



**Application for Funding from Hampshire Action Teams**

**Organisation Details**

<b>Name of Organisation</b>	Gosport Borough Council in partnership with Quit4life, NHS Hampshire Community Health Care
<b>Type of Organisation</b> (Please tick or double click to check the appropriate box)	Community/Voluntary Group <input type="checkbox"/> Company limited by guarantee <input type="checkbox"/> District/Borough Council <input checked="" type="checkbox"/> Parish/Town Council <input type="checkbox"/> Registered Charity <input type="checkbox"/> School/College <input type="checkbox"/> Other (please describe below): Quit4life, NHS Hampshire Community Health Care
<b>Contact Name</b>	Oona Hickson (lead sponsor)
<b>Contact Details</b>	<b>Address:</b> Head of Housing Strategy and Enabling Gosport Borough Council Town Hall Gosport PO12 1EB
	<b>Telephone:</b> 02392 545292
	<b>Email Address:</b> <a href="mailto:oonahickson@gosport.gov.uk">oonahickson@gosport.gov.uk</a>

**Funding Details**

<b>Which HAT are you requesting funding from</b>	Gosport
<b>Amount of Funding Requested</b> (Please state if all or part of the funding will be spent on staffing costs)	£4000  No funding required for project staffing costs.
<b>Joint Funding</b> (Please list any other funding secured for the project from other organisations)	The delivery of this project will rely on staffing and additional goodwill resources from Quit4life, GBC and other local partners.

## Details of the Bid Project

<b>Title of Bid/ Project</b>	GT Smokefree (Gosport Town Smokefree) <i>proposed provisional title</i>															
<b>Summary of Bid/ Project</b>	<p>Preliminary scoping work done by Chris Manktelow as a development aspect of the Rowner Neighbourhood Management Project, shows Town ward as ward of significant inequalities alongside those of Rowner ward. Estimated smoking prevalence in Gosport is 27.4%, the highest in Hampshire. The 'GT Smokefree' project aims to engage 50% (188) more smokers from Town in Town ward Quit4life services and to quit smoking over 2010/11, than are shown in the 2009/10 baseline figures: below:</p> <div data-bbox="644 584 1474 1077" data-label="Figure"> <table border="1"> <caption>Gosport, Town ward - Smoking quitters 2009/10</caption> <thead> <tr> <th>Quarter</th> <th>Total setting quit date</th> <th>Total succeeded</th> </tr> </thead> <tbody> <tr> <td>2010 Q 1</td> <td>132</td> <td>62</td> </tr> <tr> <td>2010 Q 2</td> <td>75</td> <td>30</td> </tr> <tr> <td>2010 Q 3</td> <td>92</td> <td>45</td> </tr> <tr> <td>2010 Q 4</td> <td>76</td> <td>32</td> </tr> </tbody> </table> <p>Summary statistics:          Total number of service users n= 375          Total successful quitters n= 171          Success rate = 45.6%</p> </div> <p>The GT Smokefree project will fund a range of materials and incentives to raise awareness about Quit4life services accessible in Town and how easy it is to access these services. The distribution and delivery of these marketing items will be via a range of local routes i.e. face-to-face events run in Town, local peer-educators and champions (recruited from previous Quit4life service users) who will 'spread the message' as advocates, local Health Trainers in Gosport working with vulnerable families, and GBC local authority officers and housing provider partners who have a community and neighbourhood agenda to engage with the local community on a range of inequality issues e.g. benefits, energy, community safety and housing.</p> <p>Selective low cost quit incentives and innovations such as free gym, swimming or activity vouchers etc will be available when people start their quit attempt with the Quit4life service. These are currently being tested as part of the Rushmoor Customer Insight Project and will be applied in Gosport where found successful.</p>	Quarter	Total setting quit date	Total succeeded	2010 Q 1	132	62	2010 Q 2	75	30	2010 Q 3	92	45	2010 Q 4	76	32
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<p><b>How does the Bid meet the HATs Term of Reference?</b></p> <p>1) To tackle economic, social and health inequalities in the local area</p> <p>2) To support the delivery of Hampshire's improvement priorities within the Hampshire Local Area Agreement*</p> <p>3) To support local highways and transport priorities**</p>	<p>1) Residents in Town ward face the greatest social, economic and health hardships and inequalities in the borough. Supporting smokers to quit is the most significant and cost-efficient health intervention to improve individual long-term mortality and morbidity prospects. By quitting people are shown to improve their overall health and the health and opportunities for their families and children (see example attached).</p> <p>2) The Hampshire 'quit smoking target' known as NI123, is a key priority in the Health and Well Being section of the LAA. It is an important indicator of how we are improving health, reducing health inequalities and increasing life expectancy and overall productivity of Hampshire residents.</p> <p>3) Whilst this project in itself does not support highways or transport priorities directly, we will be encouraging people to use local Quit4life services (so not adding to local transport issues) and those people using Quit4life services will be encouraged and educated to be more physically active and eat more healthy which is all part of how Quit4life deliver a successful smoking intervention.</p>
<p><b>Timescale</b> (What is the anticipated period over which the money will be spent?)</p>	<p><b>Commencement Date:</b> July 2010</p> <p><b>Completion Date:</b> February 2011</p>
<p><b>Intended Outcomes</b> (How will the success of the bid/project be measured?)</p>	<p>Success will be measured by improving Town ward users of local Quit4life services by 50% over 2009/10 baseline numbers; as recorded and disaggregated via the Hampshire Quit4life database.</p>
<p><b>Future Funding Arrangements</b> (If the project is to last more than a year how will it be funded in subsequent years? How will any outcomes achieved by the project be sustained in the longer term? If it is a capital scheme how will the equipment be maintained?)</p>	<p>The GT Smokefree project will aim to demonstrate how focussed and innovative social marketing, incentives and peer-led education on quitting smoking (in partnership with the local authority and other local agents such as housing providers) can reach traditional 'hard to reach' people and raise the numbers of people quitting smoking significantly.</p>

\* Further information on the LAA can be found at the following website - <http://www3.hants.gov.uk/localareaagreement.htm>

\*\* Any approved bids for highways/transport projects will require liaison with the Executive Member for Environment.

**Declaration**

**I declare that the information supplied in this application is true and that any funding received from Hampshire County Council will be used for the purposes described in this form. The Council reserves the right to reclaim any funding not used for the purposes stated on this form.**

I agree to provide a report detailing the outcomes of this bid/project (a form will be sent out for completion at the relevant time).

Signed Neil Lockett

Date 15 June 2010

Position in organisation NHS Hampshire, Health Improvement Partnership Manager

Please return your completed form to: The HAT Team, Room 105, Elizabeth II Court, Winchester, S023 8UJ, or email: [members.services@hants.gov.uk](mailto:members.services@hants.gov.uk)

### Example: "How Quit4life changes lives"

Portsmouth News

Published Date:

05 January 2010

By [Sarah Foster](#)

**With a daughter on each arm, proud dad Mark Stones walks up the road with a big smile on his face.** It might sound like one of life's most basic pleasures but for Mark this simple act means more than you could ever imagine.

Just six months ago he struggled to walk from one room in his house to another and a trip to the local shops required a mammoth effort.

Today Mark and his girls go for regular walks together to the shops and beyond – and he has daughters Chloe and Demi to thank for that.

When they went to live with him in May he was desperate to give up his 30-plus a day cigarette habit.

His health was deteriorating and he was just days away from having to face the future with a permanent oxygen supply tank and mask by his side.

The 41-year-old's health had taken a dramatic turn for the worse when he was diagnosed with the lung disease emphysema in April. Giving himself a chance to get better hinged on his ability to quit the cigarettes for good.

But taking that first vital step was proving just as hard as he'd imagined, even though he was desperate to succeed for the sake of his daughters.

