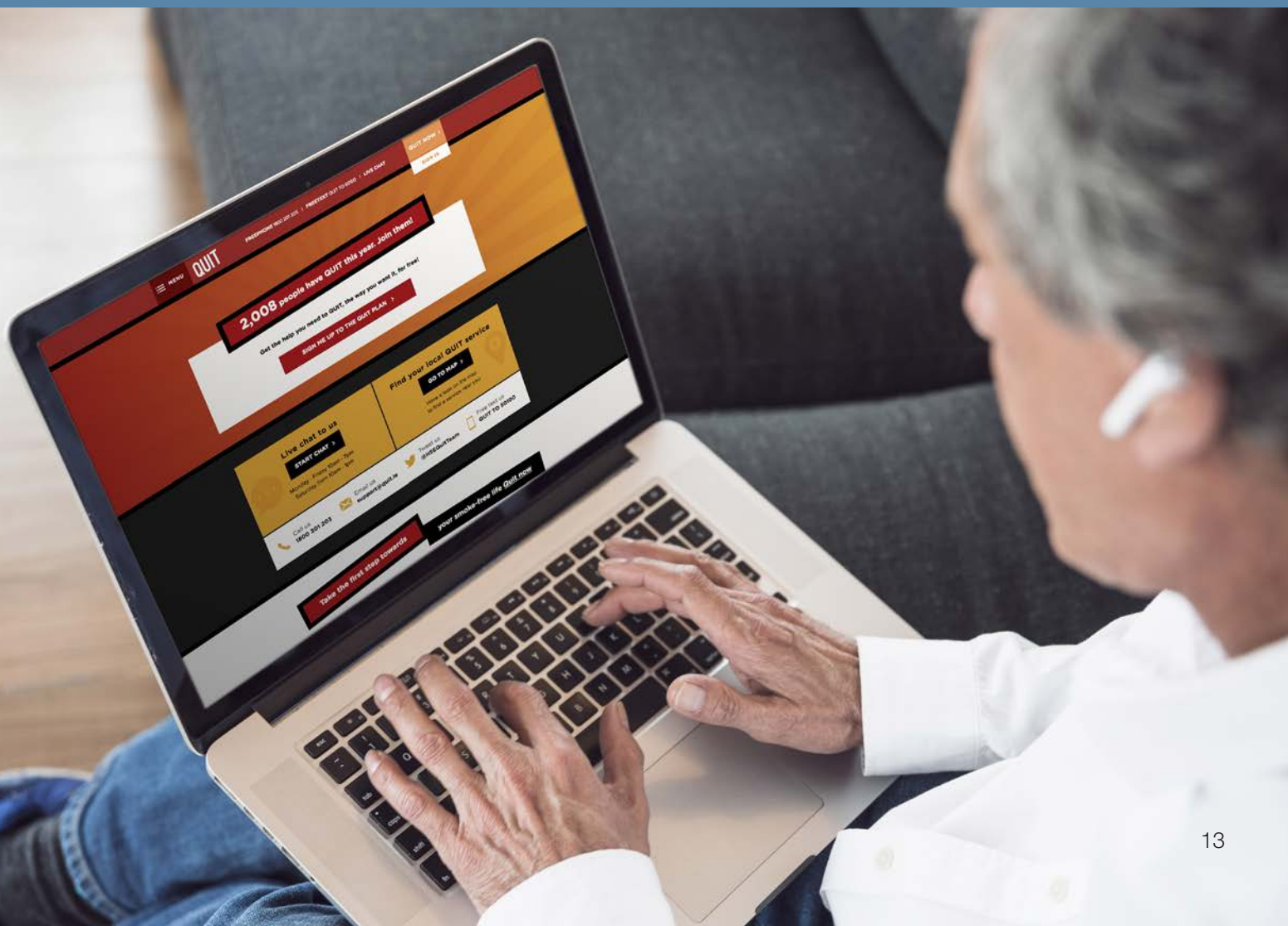
## Action 4.9: QuitManager Patient Management System

QuitManager is a comprehensive electronic smoking cessation referral tracking system that allows direct entry by referrers and detailed feedback reporting as well as a comprehensive patient record of all cessation service support. A tailored QuitManager system is currently being built for the HSE.

Following input from key stakeholders (including extensive user acceptance testing and the training of a group of “super users”), the QuitManager Core system was adapted and designed to meet the needs of the Smoking Cessation services within the HSE and Quitline. November 26th marked go live in the National Quit line, Community Services in Donegal, Sligo, Roscommon, Kerry, Cork, Dublin South, Kildare, West Wicklow. Acute Hospital Services in Letterkenny University Hospital, Cork University Hospital, Sligo University Hospital, and University Hospital Kerry. QuitManager will be deployed nationally throughout 2019.

Significant challenges were encountered for this project and overcome in order to ensure that all information and data to be held by the system was in compliance with the new EU General Data Protection Regulations (GDPR).

In 2019 a referral module will be developed whereby the QuitManager system will integrate with the maternity hospital patient management system (MN-CMS) and GP systems (Healthlink).



## Theme 5: Monitor Tobacco Use and Prevalence and Evaluate the Effectiveness of all Interventions

### Action 5.2: Assessment, Evaluation and Improvement

The TFI Programme produced three comprehensive reports in 2018.

The first is [The State of Tobacco Control Report](#) which sets out the progress made in tobacco control in Ireland and describes the scope and impact of tobacco control activities undertaken by the HSE over recent years which contribute to the reductions we are seeing in the numbers of people smoking in Ireland today. The report also describes the health burden of tobacco use and its impact on the health service and serves as a reminder that we must continue to strengthen our work to tackle smoking.

The programme conducted extensive secondary analysis of existing major data sets from Healthy Ireland (wave 1 2015), The Health Behaviour in School-Aged Children (HBSC) study 2014 and The Irish Longitudinal Study on Ageing (TILDA Wave 1). Two further reports were produced following this secondary analysis.

The first of these reports, [Adult Smoking in Ireland](#), describes tobacco use in the general adult population and the second, [Youth Smoking in Ireland](#), describes tobacco use and associated health related outcomes in children.

An evaluation of the QUIT campaign was commissioned and carried out by Coyne Research to assess the campaign performance. The research found that overall, awareness of the campaign had decreased among the general smoking population compared to 2015 but was performing ahead of industry norms for public awareness campaigns. Awareness was at 71% among the campaign's key target group- male C2DE aged 24-44. The research also found that usage of e-cigarettes among current smokers was high – 53% and likelihood to use a QUIT service when quitting was low at 11%.

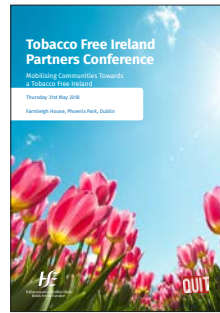
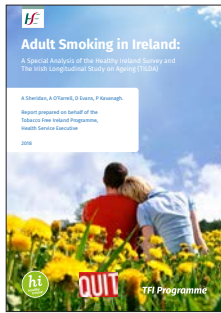




## The Tobacco Free Ireland Programme in 2019

The Tobacco Free Ireland Programme is working to progress a number of key priorities in 2019.

- Draft clinical guidelines for the identification, diagnosis and treatment of tobacco addiction will be completed in Q2 2019. A stakeholder consultation process will then be undertaken. Following this, the guidelines will be amended and delivered to the National Clinical Effectiveness Committee at the Department of Health for quality assurance.
- QuitManager will be implemented nationally. The system will be integrated with hospital patient management systems and Healthlink (general practice).
- The closed Facebook groups that were piloted in 2018 will be formally evaluated. The final evaluation paper will be written for publication. If the groups are shown to be effective they will be considered as a new service offering as part of the QUIT suite of smoking cessation services.
- The QUIT website will be refreshed as part of the digital roadmap project.
- The QUIT campaign will continue to evolve and be redeveloped through a co-creation process (budget dependent).
- Tobacco lessons for the SPHE Junior Cycle Curriculum will be developed in conjunction with the Department of Education.
- The Programme will continue to engage with LCDC representatives to advocate for and advise on tobacco control activities as part of Healthy Ireland projects.
- Intensive smoking cessation services will continue to be delivered nationwide and reporting will commence on new service Key Performance Indicators.
- The Smoking cessation pilot in the identified Maternity Hospital will be progressed with the establishment of dedicated ante natal smoking cessation services onsite.
- The Programme will continue to explore how to better engage with hard to reach groups (men, pregnant women, those in lower socioeconomic groups) and continually evaluate all service offerings to make them more accessible.
- Site specific Tobacco Free Campus implementation data will be collected from mental health services (approved and residential), services for older people and disabilities services. This will enable the Programme to map TFC implementation nationally and determine where to focus resources going forward.
- A bursary programme has been established for 2019 whereby 20 services that demonstrate improved policy implementation across the CHOs and Hospital Groups can avail of funding for Tobacco Free Campus initiatives.



**TFI Programme**