



## Business Case

## PIP QI Resource Package — Smoking Improvement Measure

General practices enrolled in the Practice Incentives Program (PIP) Quality Improvement (QI) commit to implementing activities that support them in their role of managing their patients' health.

## Background

Smoking is the single biggest preventable cause of ill health and death in Australia<sup>1</sup>. While the percentage of daily smokers has continued to decline according to both the National Drug Strategy Household Survey<sup>2</sup> and the National Health Survey<sup>3</sup>, Gippsland still has a considerably high rate of daily smokers.

Across Gippsland, 19% of people smoke daily, compared to Victoria where 12.4% of people smoke daily<sup>4</sup>. Quitting smoking is one of the best things a person can do for their health.

However, quitting is a difficult process and it is essential that we better inform smokers about what evidence-based quitting aids are available and educate individuals about how assistance will make a difference to the success of their quit attempt<sup>5</sup>.

### Increasing smoking cessation rates across Gippsland

Increasing smoking cessation rates across Gippsland requires a systematic approach involving both the community and health sector. The role of a GP in increasing smoking cessation is important. GPs should be confident in having brief advice conversations to educate, assist and refer patients who smoke to best practice tobacco dependence treatment.

Having a brief conversation with patients about their smoking can be fast, simple and effective. One in every 33 conversations in which a doctor or health professional advises a patient to quit smoking results in the patient successfully quitting<sup>6</sup>. Therefore, it is important that GPs have continual conversations with patients regarding smoking cessation. These conversations require skills, knowledge and confidence, and can be supported by the *Ask, Advise, Help Model* (see Further Information).

## Courses

*Quit Victoria*, with input from GPs, has developed a package of two online training courses.

The free online courses for GPs and practice nurses equip them with the skills and knowledge to offer smoking cessation brief advice to patients, using the *Ask, Advise, Help Model*. The *PDSA Activities* also provide practices with an approach they can take to systematically identify smokers and provide them with best practice tobacco dependence treatment. The courses are:

### *Quit's Brief Advice (Online Training)* approximately two hours

Using the *Ask, Advise, Help Model*, this course covers best practice tobacco dependence treatment for the general population and priority populations, prescribing pharmacotherapy, making a referral to Quitline, and signposts to Quit's extensive range of resources for health professionals and their patients.

### *Plan, Do, Study, Act (PDSA) Cycle Activity* approximately 15 weeks

It consists of four cycles, each designed to assist GPs and the practice team to embed best practice, evidence-based smoking cessation activities as part of routine care.

**Cycle 1:** Review new and emerging literature on tobacco and smoking cessation and complete *Quit's Brief Advice (Online Training)* for GPs

**Cycle 2:** Extract and examine patient data relating to smoking status, and set reminder "red flags" for patients who smoke and patients with "unknown status" recorded

**Cycle 3:** Assess the practice environment ensuring it is conducive to patients making quit attempts

**Cycle 4:** Implement the *Ask, Advise, Help Model* on 20 current patients who smoke

## Alignment with PIP QI

### Quality Improvement — Practice Incentive Payments

The Australian Government's Practice Incentives Program (PIP) aims to support general practice in delivering improved patient outcomes and best practice care.

GPs enrolled in the Practice Incentives Program (PIP) Quality Improvement (QI) commit to implementing quality improvement activities that support them in their role of managing their patients' health.

Quality improvement measure two is the "proportion of patients with a smoking status". This improvement measure is one of the several areas a practice can work towards as a part of the current PIP QI.

By using the *Gippsland PHN PIP QI Resource Package—Smoking Improvement Measure*, practices will receive resources and training materials to assist with quality improvement activities. The *PDSA Cycle Activity* within the PIP QI resource package will help step practices

through the process of extracting and examining patient data relating to smoking and assist in generating a method to flag reminders for patients with a missing smoking status.

Progression through the provided *PDSA Cycle Activity* will provide a 'how to' guide and assist in qualifying your practice for the PIP QI.

The resources within this package will be a means of support that will contribute to participation in the PIP QI.

#### RACGP Accreditation Points

*Quit's Brief Advice (Online Training)* and *PDSA Cycle Activity* are both RACGP accredited for GPs.

***Quit's Brief Advice (Online Training)***  
Four x RACGP Category 2 points

***PDSA Cycle Activity***  
Forty x RACGP Category 1 points

## Local Perspective

### Local consumer research

Experienced social research consultancy firm MMRResearch conducted qualitative research<sup>5</sup> to explore smoking and quitting drivers and barriers among smokers living in the Latrobe Valley.

A key finding of the research was that there is little awareness within community of how a service helps an individual quit, displaying the importance of the general practitioner's knowledge and use of referral pathways to services such as Quitline.

Evidence shows the most effective way to quit smoking is with a combination of smoking cessation pharmacotherapy and multi-session behavioural intervention, such as that offered through Quitline. The components of the *Gippsland PHN PIP QI Resource Package—Smoking Improvement Measure* aims to give GPs the skills, confidence and knowledge to connect patients to this best practice tobacco dependence treatment.

### Local practitioner research

In August 2019, Gippsland PHN conducted a survey of 25 general practitioners in the city of Latrobe about how to increase smoking cessation rates.

Reports show 16% of surveyed GPs report the use of the *ABC Intervention Method* as 'not at all.' Qualitative data displayed that not many general practitioners knew about or used the *Red Book*.

To increase smoking cessation rates, GPs mentioned they would benefit from conversation scripts to follow during a consult with a patient and simple desk-based referral options specific to them would also be beneficial. *Quit's Brief Advice (Online Training)* and *PDSA Cycle Activity* meet these needs, by taking participants through the steps of a brief advice conversation and instructing them on how to easily make a referral to Quitline.

## Incentive Timeline



## Resources and Tools

Within the *Quit's Brief Advice (Online Training)* and *PDSA Cycle Activity*, GPs will work towards implementing a systematic approach to smoking cessation.

To assist with completion of the cycles, *Gippsland PHN* and *Quit Victoria* have a range of resources available for use in addition to the support that Gippsland Regional Service Officers can offer.

These form the *Gippsland PHN PIP QI Resource Package—Smoking Improvement Measure* and will assist in successfully influencing PIP QI measure two across a reporting period.

Resources within the package include the following.

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Medical Software Walkthroughs

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*PDSA Cycle Activity* Task Templates

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Quality Improvement Toolkit

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Digital Health Guide

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HealthPathways Gippsland

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Quit resources for patients, GPs and their practices

## Regional Service Officer Support

Gippsland Primary Health Network Regional Services Team consists of regionally based support officers that assist to build the capacity of the primary health sector, including General Practice in order to deliver excellent health outcomes in the community.

Participation in any PIP QI activity involves working in partnership with Gippsland PHN on continuous quality improvement.

As a part of this partnership, a member of the Regional Services Team will be there to guide and assist with this package.

The level and type of support will be tailored by what a practice needs or desires, and may include the following:

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Interrogation and analysis of deidentified data through POLAR

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Provision of quality improvement resources and templates

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Quality Improvement Action Plan reviews

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Installation or support for POLAR (a data extraction and analysis tool)

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Access to online trainings and webinars

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Being kept up to date of all Gippsland PHN Quality Improvement indicatives and programs

## Further Information

**For more information and links to all resources please visit**  
[www.gphn.org.au/programs/practice-support/practice-incentive-program](http://www.gphn.org.au/programs/practice-support/practice-incentive-program)

**For more information on the Ask, Advise, Help Model please visit**  
[www.quit.org.au/resources/health-professionals/how-help-your-patient-quit](http://www.quit.org.au/resources/health-professionals/how-help-your-patient-quit)

**For more information on completing the PDSA Cycle Activity please view**  
[youtu.be/YD5LbJkey6Y](https://youtu.be/YD5LbJkey6Y)

## Program Partnership

**Business Case: Gippsland PHN PIP QI Resource Package – Smoking Improvement Measure is endorsed by Quit Victoria**

1—Australian Institute of Health and Welfare. 2019. Smoking Overview 2019, [www.aihw.gov.au/reports-data/behaviours-risk-factors/smoking/overview](http://www.aihw.gov.au/reports-data/behaviours-risk-factors/smoking/overview)

2—AIHW 2017. National drug strategy household survey 2016: detailed findings. Drug statistics series no. 31. Cat. no. PHE 214. Canberra: AIHW

3—ABS 2018. National health survey, first results, 2017–18. Cat. no. 4364.0.55.001. Canberra: ABS

4—Department of Health and Human Services, Victoria, Victorian Population Health Survey 2017, [www2.health.vic.gov.au/public-health/population-health-systems/health-status-of-victorians/survey-data-and-reports/victorian-population-health-survey/victorian-population-health-survey-2017](http://www2.health.vic.gov.au/public-health/population-health-systems/health-status-of-victorians/survey-data-and-reports/victorian-population-health-survey/victorian-population-health-survey-2017)

5—Unpublished. For information about MMRResearch, see [www.mmresearch.com.au/services/research](http://www.mmresearch.com.au/services/research)

6—Stead LF, Buitrago D, Preciado N, Sanchez G, Hartmann-Boyce J, Lancaster T. Physician advice for smoking cessation. *Cochrane Database Syst Rev.* 2013(5):CD000165