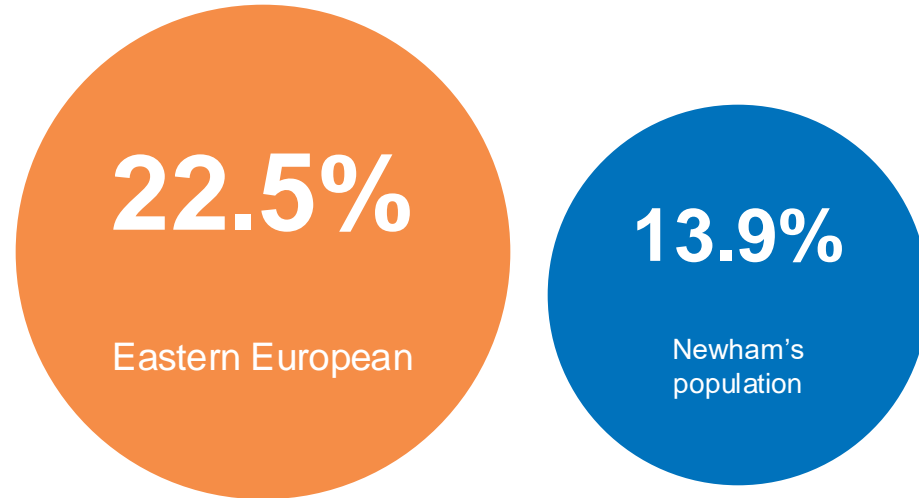


ART Case Study – Stoptober 2024

The ART Framework in practice

The ART framework was used to plan and deliver the 2024 Stoptober campaign, to encourage residents to quit smoking.



Data analysis revealed that smoking prevalence in Newham is significantly higher in **Eastern European** communities (22.5%) compared to the general population of Newham (13.9%).

Smoking prevalence is also high amongst **routine and manual labourers**.

Health Equity Ambition

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

Achieving maximum impact with **targeted, cost-effective interventions**.

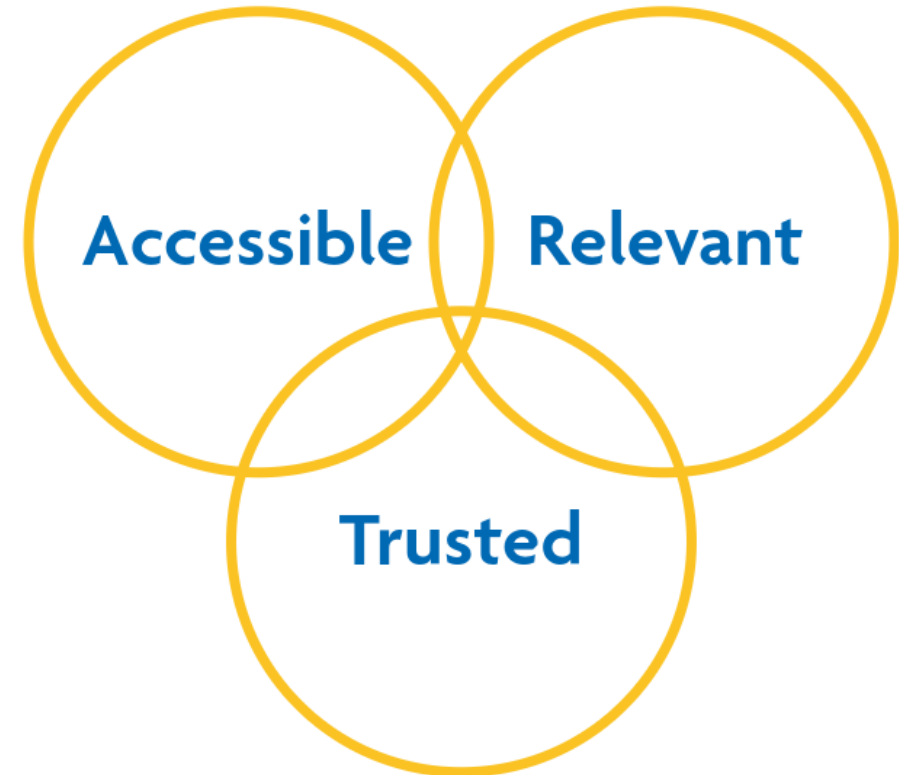
Our tools - The ART Framework

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.

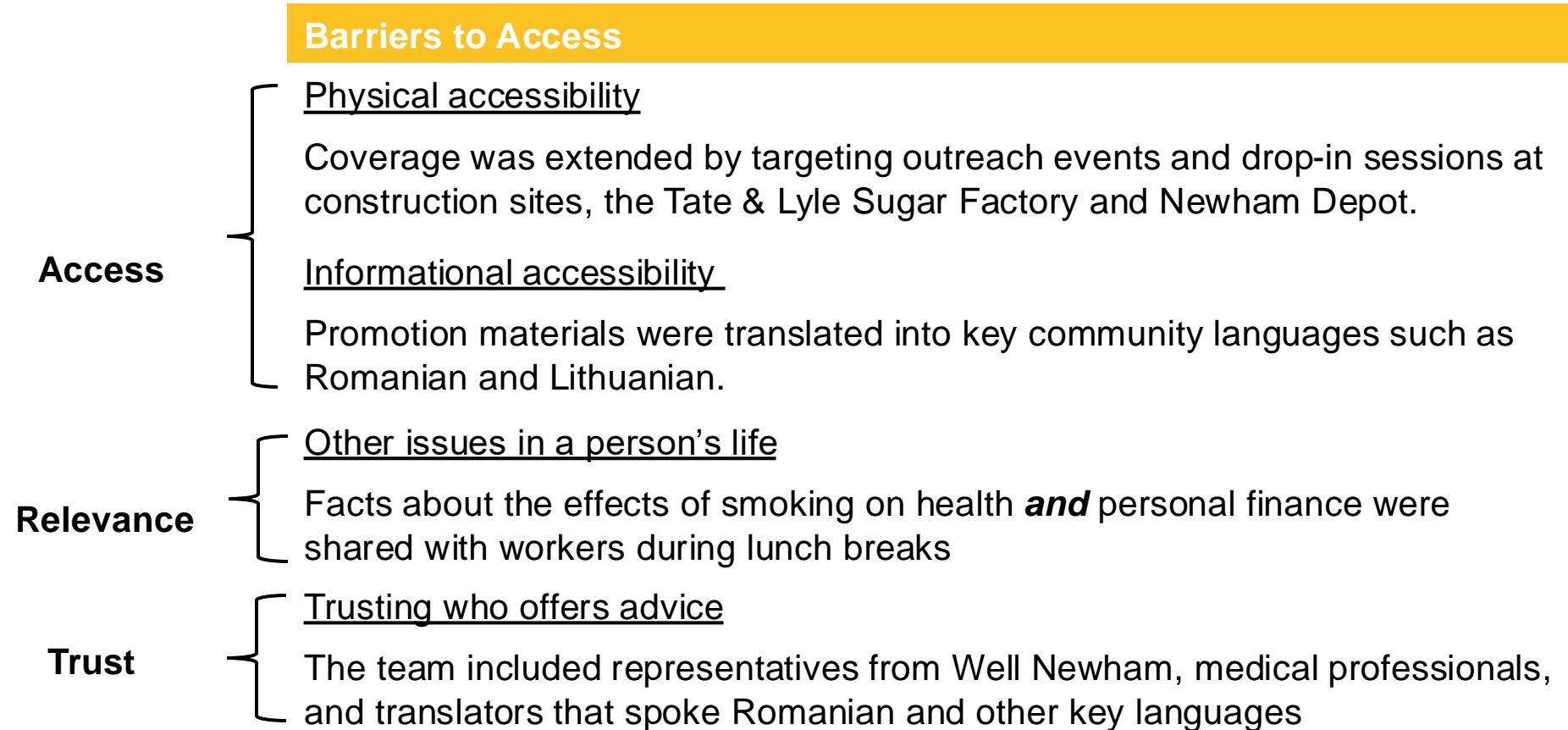
When using the framework, the following fundamental question is asked in relation to **accessibility, relevance and trust**:

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



ART Framework

Insights were coded using ART, to understand which changes were within the campaign's 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:
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