

---

# 10,000 Lives CQ Smoking Cessation Project

Initiative Type

Education and Training

Status

Deliver

Added

06 June 2023

Last updated

08 June 2023

URL

<http://staging.clinicalexcclence.qld.gov.au/improvement-exchange/10000-lives-cq-smoking-cessation-project-0>

## Summary

10000LivesCQ uses a Senior Project Officer to promote available support services, including Quitline, to increase smoking cessation in Central Queensland Hospital and Health Service (CQHHS). It works as a catalyst to bring all smoking cessation activities together, and advocates for increasing smoking cessation in partnership with multiple stakeholders from government, non-

---

government and community.

## Key dates

Sep 2017

Feb 2019

## Implementation sites

Central Queensland Hospital and Health Service

## Key Contacts

Kalie Green

3601

[william.vanheerden.ced](mailto:william.vanheerden.ced)

Senior Project Officer, Community Health

Central Queensland Hospital and Health Service

(07) 49206989

[kalie.green@health.qld.gov.au](mailto:kalie.green@health.qld.gov.au)

## Aim

To reduce the rate of smoking in Central Queensland (CQ) from 17% to 9.5% by 2030.

---

## Benefits

- create change in the attitudes towards smoking in Central Queensland HHS
- increase conversations about smoking by healthcare professionals
- a sustainable taskforce to ensure smoking cessation remains on the agenda
- improves referral pathways to support individuals, workplaces and human services
- results in fewer smoking related deaths in CQHHS

## Background

10,000 Lives Smoking Cessation Project launched by Central Queensland (CQHHS) in November 2017 aims to reduce smoking in Central Queensland from 16.7 per cent to 9.5 per cent by 2030. That's 20,000 fewer smokers, in effect saving 10,000 lives from premature death.

## Solutions Implemented

- launched tobacco control summits which inspired information sharing, mini projects and new 10,000 Lives partnerships
- collaboration with Cancer Council Queensland to educate community workers who work with socio-economically disadvantaged communities to utilise the Tackling Tobacco program, promote Nicotine Replacement Therapy NRT, and community referral pathway
- clinical and community champions for smoking cessation are identified for CQHHS, and CQ Community, to regularly share smoking cessation information and promote Quitline throughout Central Queensland
- local promotion of existing Quitline resources and campaigns to community champions, general practices, local councils, businesses, and community services through local expos and events, education sessions, in-services, newsletters, media and social media
- promotion in 2018 and 2019 on Triple M Radio: 24-hour No-Smoking Challenge for World No Tobacco Day' to increase the number of calls to Quitline
- data collection of SCCP completion, in-services and feedback to CQHHS inpatient Units to promote ongoing completion of Smoking Cessation Clinical Pathway, and brief interventions to support NRT provision as an inpatient, and a Quitline referral
- ongoing regular email newsletters to CQHHS clinical champions to promote research, upcoming training, and smoking cessation support
- promotion of Metro North and South Smoking Cessation masterclasses via videoconference, promotion of HHS staff to attend Renee Bittoun Nicotine Dependence course to increase the smoking cessation knowledge of local HHS workforce
- promotion at 2018 QLD State Cup Sports Clubs "Spotlight on a Sports Star" and Teen Film Challenge
- collaboration with Environmental Health Officers to promote smoke-free health care,

## Evaluation and Results

The 10000LivesCQ's engagement with hospitals and individual clinical units has led to important positive outcomes. It drove Central Queensland HHS to be the largest source of referrals to the Queensland Quitline Rural, Regional and Remote program. Queensland-wide, CQHHS was the third highest HHS referrer in 2020-2021, behind Metro North and Metro South. CQHHS Smoking Cessation Clinical Pathway completion increased from 1.7% in November 2018, to 52% in June 2023. Adult daily smoking prevalence decreased from 16.7% in 2016, to 12.8% in 2022 (Chief Health Officer Report). The project was evaluated over three years by a University of Queensland- School of Public Health PhD student. Between Nov-2017 and Dec-2018, 3,824 smokers were registered into Quitline from CQ region compared to 2,288 registration in the 14 months pre-campaign period. That is a 67.2% rise of mean monthly Quitline registration during the 14 months post-campaign period (Nov-2017 to Dec-2018) in comparison to 14 months pre-campaign period. (Sep-2016 to Oct-2017) There was a significant rise in mean monthly Quitline registration during the post-campaign period; Pre-campaign: 163.4/month [95% CI: 127-199.8] vs post-campaign: 273.1/month [95% CI: 253-293.5 from 127-199.8] ( $P < 0.0001$ ). The number is higher in each calendar month of post-campaign period than the pre-campaign period.

## Lessons Learnt

Ongoing. Success is attributed to three key drivers: effective community partnerships, Preventative Health Branch's intensive quit program of multiple calls with free NRT delivered by Quitline and high-level support from CQHHS executives. Any local promotion of Quitline's Intensive Quit Support programs has resulted in increased Quitline registrations from CQ. Providing a local face for Smoking Cessation at events, community services, HHS communications, GP education sessions, university student lectures, and local media is important in a regional area.

## References

Peer reviewed publications from 10,000 Lives project:

A case study of an academic?stakeholder partnership: Evaluation of the '10 000 Lives' smoking cessation health promotion program: DOI: [10.1002/hpja.689](https://doi.org/10.1002/hpja.689)

Impact of the '10,000 lives' program on Quitline referrals, use and outcomes by demography and Indigenous status: DOI: [10.1111/dar.13499](https://doi.org/10.1111/dar.13499)

Roles, experiences and perspectives of the stakeholders of "10,000 Lives" smoking cessation initiative in Central Queensland: Findings from an online survey during COVID-19 situation:

---

[DOI:10.1002/hpja.598](https://doi.org/10.1002/hpja.598)

How can a coordinated regional smoking cessation initiative be developed and implemented? A programme logic model to evaluate the '10,000 Lives' health promotion initiative in Central Queensland, Australia: [DOI: 10.1136/bmjopen-2020-044649](https://doi.org/10.1136/bmjopen-2020-044649)

Describing the inputs, activities and outputs of "10,000 Lives", a coordinated regional smoking cessation initiative in Central Queensland, Australia: [DOI: 10.1101/2020.09.08.20190264](https://doi.org/10.1101/2020.09.08.20190264)

Development of an Evidence and Gap Map (EGM) of interventions to increase smoking cessation: A study protocol: [DOI: 10.18332/tpc/124117](https://doi.org/10.18332/tpc/124117)

## Further Reading

A case study of an academic?stakeholder partnership: Evaluation of the '10 000 Lives' smoking cessation health promotion program: [DOI: 10.1002/hpja.689](https://doi.org/10.1002/hpja.689)

Impact of the '10,000 lives' program on Quitline referrals, use and outcomes by demography and Indigenous status: [DOI: 10.1111/dar.13499](https://doi.org/10.1111/dar.13499)

Roles, experiences and perspectives of the stakeholders of "10,000 Lives" smoking cessation initiative in Central Queensland: Findings from an online survey during COVID-19 situation: [DOI:10.1002/hpja.598](https://doi.org/10.1002/hpja.598)

How can a coordinated regional smoking cessation initiative be developed and implemented? A programme logic model to evaluate the '10,000 Lives' health promotion initiative in Central Queensland, Australia: [DOI: 10.1136/bmjopen-2020-044649](https://doi.org/10.1136/bmjopen-2020-044649)

Describing the inputs, activities and outputs of "10,000 Lives", a coordinated regional smoking cessation initiative in Central Queensland, Australia: [DOI: 10.1101/2020.09.08.20190264](https://doi.org/10.1101/2020.09.08.20190264)

Development of an Evidence and Gap Map (EGM) of interventions to increase smoking cessation: A study protocol: [DOI: 10.18332/tpc/124117](https://doi.org/10.18332/tpc/124117) [Why Rondeen and her baby are big winners](#)