

## Increasing the impact of tobacco dependency services for priority groups

### Tobacco Leads and Commissioners Training Course

#### Overview

This virtual course is intended to provide training for local authority Commissioners and Tobacco Leads in the targeting and tailoring of tobacco dependency services to the individual needs of people who smoke, particularly those in priority groups.

#### Course length, delivery method and format

The course takes place over **two half-days**, each with a **9:00** start. Both days finish at **13:15**. The course is delivered via **Zoom**. Instructions and the access link will be sent to participants after they have registered for the course and technical support will be available from **8:45** on the day of the training.

The course will include the opportunity to learn directly from national experts and engage in interactive discussions on challenges facing Tobacco Leads and Commissioners, as well as to network and learn from colleagues. Whilst most sessions will be undertaken as a whole group to allow for cross-learning, breakout rooms will be used to tailor course content to maximise relevance for commissioners and in-house services.

#### Aims

The course will increase participants' knowledge, skills and confidence in the **organisation and commissioning of tobacco dependency services** and aims to **drive quality improvement, maximise service impact and contribute to reducing the rates of tobacco use in the region**, particularly among people in priority groups.

## **Learning objectives**

At the end of the course, participants will:

1. Know the actions required to maximise the impact of tobacco dependency services
2. Understand the rationale for targeting and tailoring tobacco treatment, particularly for those in priority groups
3. Have increased confidence in data- and intelligence-informed tobacco dependency service design, including identifying local priority groups and where the greatest opportunities are for impacting on local rates of smoking
4. Understand the challenges and best practices for engaging priority groups in stop smoking support
5. Be able to assess commissioning and/or service operating procedures against the best practices for targeting and tailoring services to clients' individual needs
6. Be able to examine good practices for how impact can be measured, including sharing impact measurement tools

## Timetable

### Day 1 (09.00 – 13.15)

Time	Agenda
09:00	<b>Course registration</b>
09:15	<b>Welcome:</b> introductions, aims and objectives
09:45	<b>Priority groups:</b> best practices
10:30	<b>Increased effectiveness:</b> optimising services based on latest evidence to maximise return on investment (part 1)
11:00	<b>Comfort break</b>
11:15	<b>Increased effectiveness:</b> optimising services based on latest evidence to maximise return on investment (part 2)
11:50	<b>Performance indicators:</b> tracking the impact of services in your priority groups
12:15	<b>Y&amp;H workforce development strategy:</b> a well-trained, well-led and motivated workforce
12:45	<b>Looking ahead and levelling-up:</b> challenges and opportunities
13:10	<b>Day 1 wrap-up</b>
13:15	<b>Depart course</b>

## Timetable

### Day 2 (09.00 – 13.15)

Time	Agenda
09:00	<b>Day 1 recap and introduction to day 2</b>
09:30	<b>Increased reach:</b> engage more people in services, with a focus on priority groups
10:00	<b>Cut Down to Stop (CDTS):</b> rationale and evidence
10:30	<b>Best practices:</b> what does good look like? (part 1)
11:00	<b>Comfort break</b>
11:15	<b>Best practices:</b> what does good look like? (part 2)
12:00	<b>Decision making, innovation, managing risk and monitoring</b>
12:30	<b>Leadership round table:</b> challenges and opportunities
13:00	<b>Course wrap-up and evaluation</b>
13:15	<b>Depart course</b>