

2015/2016 Summer Studentship Project Application Form

Send to: Research Office, University of Otago Christchurch, PO Box 4345, Christchurch, by 5pm on **3 July 2015**

Supervisor Information (First named supervisor will be the contact):

Supervisor's Name and Title(s): Leigh Aston / Ruth Savage

Department: Dept of General Practice / Pegasus Health

Institution: UOC

Phone: 021308531

E-mail: leigh.aston@pegasus.org.nz

Mailing Address: 160 Bealey Ave, Christchurch

Research Category (Choose one category only – to be used for judging the students' presentations):

Community

Project Title (20 words MAXIMUM):

Evaluation of a Telephone Based Brief Intervention Model for Smoking Cessation

Project Description:

Introduction:

Smoking remains the single biggest cause of preventable morbidity and mortality in New Zealand and is a major contributor to health inequalities for Maori, Pacific and low socioeconomic people. The Ministry of Health's Better Help for Smokers to Quit primary care health target requires 90% of smokers to be given brief advice to quit by their primary healthcare provider every 12 months. The ABC pathway provides a simple brief intervention model for primary care workers to ask patients about smoking status, offer brief advice to quit and encourage smokers to use cessation support. However, for those patients who do not regularly attend a general practice, other systems and processes may need to be implemented to ensure these people have the same opportunity to receive brief advice and support to stop smoking.

In May 2015, Pegasus Health introduced a telephone-based brief intervention service to contact enrolled patients and offer smoking cessation advice on behalf of their general practice. The objectives of the service are to achieve the "Better Help for Smokers to Quit" primary care health target, and to generate increased attempts to quit by current smokers by linking them in with appropriate cessation support services.

Aim:

To evaluate the quality and effectiveness of Pegasus Health's recently established telephone brief advice service. The objectives of the evaluation are to determine:

- The effectiveness of the service in generating quit attempts
- The effect of the service on Pegasus Health's health target performance
- The level of satisfaction of general practice teams who have engaged with the service

Method:

The research will include a mix of qualitative and quantitative methods:

- Analysis of uptake of cessation support referrals and of health target result data pre- and post-service implementation
- In depth interviews of staff involved in the service
- Survey to explore general practice team members' experiences of and attitudes towards the service

Analysis:

Data collected by the brief intervention service will be analysed using simple descriptive statistics. Staff interviews will be analysed to identify emergent themes which will inform the survey design. The survey will be conducted online using Survey Monkey or a similar tool with analytical capabilities.

Significance:

There is good evidence to support brief advice given by a healthcare worker as an effective method of triggering quit attempts in smokers, and that making an offer of cessation support is even more effective. Brief advice has been shown to be most effective when delivered face-to-face, however providing brief intervention by telephone has the potential to reach a large proportion of the smoking population to promote smoking cessation, triggering more quit attempts while also reducing the workload on primary care. This evaluation of a centralised telephone-based brief intervention service for smoking cessation will be of interest to Pegasus Health general practices, and the results will be used to inform service delivery improvements. The evaluation may also be of interest to other PHOs considering implementing a similar service, and could potentially influence the development of other telephone-based brief intervention or health promotion initiatives.

Student Prerequisites (eg. Medical Student) if applicable:

Nursing or Medical student