Results of the Consultation on the Annual Smoking Cessation publication

January 2019
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Background

Information Services Division (ISD) of National Services Scotland publishes an extensive set of indicators relating to Smoking Cessation. For the first time, in 2017, the smoking cessation publication included data published via a Tableau dashboard embedded in the ISD Smoking Cessation webpage.

ISD is committed to producing information and intelligence that best meets the needs of our stakeholders, customers and the public. Modernising the presentation, improving the usability and enhancing the accessibility of the Smoking Cessation national statistics are integral to this commitment. The purpose of the consultation was to invite feedback that will help us enhance the smoking cessation publication (including the dashboard) and to ensure user needs are met. This is in line with the UK Statistics Authority Code of Practice for Official Statistics, which encourages user engagement to ensure that publications are of value.

The focus of the consultation was on improving the experience for users of smoking cessation statistics, and widening their appeal by providing improved data visualisation.

Consultation

The consultation initially ran from 24 July 2018 to 31 August 2018; however the closing date was extended to 10 September to allow for the maximum number of responses. It was promoted on the ISD website, Twitter, ScotPHO newsletter, and through email contact with smoking cessation co-ordinators. See Appendix 1 for list of questions asked in the consultation.

The consultation focused on 3 key elements:

- Data visualisation and dashboard usability;
- Dashboard content and accompanying Excel workbook;
- NHS Smoking Cessation Publication Report.

There were 52 visits to the Consultation page on the ISD website. These resulted in 31 fully completed responses, 4 partially completed responses, and 17 blank responses.
Results

The results below are based on the 35 fully or partially completed responses and exclude the responses where the entire form was blank (i.e. includes 35/52).

Data visualisation and dashboard usability

A series of questions were asked about if the respondent had used the Tableau dashboard and how they found it to use.

Thirty-one of the respondents (88.6%) said they had used the Tableau dashboard. Of these: eight (26%) said they used it weekly; seven (23%) said they used it monthly; and 16 (52%) said they used it less than monthly.

How often do you use the dashboard?

<table>
<thead>
<tr>
<th>Weekly</th>
<th>Monthly</th>
<th>Less than monthly</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 (26%)</td>
<td>7 (23%)</td>
<td>16 (52%)</td>
</tr>
</tbody>
</table>

Twenty-seven respondents (87%) rated the look, feel and usability of the dashboard as excellent or very good compared to the previous excel interactive workbook (the remaining 13% rated it good).

Look and feel of the dashboard

<table>
<thead>
<tr>
<th>Excellent</th>
<th>Very good</th>
<th>Good</th>
</tr>
</thead>
<tbody>
<tr>
<td>27 (100%)</td>
<td>0 (0%)</td>
<td>0 (0%)</td>
</tr>
</tbody>
</table>

Usability of the dashboard

<table>
<thead>
<tr>
<th>Excellent</th>
<th>Very good</th>
<th>Good</th>
</tr>
</thead>
<tbody>
<tr>
<td>27 (100%)</td>
<td>0 (0%)</td>
<td>0 (0%)</td>
</tr>
</tbody>
</table>

The majority of respondents (34/35, 97%) found it very easy or fairly easy to find the information they were looking for in the dashboard, and one response (3%) to this question was blank.

Nineteen of the respondents had downloaded tables and/or charts from the dashboard. Of these respondents, the majority (17/19, 89%) found the process very easy or fairly easy, and two (11%) found it fairly difficult or very difficult.

Twenty-seven respondents (81%) said they were very satisfied or satisfied with the responsiveness of the dashboard. Three respondents (16%) reported that they were neither satisfied nor dissatisfied, and one response (3%) was blank.

Eleven respondents (31.4%) provided feedback on the accessibility of the dashboard; the majority of comments were very positive on the style/layout/content of the dashboard, with a few suggestions for additional information to be included. No negative feedback was received.
Dashboard content and accompanying Excel workbook

Dashboard content

The consultation sought feedback on the content of the current Tableau dashboard. The majority of respondents felt that the current content of the dashboard was very important or somewhat important. A small number of respondents rated 3 pages as unimportant or somewhat unimportant: Pharmacy/Non-pharmacy (7.2%); Drug treatment (3.6%); and Local Delivery Plan (LDP data) (3.6%) (see Figure 1).

All current content breakdowns were rated by at least 85% of respondents as very important or somewhat important, indicating that the current content of the dashboard is appropriate and fit for purpose (see Figure 1).

Figure 1: Tableau Dashboard – Content relevance

Excel workbook content

As well as the Tableau dashboard the Smoking Cessation publication includes an Excel workbook which includes additional breakdowns of the data. Feedback was sought on the usefulness and content of the Excel workbook.

Thirty-two of the thirty-five respondents (91.4%) answered the questions relating to the Excel workbook. Of these respondents: 21 (66%) found the Excel workbook extremely helpful or very helpful; 10 (31%) found it somewhat helpful or slightly helpful; and one (3%) found it not at all helpful.
The consultation sought feedback on the removal of the tables in the Excel workbook relating to estimated Service Uptake among the smoking population. 30 respondents (93.8%) said it would not cause them any issues and two respondents (6.3%) said it would cause issues. Respondents who indicated that the removal of this information would create an issue were asked to provide comments. The main message in the comments was that individual client data are key to understanding the difference between quit attempts and the number of individuals. ISD are currently exploring the creation of a non-confidential identifier on the ISD Smoking Cessation Database in order to allow analysis at individual level. If feasible ISD will be able to include Service Uptake data in future reporting based on individuals rather than quit attempts thus allowing a more robust measure.

The consultation sought feedback on the content of the current Excel workbook. The majority of respondents felt that the current content of the Excel workbook was very important or somewhat important. A small number of respondents rated seven worksheets as unimportant or somewhat unimportant: Local Delivery Plan (3.1%); Pharmacy/Non-pharmacy (3.1%); Drug treatment (3.1%); Intervention Type comparison (6.2%); Ethnic Group (3.1%); Urban/Rural (3.1%) and Group Support Services (6.3%). See Figure 2.

All current stratifications of the data in the Excel workbook were rated by at least 75% of respondents as very important or somewhat important, with the exception of Urban/Rural which was below 50%, indicating that the majority of the content of the Excel workbook is appropriate and fit for purpose (see Figure 2).

Figure 2: Excel workbook – Content relevance

Six respondents (19%) indicated that they would like additional data that are provided in the accompanying Excel workbook to be included in the Tableau dashboard. This included information on Age Group & Gender, a chart with percentage successful quits in each NHS
Board, data for individual providers e.g. Community pharmacies by NHS Board/Local Authority, Prison quits.

Twelve respondents (37.5%) indicated that they would like to see additional data items/indicators in the dashboard: these included information by GP practice, use of E-cigarettes, more detailed breakdowns of information on pregnant women, mental health, occupation, pharmacy service by NHS Board/Local Authority, a breakdown of non-pharmacy, individual pharmacy performance.

ISD will look into these additional information requests and include the data items where possible.

When asked about the proposal to include only the latest five years’ data in the dashboard, and the latest ten years’ data (when available) in the Excel workbook, 29 respondents (90.6%) said this would meet their requirements.

Six respondents left additional comments about the dashboard: these mainly repeated the above comments regarding additional data, and one respondent felt that the use of Tableau should be maximised rather than the use of the Excel workbook.

Eighteen respondents (56%) rated their overall satisfaction of the dashboard as very satisfied and 14 (44%) rated their overall satisfaction as fairly satisfied.

No additional comments were left regarding the Excel workbook:

**NHS Smoking Cessation Publication Report**

In addition to the Tableau dashboard and Excel workbook, the Smoking Cessation publication also includes a written report. Feedback was sought on how the report was used.

Twenty-seven respondents (77%) said they read the full publication report or parts of the publication report that were of interest to them.

Of those who read the report, 22 respondents (81.5%) said the length of the report was just right, four respondents (14.8%) said it was too long, and one respondent (3.7%) said it was too short.

Only two respondents (7.4%) reported that they found some sections irrelevant or of no interest.
Twenty-five respondents (92.6%) reported that they found the interpretation within the report useful.

![Do you find the text/interpretation within the report useful?](image)

When asked to rate the relevance of the NHS Smoking Cessation Publication Report to their needs, 17 respondents (63.0%) rated it very important and 10 respondents (37.0%) rated it somewhat important.

![Please rate the relevance of the NHS Smoking Cessation Publication Report to your needs?](image)

Additional comments regarding the written report included requests to include details of board level prevalence, and also to include specific figures on e-cigarette uptake.

**Conclusions**

Overall the feedback from the consultation on the Annual Smoking Cessation publication was very positive. Moving from an Excel workbook to a Tableau dashboard has been welcomed and has not caused problems for users. ISD is considering the suggestions for improvement and will look into including suggested data items where possible in future publications.

**Acknowledgements**

We would like to thank everyone who took part in the consultation. If you have any further feedback on the Smoking Cessation Annual publication, please email r.gordon@nhs.net or richard.lawder@nhs.net.
Appendix 1: Consultation questions

Section 1: Data visualisation and dashboard usability

Have you used the new Tableau Dashboard to access the annual Smoking Cessation statistics?
Yes/No

If yes, how often do you use the dashboard?
Daily
Weekly
Monthly
Less than monthly

Please rate the look and feel of the dashboard in comparison to previous years’ interactive Excel outputs.
Excellent
Very good
Good
Fair
Poor

Please rate the usability of the dashboard.
Excellent
Very good
Good
Fair
Poor

How easy was it to find the information you were looking for?
Very easy
Fairly easy
Fairly difficult
Very difficult

Did you download any tables/charts?
Yes/No

If yes, how easy was it to download the tables/charts?
Very easy
Fairly easy
Fairly difficult
Very difficult

Implementation of a successful dashboard hinges on reliable performance. Please indicate how satisfied you are with the responsiveness of the dashboard?
Very satisfied
Satisfied
Neither satisfied nor dissatisfied
Dissatisfied
Very dissatisfied
ISD is committed to meeting the needs and preferences of all our customers and stakeholders. We have made every effort to ensure that proposed dashboards will be as accessible as possible via the ISD website. Please share any feedback you have on the accessibility here (e.g. design, colour pallet, etc)

Comments

Please add any additional comments you may have about the Tableau dashboard.

Section 2: Dashboard content and accompanying Excel workbook

Presentation of the following stratifications is included in the Tableau dashboard for the uptake and success of smoking cessation services. Please rate the relevance of each stratification to your needs.

- Scotland – trends
- Health Board of Treatment – trends
- Local Authority – trends
- Gender
- Pregnant women
- Deprivation (SIMD quintile)
- Pharmacy/Non-pharmacy
- Drug treatment
- Local Delivery Plan (LDP data)

Very important
Somewhat important
Neither important or unimportant
Somewhat unimportant
Unimportant

To cater for varying needs, the publication includes an accompanying Excel workbook in which users can view the data underlying the visuals, along with additional data tables on uptake and the quit success covering a range of stratifications including geography, demographics and methods of cessation delivery.

How helpful did you find this Excel workbook?

Extremely helpful
Very helpful
Somewhat helpful
Slightly helpful
Not at all helpful

We would like to reduce the number of tables in the workbook, as it currently contains 168 tables. We propose to no longer produce tables relating to ‘Estimated Service Uptake’ (Tables T2.1 a-c, T3.1 a-c, T5.1 a-c, T8.1 a-c & T10.1 a-c). The reason for this is that the estimated service uptake (expressed as a percentage) is calculated using the number of quit attempts (NOT individuals) and the estimated adult smoking population. An individual may have multiple quit attempts in a year, therefore the statistic represents the maximum possible estimated service uptake. We feel this is potentially misleading. It will not be possible to provide a better estimate of uptake until individual client data is available.

If removed will this create any issues?

Yes/No
If yes please provide details.

Information on the following stratifications is included in the Excel workbook. Please rate the relevance of each stratification to your needs.

- Scotland – trends T1.1
- Health Board of Treatment – trends (T2.2, T2.3 & T2.4)
- Local Authority – trends (T3.2 & T3.3)
- Gender (T5.2)
- Gender & Age Group (T5.2 & T5.3)
- Ethnic Group (T6.1)
- Urban/Rural (T7.1)
- Pregnant women (T8.2)
- Deprivation (Scotland-level Deprivation quintiles) (T10.2 & T10.3)
- Deprivation (NHS Board-level Deprivation quintiles) (T11.1)
- Pharmacy/Non-pharmacy (T12.1, T13.1, T13.2, T14.1 & T14.2)
- Drug treatment (T15.1 & T15.2)
- Group Support Services (T16.1)
- Intervention Type comparison (T17.1)
- Local Delivery Plan (LDP standard) (T4.1)

Very important
Somewhat important
Neither important or unimportant
Somewhat unimportant
Unimportant

Are there any stratifications of the data that are provided in the Excel workbook, that are not shown in the Tableau dashboard, that you would like to see incorporated into the dashboard in tabular or graphical format?

Yes/No
If yes please provide details.

ISD extracts the majority of smoking cessation information from the smoking cessation database. Are there any further data items or indicators (e.g. Specialist Services Breakdown, Occupational Status, etc) currently available in the smoking cessation database that, subject to appropriate quality assurance, would be of benefit to be included in the dashboard?

Yes No
If yes please provide details.

Data are currently presented for the latest 8 years, wherever possible. To ensure optimal dashboard performance, going forward, we propose to include only the latest five years’ data in the dashboard, and the latest ten years’ data (when available) in the Excel workbook. Will this meet your requirements?

Yes/No
Comments

Moving from Excel tables to dynamic dashboards is a shift in the presentation of smoking cessation statistics. If you have any further thoughts on presentation, content and usability of the dashboard and accompanying Excel workbook, please provide more information.

Comments on the dashboard
Overall, how satisfied are you with the dashboard?
Very satisfied
Fairly satisfied
Fairly dissatisfied
Very dissatisfied

Please add any additional comments you may have about the Excel workbook.
Comments on the Excel workbook

Section 3: NHS Smoking Cessation Publication Report

In addition to the Tableau dashboard and Excel workbook, the publication also includes a 36 page written report. We would like to find out more information about how and if the report are used.

Do you read the NHS Smoking Cessation Publication Report?
Yes, I read the full report
Yes, but I focus on parts of the report of interest to me
No, I don’t read it at all

If yes, how do you find the length of the report?
Too long
Too short
Just right

Are there any sections of the report that you find irrelevant or of no interest to you?
Yes/No
If yes, please provide details

Do you find the text/interpretation within the report useful?
Yes/No
If no, please provide details

Please rate the relevance of the NHS Smoking Cessation Publication Report to your needs?
Very important
Somewhat important
Neither important or unimportant
Somewhat unimportant
Unimportant

Please add any additional comments you may have about the written report.