



European-study on Quantifying the Utility
of Investment in Protection from Tobacco

equipt.eu

A tale of three decisions in public health: invest, invest more, disinvest

Subhash Pokhrel, PhD

Director, Division of Health Sciences, Brunel University London



HelmholtzZentrum münchen
German Research Center for Environmental Health



Maastricht University

syreon
Research Institute



NICE National Institute for
Health and Care Excellence



Why this research collaboration?

- Goal of research - support decision making
- Translation of research into policy making

What have we found?

- Policy proposals
- Lessons learnt

Acknowledgement and Disclaimer

- Collaborators – 35+ scientists located in 9 countries, 13 institutions
- Funding: NICE, Department of Health, MRC, European Commission

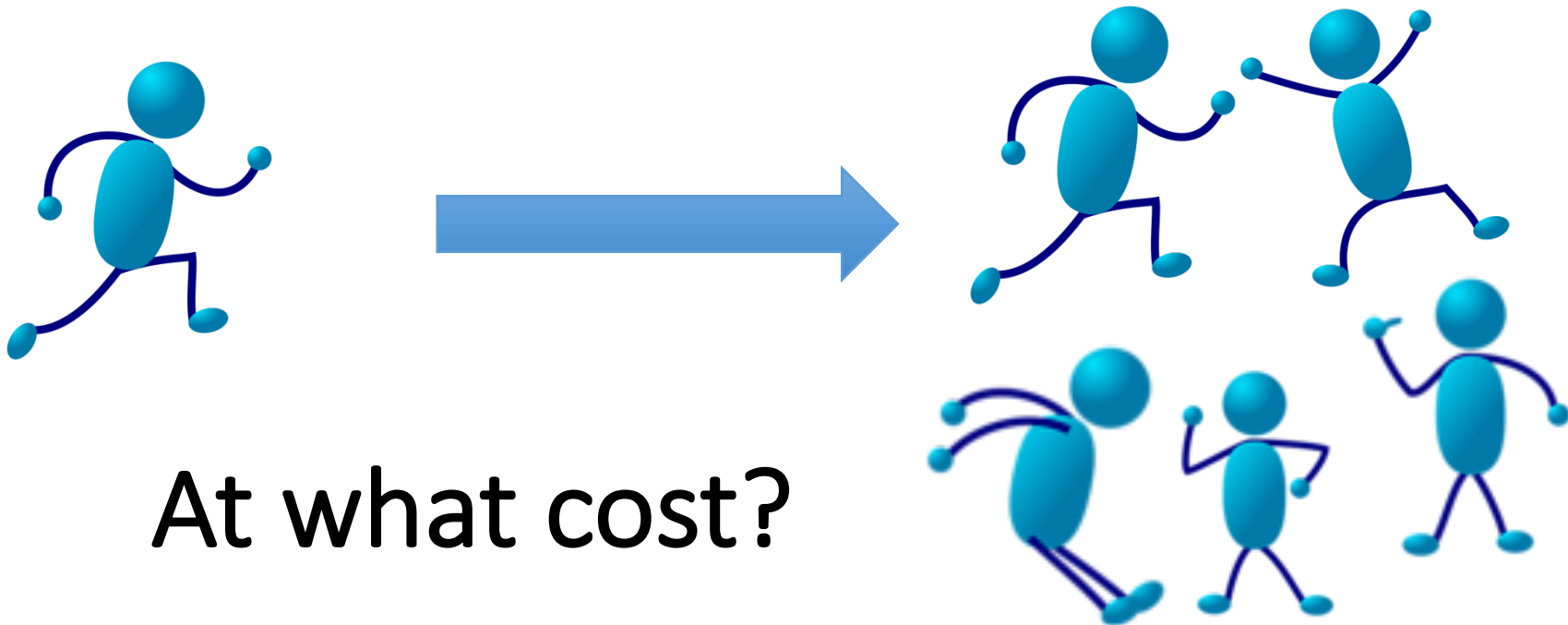
All views expressed in today's talk and any error are my own.



Relevance?

Public health = Moving benefits from “ONE” to “MANY”

From clinical efficacy to population health/wider outcomes





Three investment questions

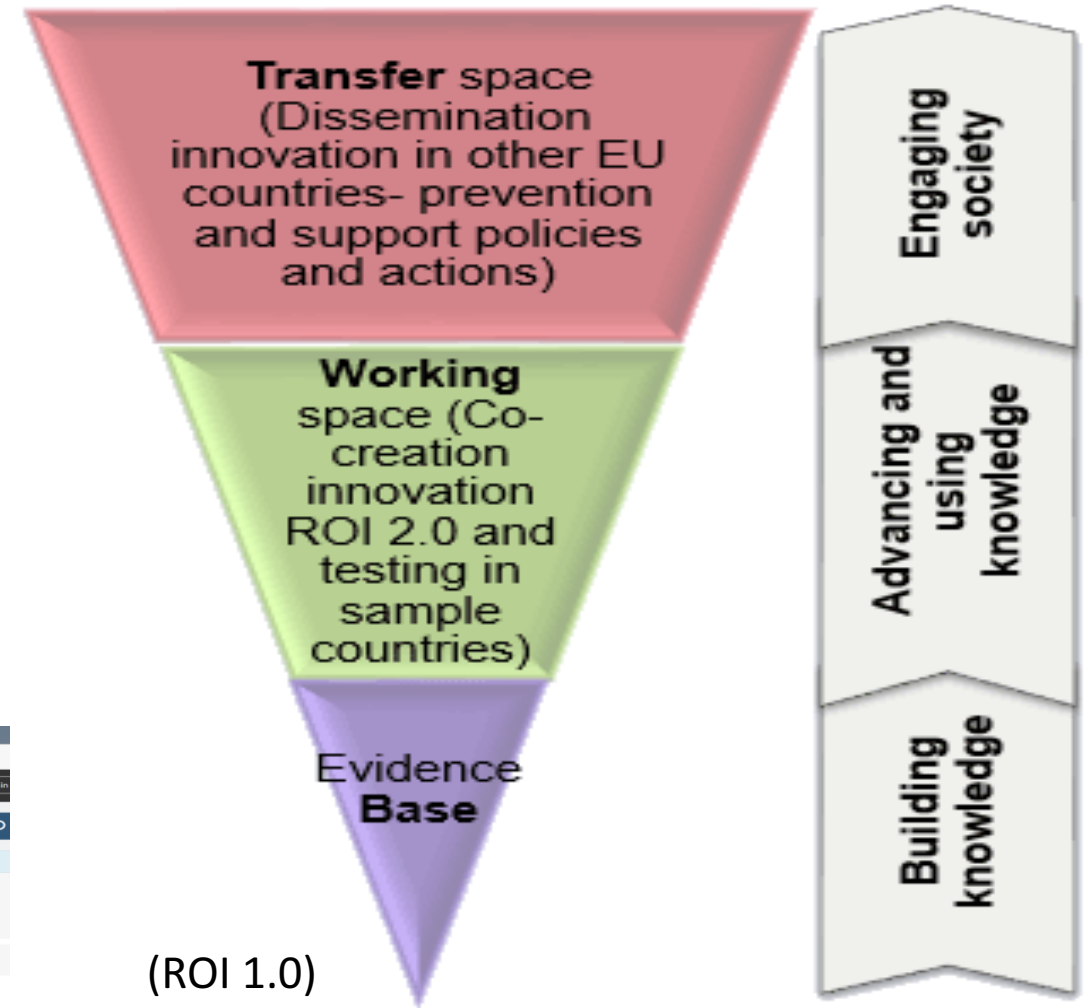
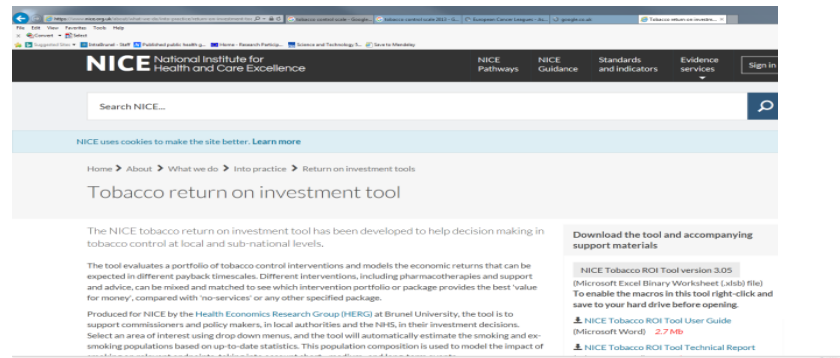
As a decision maker,

Do I continue to fund existing services?

Do I invest in new/additional services?

Do I disinvest from less effective services?

Evidence transfer within Translational Research Framework





Welcome to EQUIPT

Now please select your region from the list or click 'Next' to proceed at country level:



X

Next >

Language: EN

The EQUIPT ROI Tool (EQUIPTMOD)

EQUIPT

> [HOME](#) > [DEMOGRAPHICS](#) > [INTERVENTIONS](#) > [RESULTS](#)

Selected Location: England
Smoking population: 7,883,696 (17.99%)

Currency: £

[Return to Menu](#)

	Current Investment
? Investment:	£ 447,653,436
? Reach (smokers):	2,719,875
? Success (quitters):	178,415

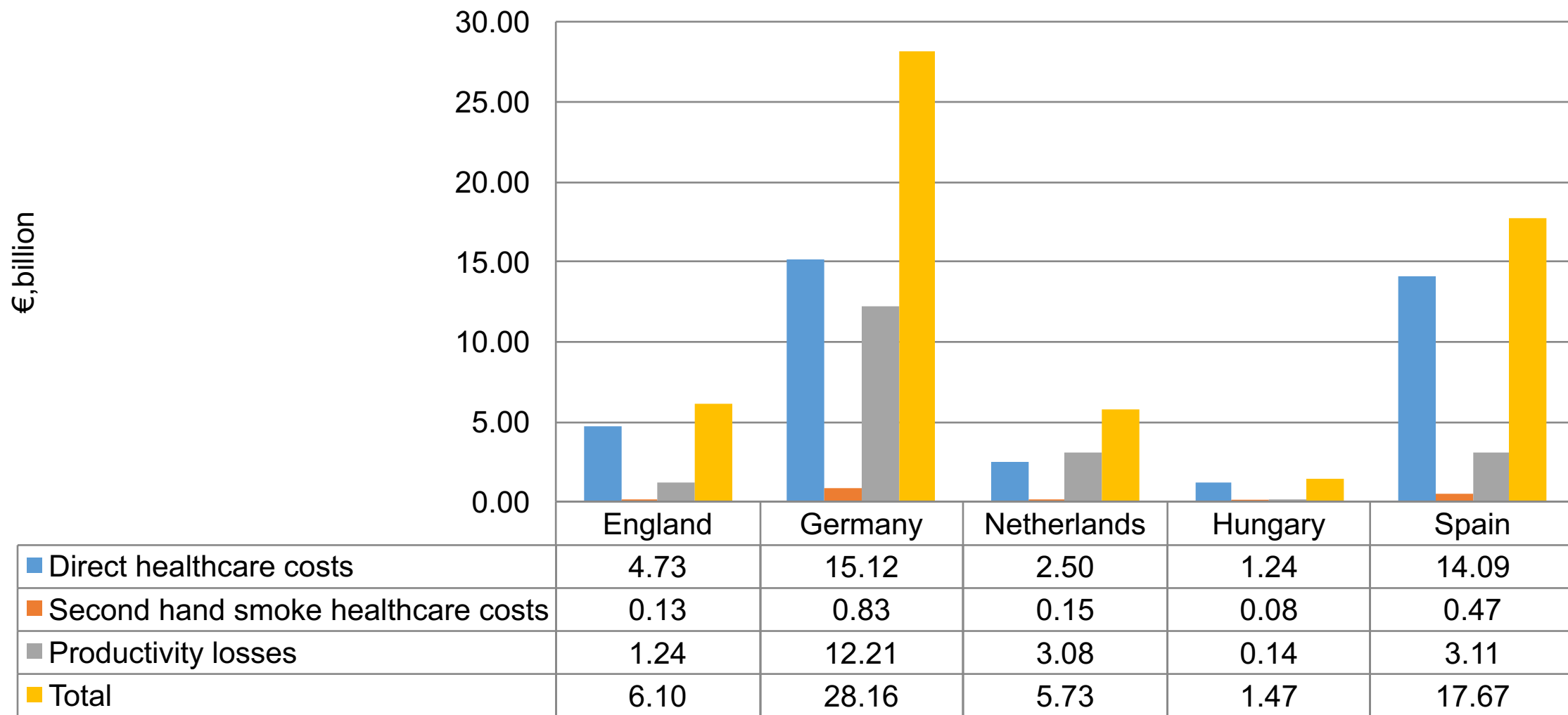
Adjust your current investment scenario:

	Top-level interventions to encourage quit attempts	Cessation pharmacotherapy interventions	Behavioural support interventions
Status			
	Reach		Total Cost
Rx Mono NRT	394,185		£ 41,956,046
Rx Combo NRT	157,674		£ 17,183,181
Varenicline (standard duration)	394,185		£ 75,636,022
Varenicline (extended duration)	78,837		£ 28,040,672
Bupropion	78,837		£ 6,305,334
Nortriptyline	0		£
Cytisine	0		£
TEST	78,837		£ 45,767,100

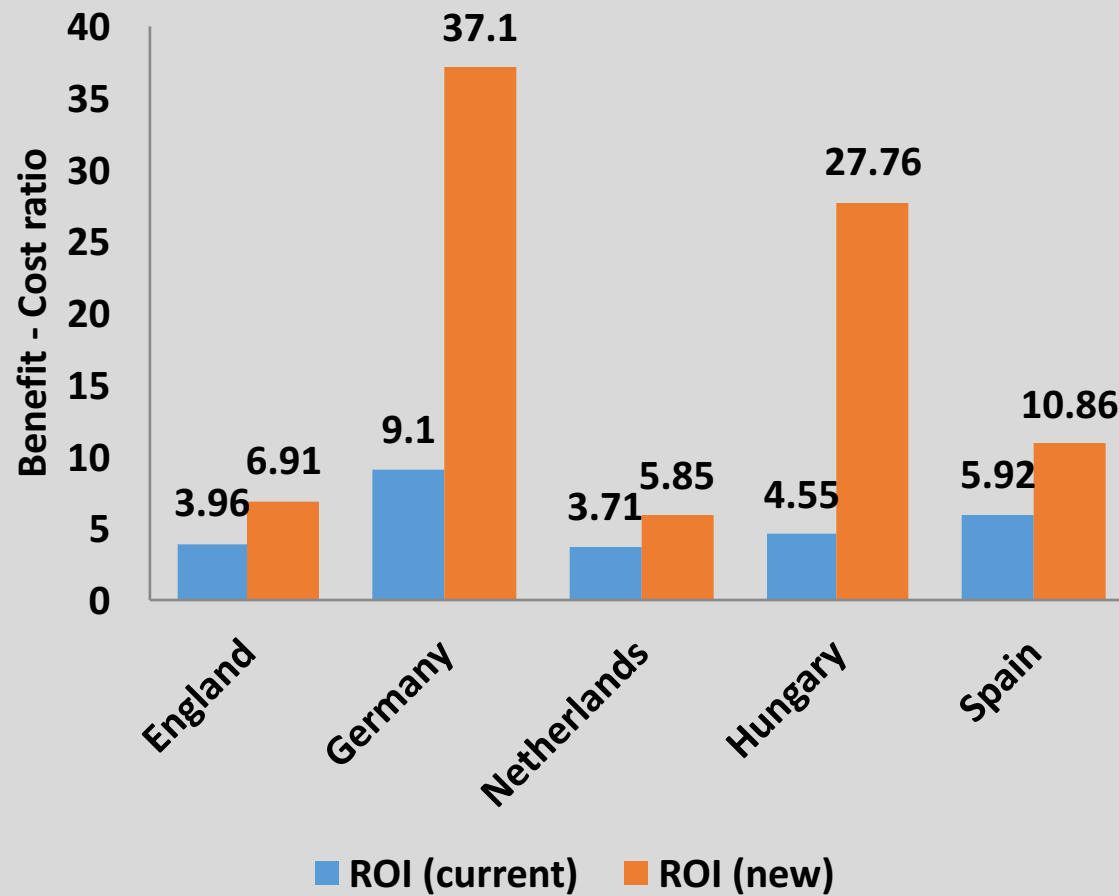
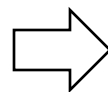
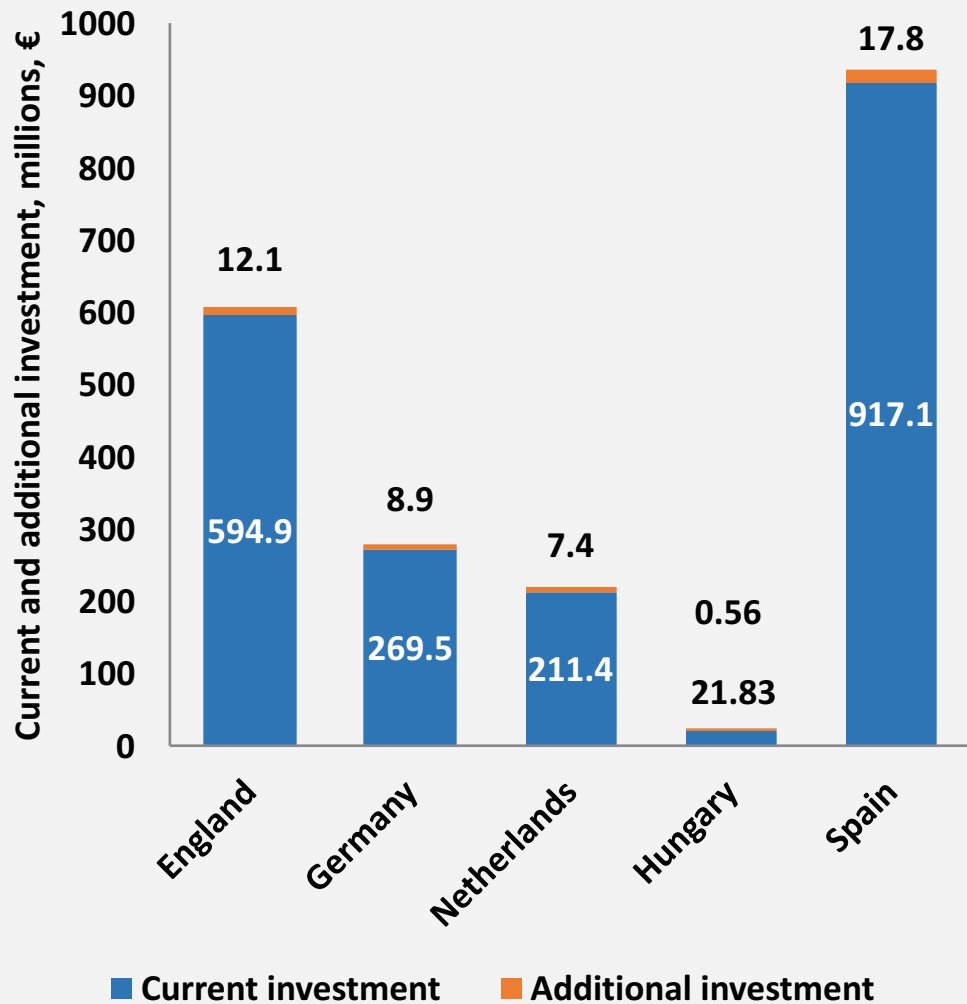
Outputs Menu

- Data Outcomes
- Wider Costs
- Benefit-Cost Analysis
- Avoided Burden of Disease
- Incremental Net Benefit
- Incremental Cost Effectiveness Ratio
- Narrative Report
- Data Dashboard

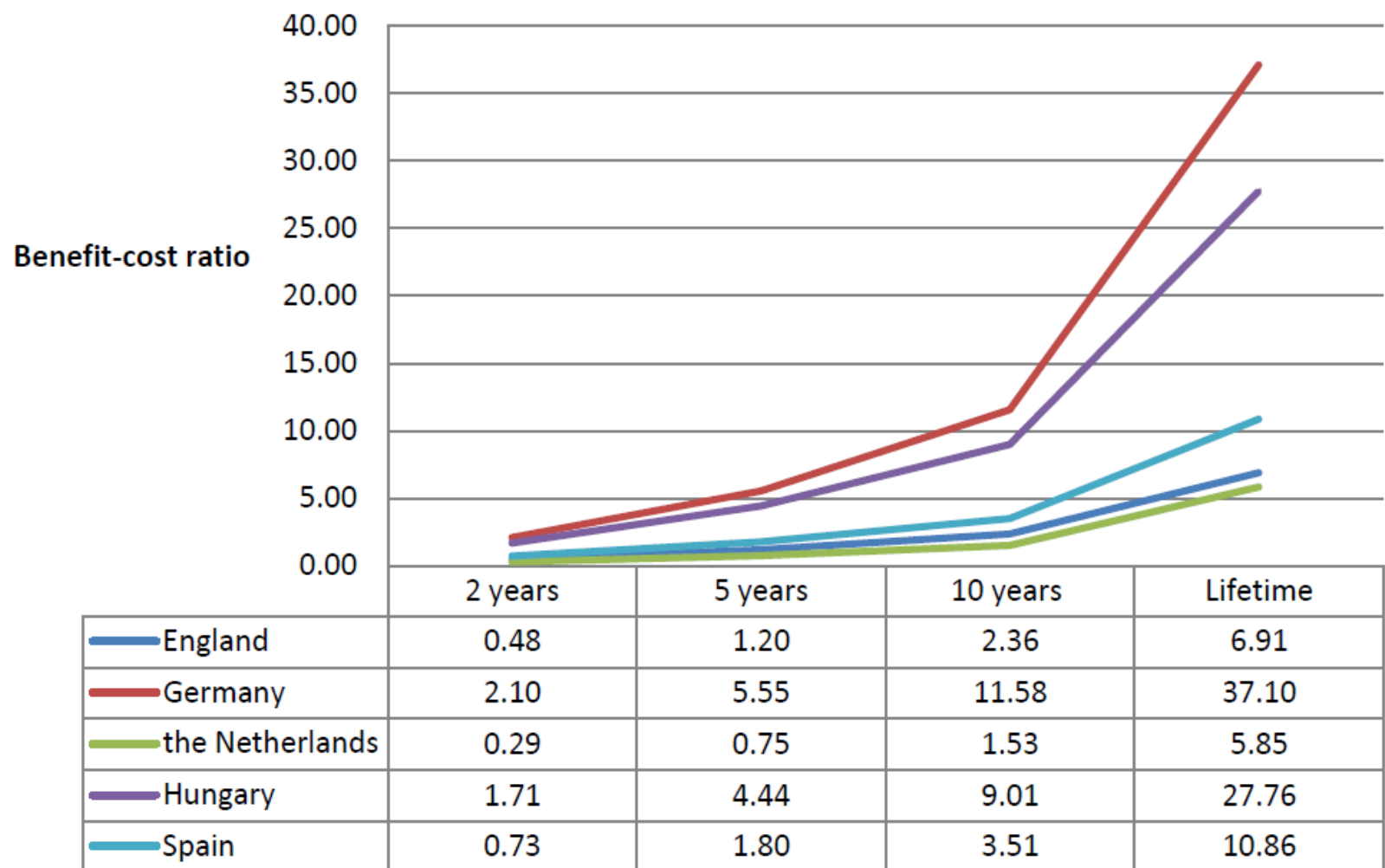
Economic costs of tobacco – 5 EQUIPT countries



An example: Increasing the reach of GP brief advice = improving ROI



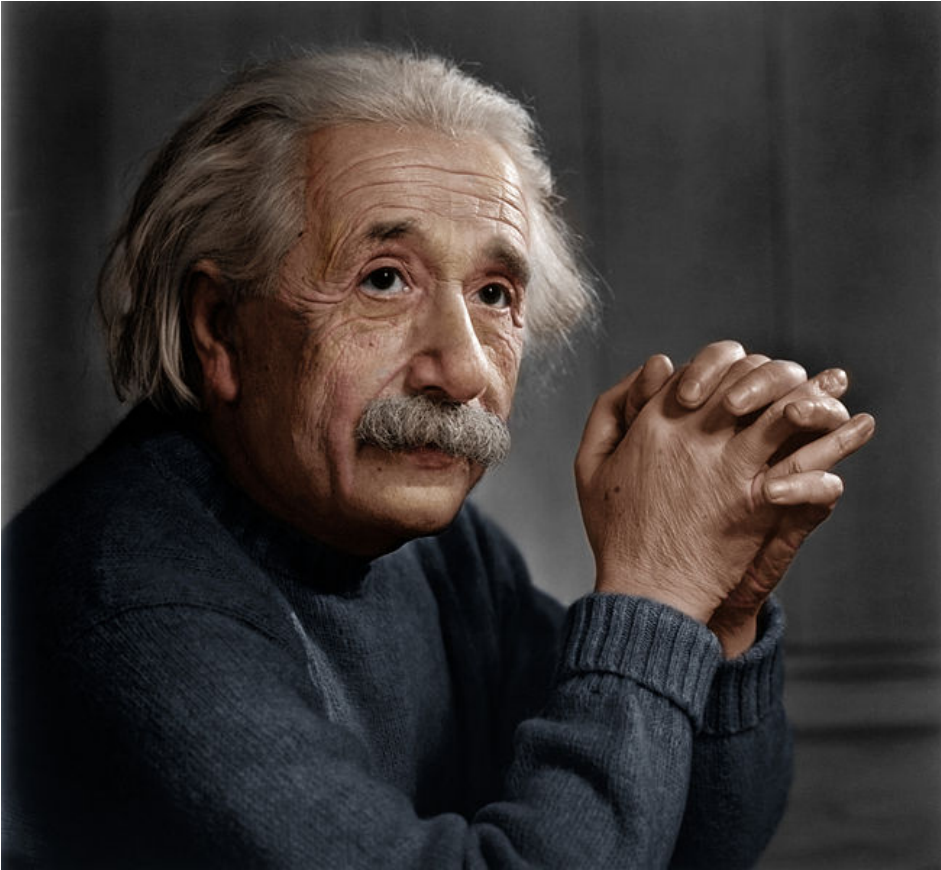
Temporal returns (ROI) from prospective investment



Country-specific analyses

Country	What policy could provide good ROI?
Germany	Improving the reach of GP brief advice and varenicline
Netherlands	Using internet-based behavioural support to complement the current provision of services
Hungary	Introducing social marketing campaign
Spain	Expanding GP brief advice to whole country Coverage of pharmacotherapy
England and the Netherlands	Provision of cytisine Improving reach of GP brief advice, group-based support, SMS text messaging support

- Co-production (with stakeholders) of research has better value
 - UK MRC funded SEE-Impact project
- Need to sustain the collaboration beyond the funding period – a challenge
 - Wider use of EQUIPTMOD / (<http://equipt.eu>)
- Open Access publications
 - ~ 15 scientific peer-reviewed journal articles; Dedicated web portal for all deliverables
- Dedication towards EQUIPT 2!



Learn from yesterday,
Live for today,
Hope for tomorrow.

The important thing is not to
stop **questioning**.

- Albert Einstein