



26 November 2025 (#18)

Smoking Cessation Services for People with Serious Mental Illness: A Rapid Evaluation

Tuesday 9th December 2025
12:30 - 1:30pm

[Register for the Webinar](#)

Speaker:

Dr Jennifer Newbould

Senior Research Leader at RAND Europe and member of the Executive and Co-PPiE Lead for BRACE (The Birmingham, RAND and Cambridge Evaluation Centre, funded by the National Institute for Health and Care Research).

In this webinar, Jennifer will introduce the BRACE study, a rapid evaluation of NHS England's stop smoking services for people with severe mental illness (SMI).

Drawing on a mixed-methods approach, Jennifer will present findings on service delivery, measures of success, and referral pathways, and she will share insights from people with lived experience of smoking and SMI. Jennifer will conclude by offering recommendations for service development, policymakers, and future evaluation.

About the speaker

Dr Jennifer Newbould has over twenty-five years' experience in health services research. Her work focuses on rapid evaluation, primary care and patient experience. Dr Newbould currently co-leads the Drug Strategy Investment in Treatment And Recovery (D-SITAR) Evaluation (with Ms Lucy Strang, RAND Europe) and the CONCORD: Coordinated Care of Rare Diseases study (with Prof Stephen Morris, University of Cambridge). She is Principle-Investigator on the smoking cessation for people with serious mental illness project.

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