

**Solihull Stop Smoking and Tobacco Control Key Performance Objectives**

Theme	Element	Outcome Indicator	Source	Frequency	Target
Theme 1: Living well in Solihull	Very Brief Advice (VBA)	Number of organisations signed up to delivering Very Brief Advice	local	quarterly	KPI will be developed in year 2
		Number of staff (by organisation) staff trained in VBA (NCST) by setting,	local	quarterly	KPI will be developed in year 2
	Promotion	Summary of promotional activity	local	annual	KPI will be developed in year 2
	Digital	Percentage and number of service outputs provided through digital technology	local	quarterly	KPI will be developed in year 2
Theme 2: Solihull Outcomes Framework	4 and 12 week quits	Number of 'initial' conversations with individual people who smoke, broken down by virtual and face2face	NCST	quarterly	KPI developed in year 2
		Number of clients setting a quit date	OHID	quarterly	1600 yr 1 (increasing following years)
		Number of people who attended a 12 week intervention programme, and percentage who completed	local	quarterly	
		Number of clients setting a quit date who achieve a 4-week quit	national average or above for Tobacco Dependency Treatment Services.	quarterly	Achieve a 50% or above conversion from quit dates set to 4 weeks (800)
		Number of successful 4-week quitters who achieve 12 week quit status		quarterly	400 (Achieve a 50% or above conversation from 4 week quits to 12 week quits)
		Number of contact attempts for each client	NCST	quarterly	Following referral in to service and if they drop out during 12 weeks intervention.
	Smokeless tobacco	carbon monoxide verified quits at 4 weeks		quarterly	85%
		Number of clients using (e.g., Shisha) and smokeless tobacco (e.g., Betel quid and Gutka) who set a quit date.		quarterly	KPI will be developed in year 2.
	Cut down to quit	Number of clients who are supported via a cut down to quit programme and outcomes achieved at 4 and 12 weeks.		quarterly	KPI will be developed in year 2.
Theme 3: Tackling health inequalities in Solihull: a blueprint for Solihull 2023-2025	High smoking prevalence groups Priority Groups: Routine & Manual Workers. Sick & Disabled/long term unemployed. Under 25's. Current diagnosed Mental Health Condition. Socio-economic disadvantaged. Pregnant women and their partners. Care leavers.	Broken down by priority groups:			
		Number of clients who access information and advice		quarterly	50%
		Number of clients setting a quit date who achieve a 4 week quit			50%
		Number of successful 4 week quitters who achieve a 12 week quit status			50%
		Number of people accessing to quit using smokeless tobacco products			KPI will be developed in year 2
		An equity audit to be undertaken annually, or when any material changes to service are undertaken, with the findings used to inform forward year planning		Annual	
Theme 4: Quality	Access	Percentage of people contacting the Service who receive a response within 2 working days.	NCST	quarterly	80%
		Percentage of people offered an appointment within 2 business working days via preferred client option of support (e.g., Face to face, telephone or online).		quarterly	70%
	Intervention	Percentage of face2face interventions	local	quarterly	50%
		Percentage of interventions delivered via telephone	local		10%
		Percentage of interventions delivered online (zoom, teams etc)			20%
		Percentage of interventions via digital application			20%
		Comparison of quit outcomes: E Cigs (Vapes) only vs NRT only vs combination	local	annual	
	Partnerships	Number of referrals received from organisations operating in the borough, reported by referral source	NCST	quarterly	n/a
		Number of referrals & number of people accessing the service from the transfer of care NHS TDS			
		Number of onward referrals to other services such as debt advice, employment agencies, food banks, community organisations and carers centre, housing to address the barriers that are impacting on smokers' lives and ability to quit.		quarterly	n/a
	Management	Compliments and complaints. The Provider must indicate how the service delivery model has been improved based on client feedback. Customer satisfaction. Client should use a variety of routes to gain feedback.		quarterly	n/a
		Where 4 week success rates fall outside of the target, an exception reporting is required	NCST	quarterly	n/a
		Annual audit to be completed with a forward year plan to drive improvement	local	annual	n/a
		Number of staff vacancies	NCST	quarterly	
		Total number/proportion of staff trained, broken down by new and re-certified staff	NCST	annual	
		Provide a service user case study	NCST	quarterly	1