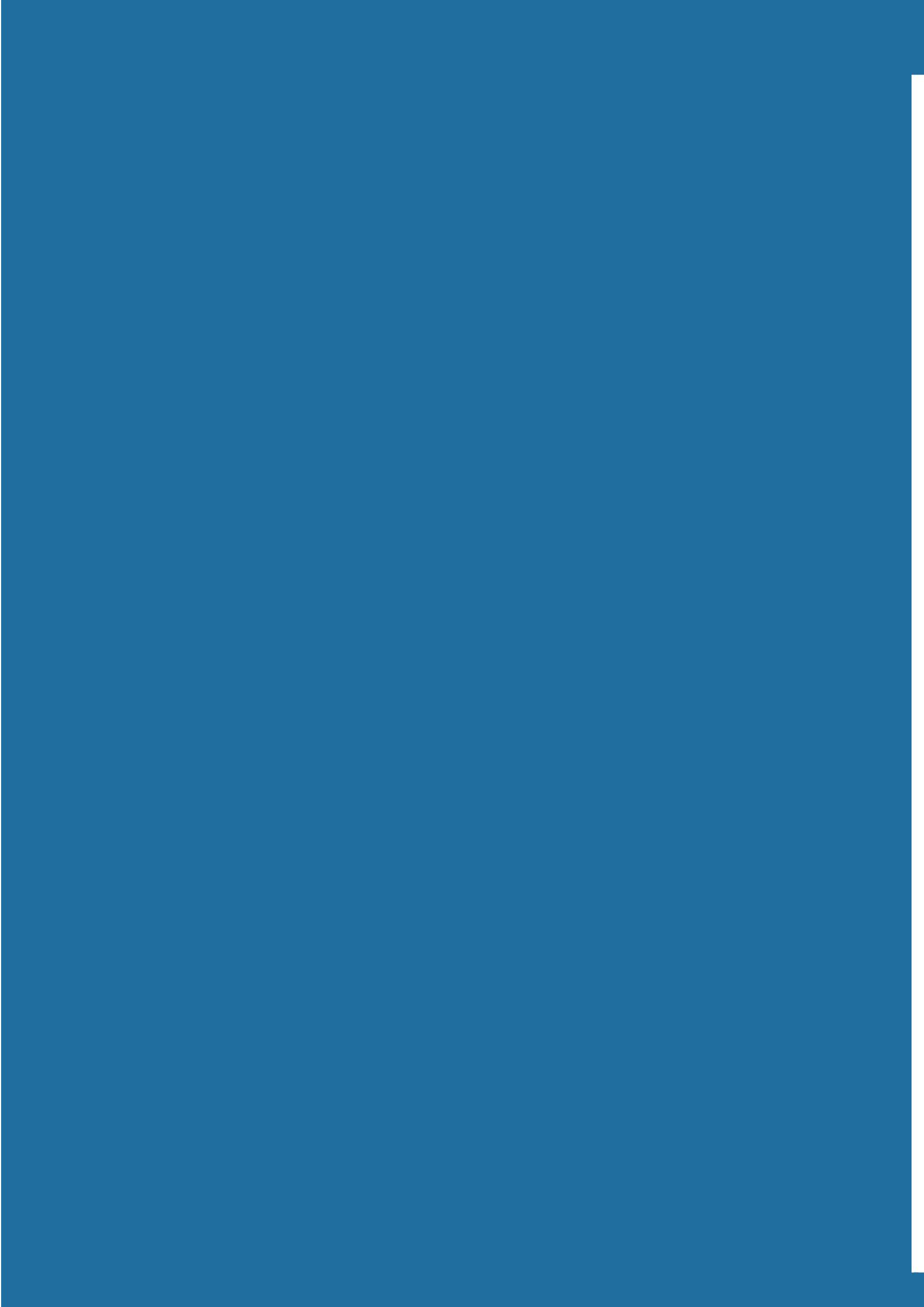


Section 1: Evaluation background



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Training and support

ASH Scotland initially analysed, reported and presented data gathered from on-the-day evaluation questionnaires and follow-up surveys completed by attendees at five training events held between January and July 2014.

A total of 51 people attended the training. NHS GGC's standard Health Behaviour Change (HBC) training module was used as the basis for every session, with a 'bolt-on' topic of smoking and tobacco. Each course lasted half a day and aimed to deliver the following learning outcomes:

- identify concepts of individual health behaviour change in common use within the wider context of health inequalities
- describe tobacco related issues in relation to risks/effects of smoking
- describe barriers/benefits to stopping and what can make it difficult to stop smoking
- introduce brief negotiation skills including, open questioning, reflecting, giving feedback and summarising
- identify opportunities and explore barriers in their own practice to incorporate brief negotiation techniques
- describe evidence-based stop-smoking treatments and services and understand how to signpost to these services
- explain the data collection requirements for the money management and tobacco pilot.

ASH Scotland completed a full findings report for the initial phase of the evaluation in November 2014. This is available to download from the ASH Scotland website.

Analysis of the questionnaires and follow-up surveys highlighted that the training had helped money advisers to feel much more knowledgeable about:

- smoking and tobacco issues
- stop smoking support services in their local area.

The analysis also highlighted that the training had helped money advisers to feel:

- more confident about raising the issue of smoking with money advice clients
- more likely to raise the issue of smoking with money advice clients.
- more confident about referring money advice clients to local stop smoking services.

Experience of raising the issue of smoking with clients

Following on from the evaluation of the tobacco training, ASH Scotland gathered and analysed the experiences and views of money advice service advisers, money advice service managers and clients engaging with money advice services in order to find out:

- how money advice services and advisers have gone on to apply what they learned from the tobacco training
- the experiences of money advisers in raising the issue of smoking with clients
- how comfortable money advisers have been with raising the issue of smoking as part of their role
- how money advice services have responded to the idea of incorporating raising the issue of smoking as a fundamental aspect of their core service delivery
- how money advice service clients have felt about a health behaviour issue (smoking and tobacco use) being addressed in what are essentially financial or benefits advice settings.

ASH Scotland co-ordinated and completed a series of interviews with money advice service advisers, money advice service managers and money advice service clients involved with the following organisations:

- GEMAP Scotland (North East Glasgow)
- East Renfrewshire Council Money Advice and Rights (East Renfrewshire)
- Renfrewshire Council Families First Service (Renfrewshire)
- Drumchapel and Maryhill Citizen Advice Centres (North West Glasgow)
- Money Matters Advice Centre (South Glasgow).

A series of 12 face-to-face interviews with money advisers was completed. These covered each of the five HSCP areas and each of the money advice services that had been involved in the training.

Five telephone interviews with service managers from each of the organisations involved in the tobacco training project were completed, along with telephone interviews with money advice service clients.

Each of the face-to-face and telephone interviews was recorded using a digital recorder and full transcripts are available for each of the interviews. A short topic guide was developed in order to provide structure and format to the interview discussions, and these are included as appendices