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Modelling Stop Smoking Outreach Using Co-Inquiry and Ethnography: How Engagement with Underserved Communities Can Be Enhanced

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Main findings:

- *Person-centred outreach* can improve health and reduce inequalities by generating new referrals of people disconnected from health services
- Careful discussion of e-cigarette offer can generate interest and change the perception of stop smoking services without contributing to recreational normalisation
- Outreach is resource intensive & underpinned by the quality of partner events
- Co-inquiry methods can effectively involve frontline staff in externally-led evaluations to derive learning that is useful locally and of research interest

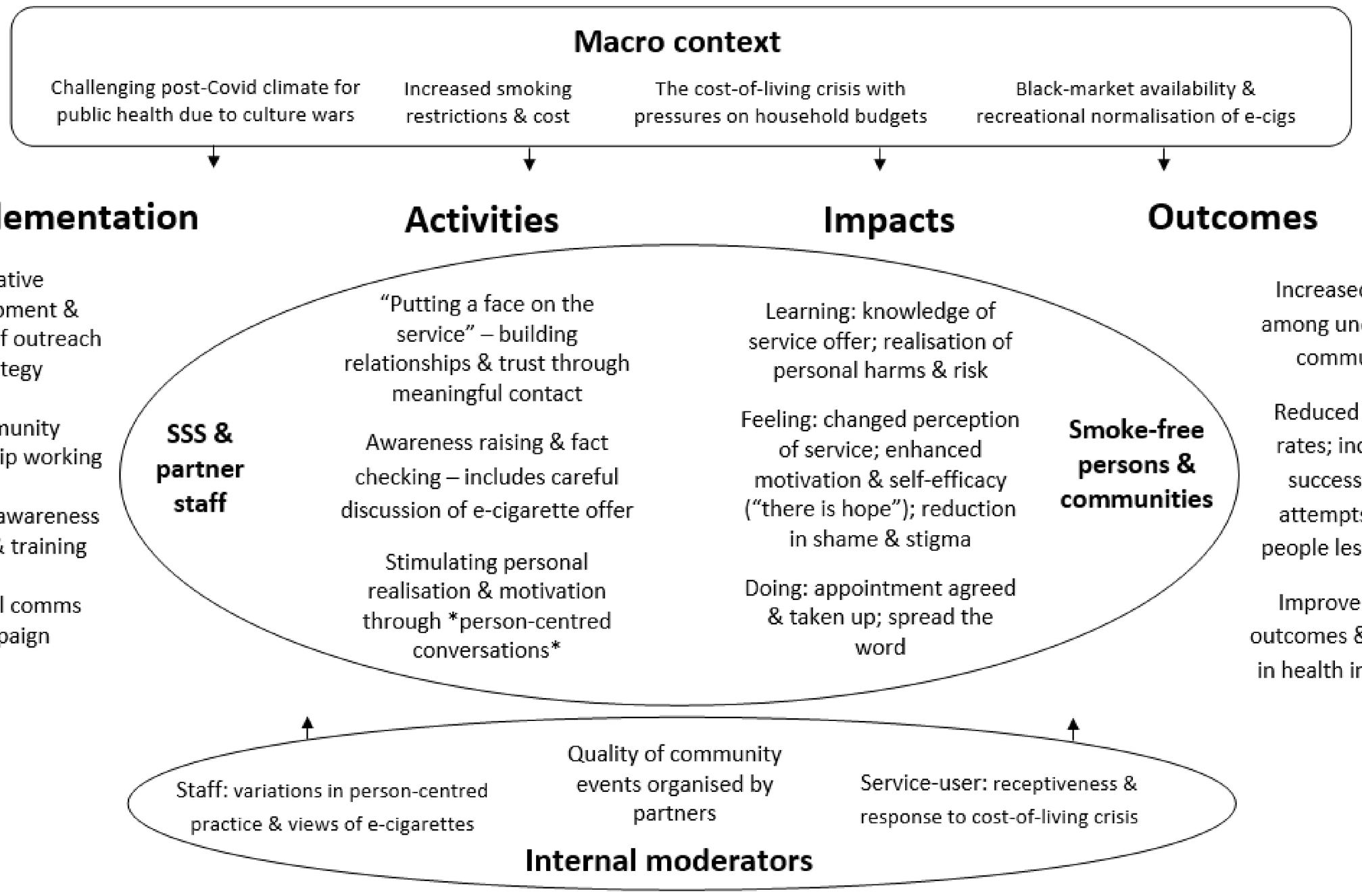
Background:

Smoking prevalence is concentrated in deprived and underserved communities (1), yet optimal strategies for engaging these communities are not known (2). This poster presents a model of stop smoking outreach, developed through a 12-month collaboration between PHIRST South Bank and a Stop Smoking Service (SSS) in Bedfordshire and Milton Keynes. SSS staff worked with community partners (including Housing Associations, GP practices and schools) to raise awareness of the service offer among underserved communities over this time.

Methods:

- 6 facilitated co-inquiry sessions were held with 13 SSS staff to reflect on their outreach while staff completed 32 post-event reflection forms
- Rapid ethnography was conducted by a PHIRST researcher to evaluate staff's working assumptions, including 8 observations of events and interviews with 10 staff and 8 community members
- A complex intervention model (3) was developed with staff oversight

A model of Stop Smoking Outreach:



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