

# Introducing a Personal Financial Incentive and Vape Scheme pilot for people in a Routine and Manual (R&M) Occupation and accessing the Wakefield Community Specialist Stop Smoking Service

## Background

12.9% of adult Wakefield population currently smoke (England Average is 11.6%)

People in R&M occupations are 2 times more likely to smoke than people in managerial/professional occupations

Smoking Prevalence in Wakefield for R&M is 31% compared to England Average of 24.5%

Wakefield Council Public Health have grant funded their community specialist stop smoking service Yorkshire Smokefree Wakefield (YSFW) to deliver a **Personal Financial Incentive (PFI) Scheme** and a **Vape Scheme** (choice of either) alongside behavioural support to those smokers in R&M Occupations.

An **evaluation is due to take place** from November 2024 which will help to decide on future commissioning intentions and future models of delivery

## Objectives

The overall aim of the pilot is to help reduce prevalence of smoking particularly those in R&M occupations in Wakefield, reduce smoking related health inequalities and increase awareness of the Local Stop Smoking Service(YSFW).

There are three cohorts included in this pilot to evaluate whether these implementations are successful:

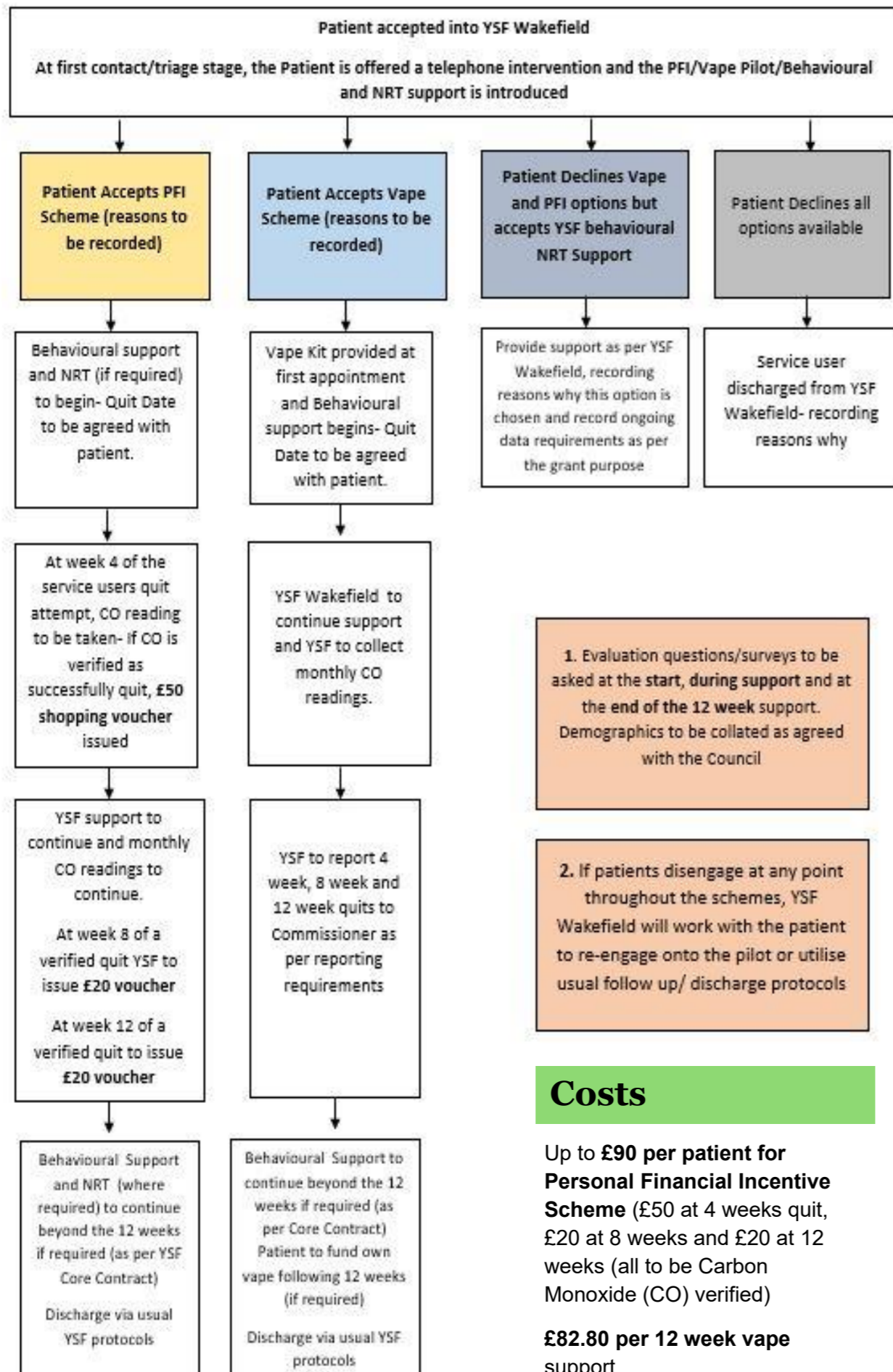
1. Those in R&M accessing the **PFI scheme** with NRT and behavioural support from YSFW
2. Those in R&M accessing the **Vape scheme** with behavioural support from YSFW
3. Those in R&M accessing only Nicotine Replacement Therapy (NRT) and behavioural support from YSFW

Aim to **evaluate if incentive schemes (the PFI and Vape schemes) can be successful in reducing smoking prevalence for certain cohorts** and to see if it helps people maintain a positive smokefree journey.

## In Scope

- Smoking and in a Routine and Manual Occupation (with a referral accepted into Yorkshire Smokefree Wakefield) AND;
- Over the age of 18
- Live in Wakefield; or are registered with a Wakefield GP; or Work in Wakefield

## Pathway



## Costs

Up to **£90 per patient for Personal Financial Incentive Scheme** (£50 at 4 weeks quit, £20 at 8 weeks and £20 at 12 weeks (all to be Carbon Monoxide (CO) verified)

**£82.80 per 12 week vape support**

£5000 to upgrade project support at Local Stop Smoking Service for 12 months

## Findings so far (01/12/2023 to 30/06/2024)

**490 people in R&M occupations accessed support from Local Stop Smoking Service (YSFW)**

### VAPE INCENTIVE

13.1% R&M accepted the Vape Scheme

Of those: 46.9% set a quit date

**32.8% (who accepted vape scheme) quit at 4 weeks**

### PFI INCENTIVE

48.4% R&M accepted the PFI scheme

Of those: 70.5% set a quit date

**49.8% (who accepted SIP scheme) quit at 4 weeks**

### BEHAVIOUR SUPPORT/NRT ONLY

28.6% R&M opted for Behavioural support or NRT only

Of those: 39.2% set a quit date

**24.9% (who accepted behaviour/NRT) quit at 4 weeks**

## Some Patient Feedback so far:

I chose the vape scheme as I knew I would struggle at work breaks and social times without the 'hand to mouth' action

The PFI scheme is a little extra incentive to stop smoking. I am very happy with the service

The PFI helped as an extra push in the right direction  
An added bonus to quitting

Very supportive advisor, the messages are very good and encouraging

Could not have stopped with anything else other than a vape

The PFI helped with motivation