



Practical Implementation of a Financial Incentives Programme to Encourage Smoking Cessation Among Low-Income Populations

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Workshop Agenda

- Introduction – 5 mins
 - Cochrane evidence – how incentives help?
- 2 general Questions – Slido – 5 mins
 - What words come to mind when you think about financial incentives for health behaviour change?
 - Should we use taxpayers money to pay people to adopt healthy lifestyle? (Yes/No/Don't know) E.g. stop smoking, become more active, stop vaping, adhere to medication schedule
- Workshop: - 20 mins
 - Group Work – with a number of questions for each group to consider
- Presentation on FISS – 10 mins
- Q & A – 5 mins



Incentives for smoking cessation (Review)

Notley C, Gentry S, Livingstone-Banks J, Bauld L, Perera R, Hartmann-Boyce J

Review > [BMC Public Health](#). 2024 Feb 16;24(1):500. doi: 10.1186/s12889-024-17967-3.

How and why do financial incentives contribute to helping people stop smoking? A realist review

Rikke Siersbaek¹, Paul Kavanagh², John Ford³, Sara Burke⁴, Sarah Parker⁴

Affiliations + expand

PMID: 38365629 PMCID: [PMC10873947](#) DOI: [10.1186/s12889-024-17967-3](#)

Case Reports > [Tob Prev Cessat](#). 2023 Apr 3:9:09. doi: 10.18332/tpc/162364. eCollection 2023.

Public attitudes to implementing financial incentives in stopsmoking services in Ireland

Ellen Cosgrave¹, Aishling Sheridan¹, Edward Murphy¹, Martina Blake¹, Rikke Siersbaek², Sarah Parker², Sara Burke², Frank Doyle³, Paul Kavanagh^{1, 4}

Affiliations + expand

PMID: 37020632 PMCID: [PMC10068872](#) DOI: [10.18332/tpc/162364](#)

> [Tob Prev Cessat](#). 2024 Jul 12:10. doi: 10.18332/tpc/190617. eCollection 2024.

Financial incentives to stop smoking: Potential financial consequences of different reward schedules

Gintare Valentelyte^{1, 2}, Aishling Sheridan³, Paul Kavanagh^{3, 4}, Frank Doyle⁵, Jan Sorensen²

Affiliations + expand

PMID: 39006097 PMCID: [PMC11241474](#) DOI: [10.18332/tpc/190617](#)



Slido question

- What words come to mind when you think about financial incentives for health behaviour change?
- Should we use taxpayers money to pay people to adopt healthy lifestyle? (Yes/No/Don't know) E.g. stop smoking, become more active, stop vaping, adhere to medication schedule



Slido code:
1315652



Workshop Questions

Participant Questions for Discussion: Group 1

- Should incentives for stopping smoking be offered to everyone or to targeted groups only?
 - If targeted groups, which groups should be included?
- What do you think the inclusion criteria for receiving incentives should be?
- In your opinion, could financial incentives be applied to other lifestyle behaviours?

Participant Questions for Discussion: Group 2

- Where financial incentives are offered, what form should the incentive be?
- What is a reasonable financial amount to offer as an incentive to an individual engaging with the service in a quit attempt?
- In your opinion, could financial incentives be applied to other lifestyle behaviours?



Partnership

COMPASS Project

Co-designing and testing the feasibility and acceptability of a theoretically-informed Financial Incentive to Stop Smoking (FISS) implementation strategy

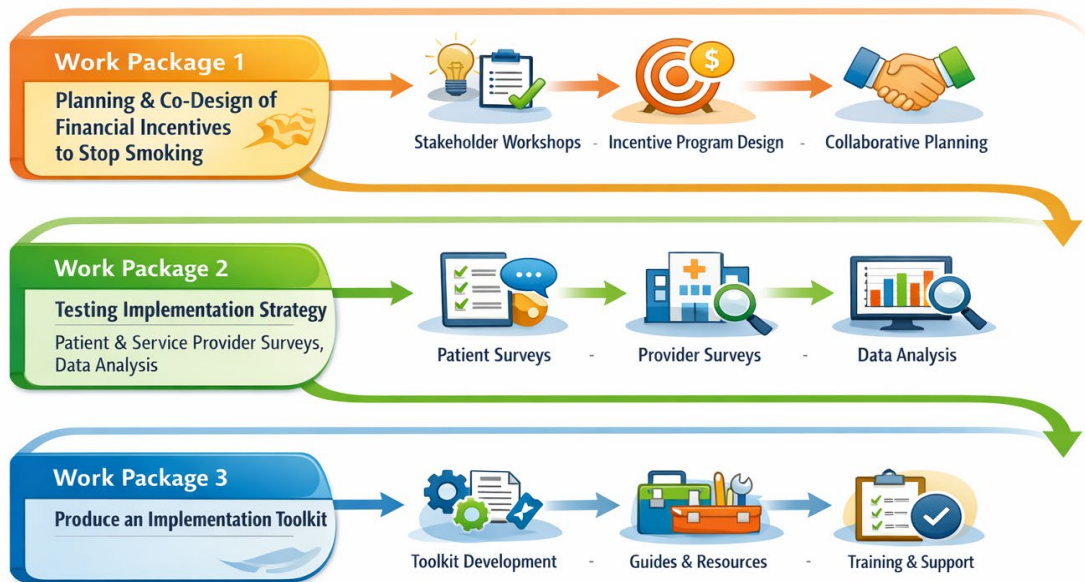


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Work Packages





Co-Production



How much?
For whom?
When?



What do we provide in Irish
Stop Smoking Services
Routinely?

What is the 'additional thing'
we provide through this
incentive scheme?



Standard treatment programme (STP)

STP consists of a
minimum of 9 contacts

These are also our Key
Performance Indicators

Pre quit

Quit date

1 week post quit follow up

2 weeks post quit follow up

3 weeks post quit follow up

4 weeks post quit follow up

12 weeks post quit follow up

26 weeks post quit follow up

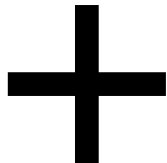
52 weeks post quit follow up

QUIT



Treating tobacco addiction standard care

Behavioural support



12 weeks FREE Stop smoking medication



QUIT



The addition of an incentive and resources developed to support implementation



QUIT.ie

Stop smoking gift voucher incentive scheme



Stop smoking gift voucher incentive scheme

If you smoke, quitting is one of the best things you can do for your health.

Why offer vouchers?

The HSE is starting a stop smoking incentive scheme in a limited number of stop smoking clinics in 2025. The incentive will be gift vouchers that you can use in a range of shops.

Research shows that financial incentives (like shopping vouchers) are useful to help people to stop smoking. People who get an incentive are more likely to remain quit long-term than those who do not.

If you stay quit for a year, you can receive a total of €400.

Do I qualify for the scheme?

You qualify for this scheme if you live in:

- Cabra
- Finglas
- Kilrush
- Limerick City
- Longford County

You must also:

- be over 18
- have a medical card
- want to quit smoking and be willing to attend stop smoking appointments.

7 out of 10 people who smoke want to quit. If you are one of them, we can help.



How do I get started?

1. You make an appointment to see a stop smoking advisor.
2. At the appointment, your stop smoking advisor helps you to make a plan to quit smoking.
3. You commit to setting a quit date. This is the day that you will stop smoking.

You will then have 8 more appointments that you must attend. The appointments are scheduled at:

- | | |
|----------------|----------------------------|
| ✓ Quit date | ✓ 4 weeks quit |
| ✓ 1 week quit | ✓ 12 weeks quit |
| ✓ 2 weeks quit | ✓ 26 weeks (6 months) quit |
| ✓ 3 weeks quit | ✓ 52 weeks (one year) quit |

When you quit, and stay quit, we will give you vouchers as shown below.

1 week quit	→	€20 voucher
2 weeks quit	→	€20 voucher
3 weeks quit	→	€20 voucher
4 weeks quit	→	€40 voucher
12 weeks quit	→	€60 voucher
26 weeks quit	→	€100 voucher
52 weeks quit	→	€140 voucher



This means if you stay quit for a year, you will receive a total of €400.



Client Experience



Message 1	Congratulations! You are 1 week quit!
Message 2	Well done! You are 2 weeks quit!
Message 3	You are 3 weeks quit! Keep going!
Message 4	You've got this! 4 weeks quit!
Message 5	Wow! 3 months quit. Great job!
Message 6	6 months quit! Amazing!
Message 7	1 year quit! Fantastic achievement!



Before going live!



Naming clinics
on QuitManager



Inclusion criteria



What if a BCO test
is above 6?



What if someone
can't come to a clinic?



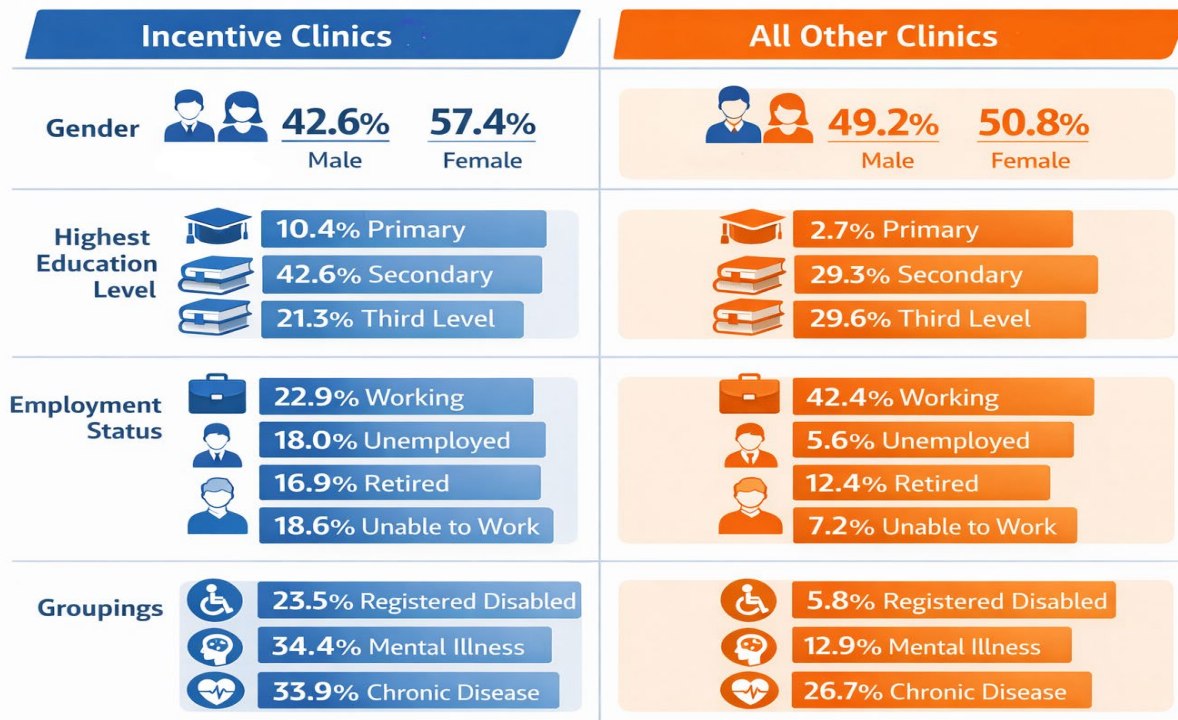
Staff annual leave



MS Teams
help channel



Demographic Profile of Clients





Outcomes

Smoking Cessation Success Rates



Incentive Clinics



Clients Setting
Quit Date
72%



Quit at 4-Weeks
63%



Quit at 12-Weeks
45%



All Other Clinics



Clients Setting a Quit Date
64%



Quit at 4-Weeks
61%



Quit at 12-Weeks
43%



Vouchers Issued

Vouchers Issued

	Physical (Posted to Client)	200 58.3%
	Physical (Handed to Client)	109 31.8%
	Digital	34 9.9%

Incentive Schedule

	1 Week Quit	79	23.0%
	2 Week Quit	68	19.8%
	3 Week Quit	63	18.4%
	4 Week Quit	62	18.1%
	12 Week Quit	46	13.4%
	12 Week Quit	23	6.7%
	26 Week Quit	23	6.7%
	52 Week Quit	2	0.6%



Operational Considerations





Contact Us



HSE Tobacco Free Ireland Programme

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Service user experience

- <https://www.youtube.com/watch?v=yitQ6GD6-J8>