

ART Case Study – Stoptober 2024

Context

Smoking cessation is a priority for the council and the new local Health and Wellbeing Strategy, '*50 Steps to a Healthier Borough*' (London Borough of Newham Council, 2024).

The smoking levels in Newham did not look like Newham's population, and smoking prevalence was significantly higher in Eastern European communities (22.5% compared to a 13.9% prevalence in Newham's population – which is still higher than the London and England Averages).

Health Equity Ambition

Lowering prevalence and increasing uptake and retention of cessation services for **Eastern European ethnic groups and for routine and manual labour workers**

Method of Change

- System change interventions for overrepresented populations that reduced smoking prevalence
- Achieving maximum impact with **targeted, cost-effective interventions.**

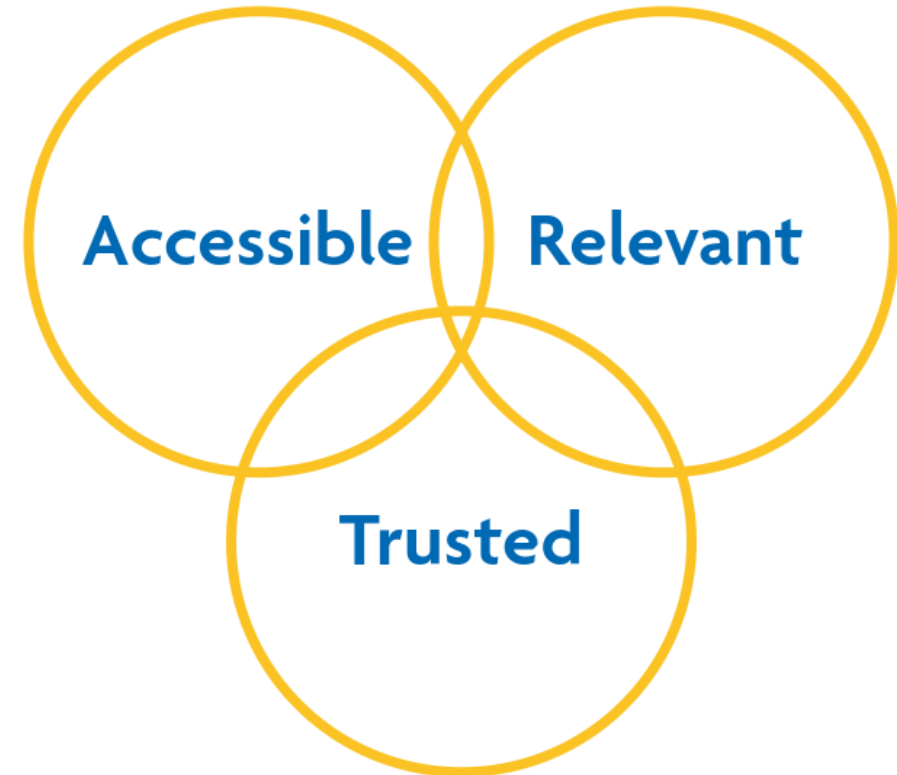
Our tools - The ART Framework

The ART Framework is an adaptation of the 2014 SAGE vaccine hesitancy framework. It was developed following community engagement in Newham around COVID testing, vaccine uptake and the NHS diabetes prevention programme.

The aim of the ART framework is to **shift the responsibility to service providers** for reducing barriers to service uptake.

When using the framework, the following fundamental question is asked in relation to **accessibility, relevance and trust**:

What are the barriers to uptake within our control as service providers?



The What

Newham Public Health team decided to deliver a Stoptober smoking cessation campaign that would reduce inequity. They developed it using the ART framework

ART asks “What are the barriers to uptake in our services that are within our control?”, and focusses on three key elements, whether the service is **accessible, relevant, and trusted**.

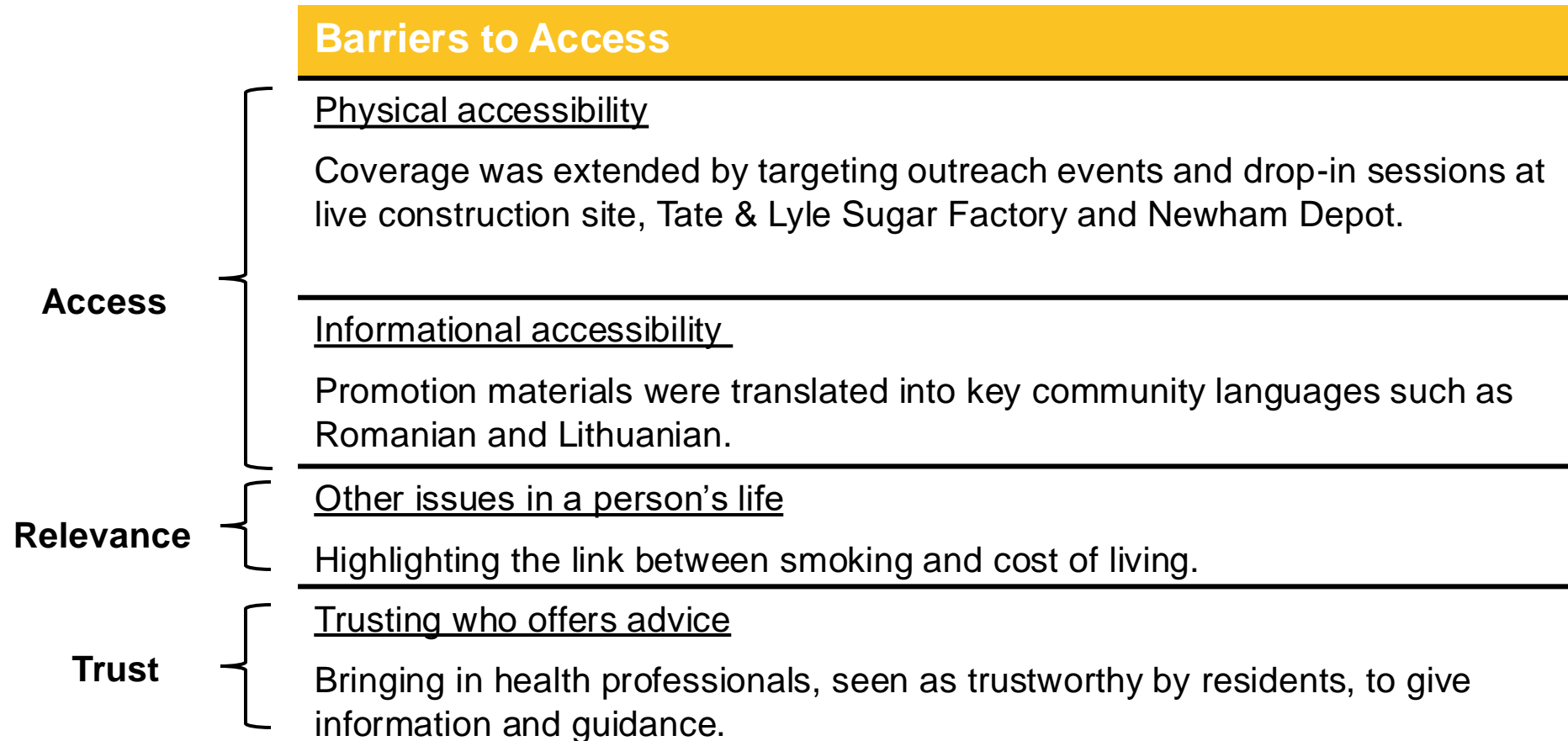
The framework was used as a service review tool that could structure the insight gained from other sources.

Sources of Insight: Community and Industry Outreach

- Engagement sessions were held at a local Romanian restaurant to gather residents' opinions
- Newham private rented team shared service knowledge about active construction sites with high proportions of Newham residents (rather than contracted workers)
- Local construction businesses let the Well Newham outreach team host smoking cessation sessions during workers' lunch breaks.

ART Framework

Organising insight using ART allowed those involved with the service to see which changes were within the providers circle of influence,.



The impact of ART

After the campaign, there were **537 additional referrals** to the service and **26% of users** during this time were from the routine and manual sector.

Smoking prevalence for routine and manual occupations in Newham has more than halved **from 22.5% in 2021 to 9.1% in 2023**. This the lowest rate in this group in North East London.



"The utilisation of the ART framework has been extremely beneficial in adopting a holistic approach to support vulnerable residents with complex needs and reviewing service provision and interventions to ensure it matches Newham's diversity."

Sumaiyah Rahman – Assistant Public Health Strategist, London Borough of Newham

Using the ART Framework

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If you have any questions and want some support – please get in touch with the Newham Health Equity Programme team:
health.equity@newham.gov.uk

Pack author – Jack Burnett

ART x Service Design - Henrietta Curzon

ART framework - Adeola Agbebiyi and Anne Bowers

Stoptober Campaign 2023 - Sumaiyah Rahman