

Economic plan

This plan identifies the areas prioritised for economic modelling. The final analysis may differ from those described below. The rationale for any differences will be explained in the guideline.

1 Guideline

Tobacco: preventing uptake, promoting quitting and treating dependence (additional update)

2 List of modelling questions

Review questions by scope area	RQ 1.1 In adults who smoke, what is the effectiveness and cost-effectiveness of the Allen Carr Easyway for smoking cessation?
Model	RQ1.1: The model will be an update of an existing model used to inform previous NICE guidelines on smoking cessation (NG92). The update will facilitate the evaluation of the relevant interventions for this guideline.
Population	RQ1.1: A general population of current smokers (covering all age groups).
Interventions and comparators considered for inclusion	RQ 1.1: The Allen Carr Easyway to Stop Smoking Method. The comparators include Quit.ie and Stop Smoking Services, as well as a simulated comparison with 'no intervention'.
Perspective	The main analysis adopts a public sector perspective, including all intervention costs incurred by local authorities.
Outcomes	Economic evaluation outcomes.
Type of analysis	Cost-utility analysis (cost per QALY).
Issues to note	The model's base case will use the list price for the Allen Carr Easyway. We are aware that some discount rates are used when the service is provided to larger populations in bulk. These will be explored through sensitivity analysis.