

## Public Health Practice Evaluation Scheme

Addressing the challenges faced by 'front line' practitioners

### Smokefree Homes Intervention Evaluation Research Study

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**The study aims to independently and robustly evaluate the effectiveness of the Smokefree Homes Service provided in Stoke-on-Trent in reducing tobacco smoke in the home.**

The **Smokefree Homes Service** was launched on 1<sup>st</sup> January 2016 across Stoke-on-Trent, commissioned by Stoke-on-Trent City Council. Its **primary objective** is to reduce children's exposure to environmental tobacco smoke (ETS), by assisting in making the home smokefree. The service, provided by *Quit 51*, offers telephone behavioural support, self-help materials for 12 weeks and Nicotine Replacement Therapy. *Quit 51* recruits participants primarily through promotional materials, advertising and referrals from frontline professionals.

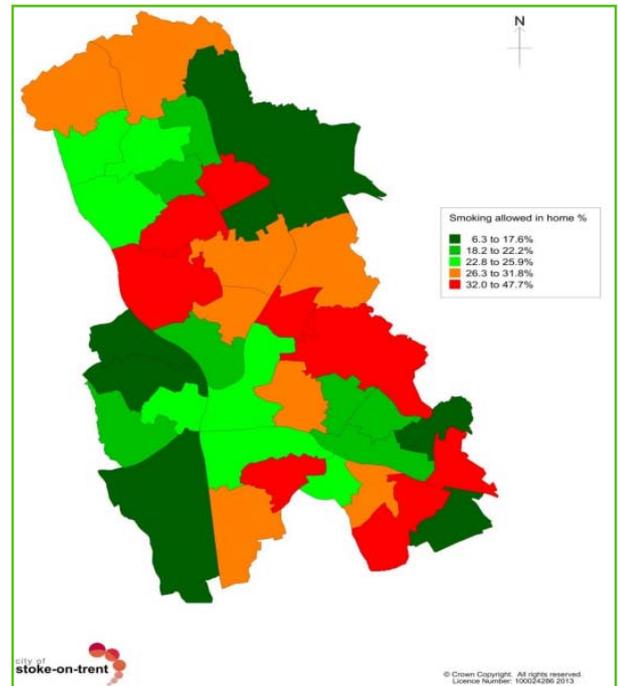
#### Quantitative Data Collection

##### Aims

- To evaluate whether participation in the service leads to a reduction in indoor smoking.
- To evaluate whether participating in the intervention leads to measurable improvement in carbon-monoxide concentration in exhaled air compared to "control homes".

##### Method

- **Stepped wedge cluster randomised trial**
- Aiming to include 80 families.
- Participants receive five visits over an eight month period. At each visit, the participant completes a questionnaire, individual smoke-related carbon monoxide is measured and an indoor particulate matter device is left in the property for 24 hours.



Percentage of adults (18 and over) who allow smoking in their home by wards in Stoke-on-Trent (2013)

#### Current Progress

- This study can only recruit from participants initially recruited into the intervention, and is reliant on the provider's recruitment strategy which has been largely unsuccessful.
- Only five families have signed up to Smokefree Homes Service from September (the start of the evaluation). However, all have so far declined to participate in the evaluation.

#### Process Evaluation

##### Aims

- Obtain information from commissioners, provider, participants and other stakeholders about how the service is run alongside evaluating what aspects were successful or unsuccessful.
- To support data collected in the quantitative study.

##### Method

- Participants who have signed up since January (n=22) will be contacted by *Quit 51* and asked if they would like to be involved in an interview, alongside spouses and children aged over 16 living in the same household.
- Members of *Quit 51* and Stoke-on-Trent City Council will be directly contacted by University of Bristol.
- Topics for discussion include; the 12-week programme, recruitment, results and future objectives.

#### Current Progress

- Awaiting approval from ethics committee.
- Preliminary discussions with *Quit 51* and Stoke-on-Trent City Council indicate that they are willing to participate in interviews.
- Interviews planned to start from February 2017.



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