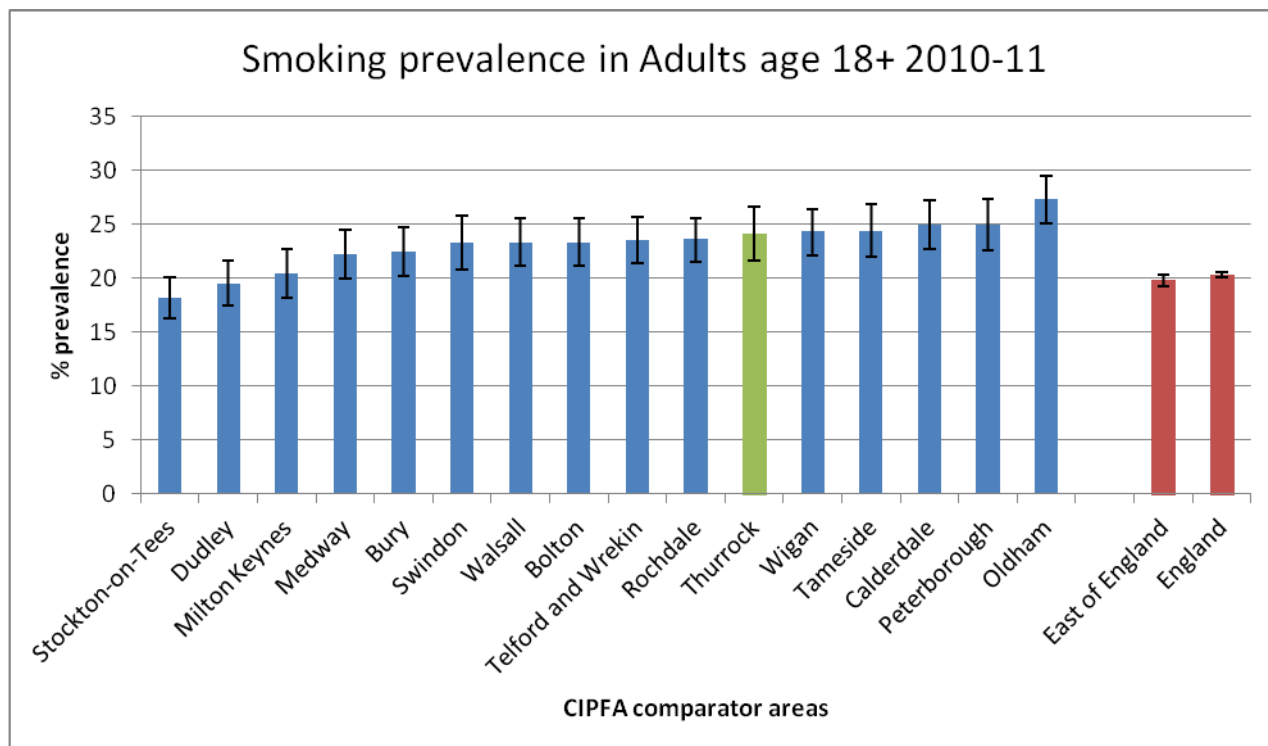


Appendix A

Detailed background Thurrock profile on Smoking.

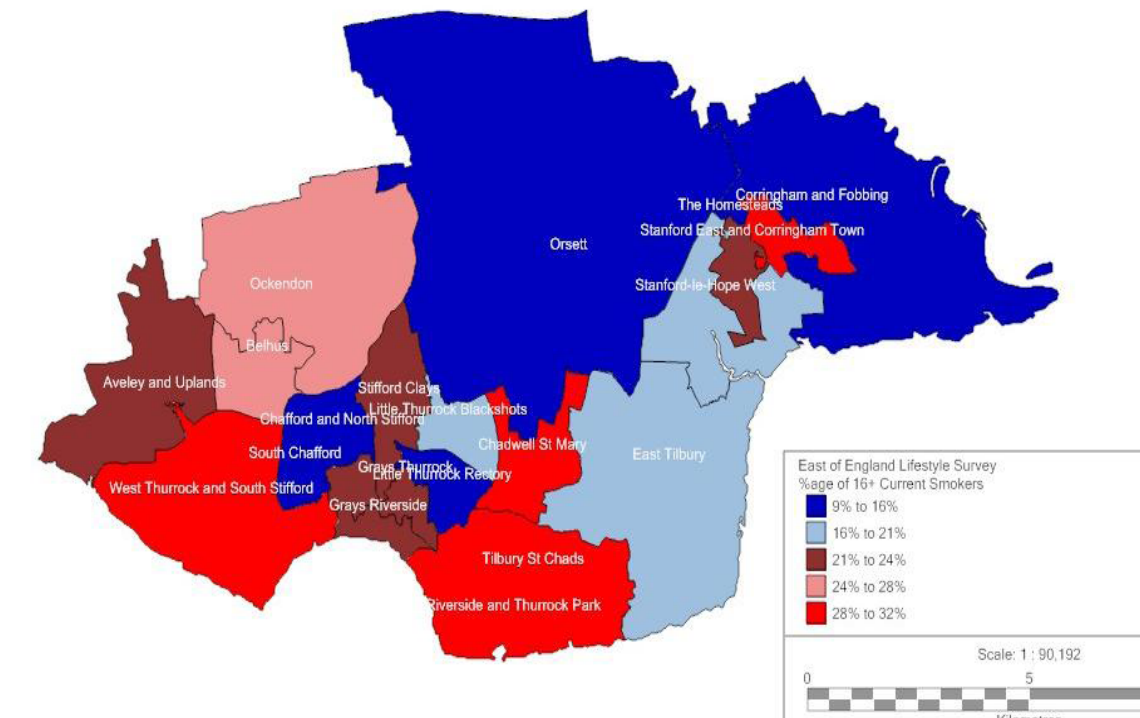
Data and information supplied taken from the 2012 Thurrock JSNA.



The graph above shows the prevalence of smokers in Thurrock as a comparison with a group of comparator local authorities that have populations with similar characteristics (CIPFA local authority areas).

Smoking prevalence is not distributed evenly within Thurrock. The table below ref (JSNA Refresh 2012) shows the adult smoking prevalence by Middle Super Output Area (MSOA) for Thurrock, as measured by the 2008 East of England Lifestyle survey. This is the most up to date data that is available for smoking prevalence by MSOA. This shows the highest prevalence of smoking in the Grays, Tilbury and St.Chads, Tilbury Riverside and parts of Stanford East and Corringham Town.

East of England Lifestyle Survey 2008
Thurrock 18+ Current Smokers



Quality Measures ratings as a comparison with all 13 East of England PCTs for 2011-12 (most recent available as at 01.10.12)

South West Essex PCT	Co Validated quits	Rank	Success rate	rank	LTF lost to follow up	rank
2010/11	73%	8	43%	13	26%	11
Q1 of 2011/12	76%	8	37%	13	29%	12
Q2 of 2011/12	72.4%	8	37%	13	21%	10
Q3 of 2011/12	72.9%	7	38.4%	13	21.4%	6
Q4 of 2011/12	74.9%	5	40.36%	13	22.3%	8

RAG definitions:

	Green	Amber	Red
Service Success Rate	50 or >	40 - 49	< 40
% CO Valid Quits	85 or >	65 - 84	< 65
% Lost to Follow Up	15 or <	16 - 25	> 25

% R&M	>23.75	20-23.75	<20
% Unable to Code	10 or <	10-20	>20