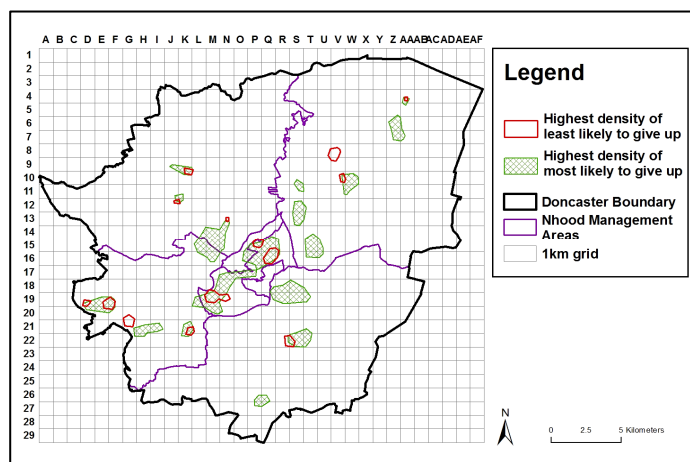


# Smoking Cessation in Doncaster

## Aims

Cigarette smoking is estimated to be responsible for 600 deaths a year in Doncaster, around 20% of all deaths across the borough. Death rates are much higher in the most deprived communities than in more affluent areas, so reducing the number of lives lost from smoking is an important part of tackling the inequalities in life expectancy between the rich and poor. Smoking cessation services in Doncaster have been highly successful in helping people succeed in quitting, and have concentrated their services in deprived areas, where more people smoke, but this project was an opportunity to get more detailed information about the factors which influence the likelihood of successful smoking cessation.



Map showing concentrations of likely smoking cessation success and failure in Doncaster

*Tailoring services to local needs*

## What we did

We used *nkm* matching techniques to link data from smoking cessation services on outcomes (success or failure to quit, four weeks after quit date) with socioeconomic data from administrative data sets. From these matched data we identified the factors which appear to make people more or less likely to succeed in quitting. We then risk assessed all adults using these risk factors to identify those most likely and least likely to succeed in giving up, to enable the smoking cessation services to identify the areas that may need targeting.

Row	children in household	households with 2 adults	live in local authority housing	number in category	% smoking cessation success	95% confidence interval
1		Y		2,192	54.4	(52.3, 56.5)
2			Y	320	48.1	(42.5, 53.8)
3		Y	Y	503	47.5	(43.1, 52.0)
4				667	46.8	(42.9, 50.6)
5	Y	Y		2,054	44.5	(42.4, 46.7)
6	Y			467	39.8	(35.4, 44.4)
7	Y		Y	324	34.6	(29.4, 40.0)
8	Y	Y	Y	630	33.3	(29.7, 37.2)
total	1,423	2,556	715	7,157	46.4	(45.2, 47.6)

Risk factor segmentation of Doncaster smoking quitters according to success at four weeks. Base: all persons who have set a quit date between 2000 and 2006

## Results

The analysis revealed significant associations between successful quitting and types of household, with no significant differences between men and women. Amongst those who set a quit date, the odds of success increased by 18% for people in two-adult households, but reduced by 25% for those in local authority housing and by 34% for those in households with children, a finding which needs further investigation. The table shows the numbers of adults in the study with each combination of factors and the actual success rates.

The map shows the results of mapping the risk assessments across Doncaster, highlighting areas where people are most, and least, likely to succeed. This information can be used to help develop services to fit the needs of different households.