



Liam Hanley

Job Title: Health & Wellbeing Manager
Locality: Bolton
Project Title: Smoking Cessation Campaign



Project Aim

To significantly reduce smoking rates in Bolton - a critical public health priority – we will leverage the extensive reach, local expertise, and valuable insights of the VCSE sector. By harnessing groups' deep community connections and knowledge, we aim to implement targeted interventions to signpost more people to a smoking cessation programme to help tackle a key health inequality.

What did I do?

We adopted a collaborative approach involving Bolton Council, ABL (the company commissioned to deliver the smoking cessation programme in Bolton), and various groups from the VCSE sector. These groups received comprehensive training to engage in meaningful conversations with smokers, guiding them towards the programme and providing ongoing support throughout their journey. To further motivate the VCSE sector, we offered an incentive of £100 for each individual enrolled in the programme and an additional £100 for each successful quit. This strategy not only enhanced engagement, but also ensured sustained support for participants aiming to quit smoking.

What did I learn

It is crucial that all partners are fully aligned from the outset. Challenges with funding streams and capacity led to significant delays between the initial briefing sessions for groups and the subsequent training they received. This resulted in a loss of momentum and some goodwill. To maximize positive outcomes in addressing health inequalities, it is essential to build relationships founded on confidence and trust in the process.

Has this changed how you work?

Building on previous partnerships, this initiative has further strengthened those relationships. Despite being in its early stages, the project is already showcasing the significant value of the VCSE sector's central role in engaging with communities to reduce health inequalities.

What happens next?

We will apply the lessons learned from this collaborative approach between statutory and voluntary sectors, acknowledging that VCSE organisations can connect with individuals in ways that the health and social care system may not always achieve. By harnessing these strengths and adequately resourcing future partnership projects, we should aim to scale up the model and apply it to other areas of preventative healthcare.

To read more about Liam's journey, scan the QR code below

