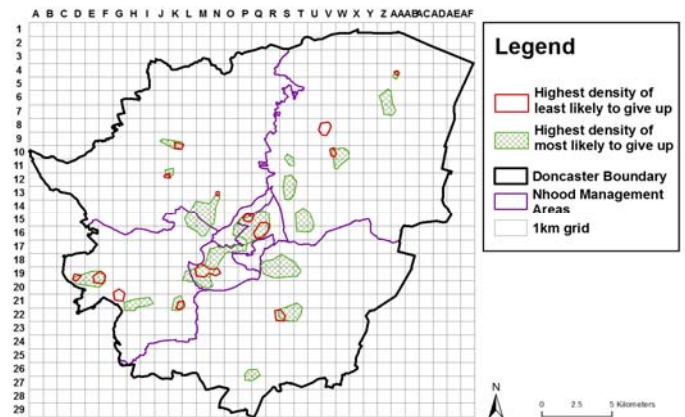




Smoking cessation success - Doncaster

Aims

Doncaster MBC and Doncaster PCT, using neighbourhood renewal funding, commissioned Mayhew Associates (MA) to undertake a detailed assessment of population and deprivation in Doncaster. Based on administrative data sources, MA *nkm techniques* were used to estimate the Doncaster population. The resulting database was used to



Map showing concentrations of likely smoking cessation and failure in Doncaster

What we did

In partnership with the PCT and local authority, we obtained and linked data from each agency to the Local Property Gazetteer. We then risk assessed all persons using the smoking cessation service using the following risk factors: gender, if children in household, if 2 adults in the household and if social housing tenure. We mapped the concentrations of people aged 16 and over both most likely and least likely to give up, so as to enable the PCT to identify the areas that may need targeting (see map).

Row	number in category	male	children in household	households with 2 adults	living in social housing	% smoking cessation success	lower confidence limit	upper confidence limit
1	996	Y		Y		54.4	51.3	57.5
2	114	Y			Y	54.4	44.8	63.7
3	1196			Y		54.3	51.5	57.2
4	277	Y				49.5	43.4	55.5
5	216	Y		Y	Y	49.1	42.2	55.9
6	287			Y	Y	46.3	40.5	52.3
7	776	Y	Y	Y		45.7	42.2	49.3
8	390				Y	44.9	39.9	50.0
9	206					44.7	37.7	51.7
10	1278		Y	Y		43.8	41.1	46.6
11	416		Y			41.6	36.8	46.5
12	205	Y	Y	Y	Y	40.5	33.7	47.5
13	287		Y		Y	35.2	29.7	41.0
14	425		Y	Y	Y	29.9	25.6	34.5
15	37	Y	Y		Y	29.7	15.9	47.0
16	51	Y	Y			25.5	14.3	39.6
total	7157	2672	3475	5379	1777	46.4	45.2	47.6

Risk factor segmentation of Doncaster population according to smoking cessation. Base: persons on cessation database

Outputs

Results suggest less likely to give up if in social housing, 1-adult household, with children:

Odds decrease 5.4 times if children in the household, 3.2 times if social housing and increase 1.71 times if 2 adult household.

Tailoring services to local needs