



Hang Tuff Don't Puff

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Counties Manukau Health**

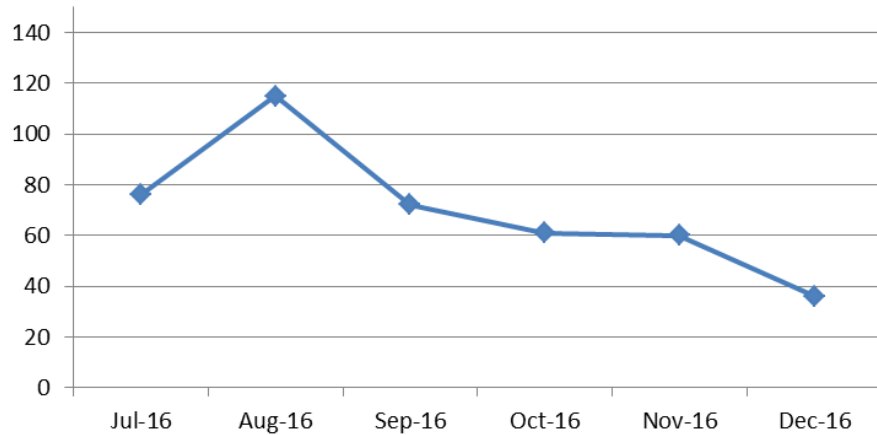
Aim Statement: what are we trying to achieve

- **Aim 1: To increase the quarterly average number of engagement with people who smoke and the Living Smokefree Service from 210 to 672 (based on seven practitioner capacity) by December 2017.**
 - Aim 1a: To increase the quarterly average of 90 to 288 for Maaori
 - Aim 1b: To increase the quarterly average of 57 to 182 for Pacific
- **Aim 2: To increase the quarterly average number of people who quit from 90 to 252 by December 2018.**
 - Aim 2a: To increase the quarterly average of 39 to 109 for Maaori
 - Aim 2b: To increase the quarterly average of 30 to 84 for Pacific

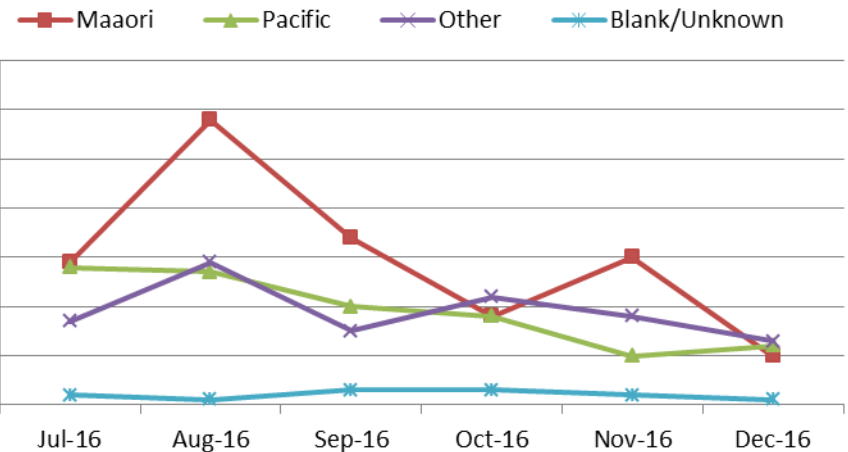
Through these aims we believe we will achieve our part in eliminating health disparities and achieve the campaign vision of: “enabling all of our community to live longer, more abundant, and healthier lives”.

Measurement - Engagement

Living Smokefree Total Engagement



Living Smokefree Engagement by Ethnicity



What the data is telling us?

- **Describe the equity gap using your baseline data:**
- Baseline data shows that we are achieving better results for Maaori and Pacific on some indicators. The data highlighted that we are not performing to the expected level. If we improve our overall service performance to the rate we should be performing at, this will automatically improve Maaori and Pacific outcomes but may not impact on the equity gap.
- **Describe the population/community affected, qualitatively and quantitatively (numbers, demographics).**
- Maaori and Pacific is our mainstream in practice within our service.
- Our data shows better results for Maaori and Pacific people who smoke which has made us think we need to now start comparing our data to the wider Counties Manukau people who smoke population data .
- Our equity gap lies within the disproportionately high levels of Maaori and Pacific people who smoke. Although there is no equity gap within the service, we need to perform significantly better for Maaori and Pacific to address the prevalence equity gap.

Measurement Summary

- **How will you know you are addressing the equity gap?**
 - At a higher level, it will be when we have similar prevalence levels across the demographics.
 - At a service level we will know we are addressing the equity gap when we are achieving significantly higher outcomes for Maaori and Pacific compared to non-Maaori and Pacific.
- **Describe your outcome measure, if your outcome measures is high level, describe what your indicator measures will be.**
 - Engagement and Quit Rates.
- **Provide details of your process measures and balancing measures**
 - Process Measures – Unable to Contact and Declined Service number and rates (number if referrals is used as the denominator).
 - Balance Measure – The number and rate of Quit dates set and Quit at 4 weeks rate.