

Draft Leeds Tobacco Action Plan

Version: 17th January 2012 (Version 5 (4))

Strategic Priority 1		H&W Board Sponsor – Ian Cameron		
Help protect people from the harmful effects of tobacco.		Delivery Lead: Brenda Fullard		
Performance Indicator				
Reduce the prevalence of the adults over 18 who smoke from 23% to 21% by 2015				
Priority Actions				
Priority Action 1 – Establish an infrastructure to achieve comprehensive tobacco control				
Action	Targeting	Action Owner	Contributing Officers	Milestone or Target
Establish a tobacco control management group to address tobacco control through strategic multi-agency partnership working, senior level accountability and a dedicated resource	Tobacco plan action owners	Brenda Fullard: NHS	Heather Thomson: NHS Elizabeth Bailey: LCC	Developed, implemented, monitored and performance managed Leeds tobacco action plan in place

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<p>Maximise influence on national, tobacco industry and local policy by building a tobacco control alliance that involves both the public and organisations</p>	<p>Council officers; local businesses; schools and colleges; children and youth groups; local councillors/MPs; NHS providers including coronary care, maternity respiratory and mental health services; Trading Standards officers; Environmental Health officers; HM Revenue & Customs; police; fire and rescue services; civil society groups</p>	<p>Brenda Fullard: NHS</p>	<p>Heather Thomson: NHS Elizabeth Bailey: LCC</p>	<p>Tobacco control alliance advocacy, engagement and communication plan in place</p>
<p>Measure return on investment of tobacco control actions</p>		<p>Specialist Public Health Registrar (TBC)</p>	<p>Heather Thomson: NHS Brenda Fullard NHS Elizabeth Bailey: LCC</p>	<p>Report completed by July 2012</p>

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Develop and implement communications and advocacy programme that cuts across all priority actions in the tobacco action plan		Paul Lambert	Tobacco control management group, tobacco alliance	Stakeholder mapping and management exercise completed Annual programme agreed and aligned with national tobacco campaigns
Establish a central point / team for data collection and information to support tobacco control work		Nichola Stephens	Frank Wood James Womack Adam Taylor Heather Thomson All action owners	Established systems for collection of data to evidence progress against target and completion of report cards
Ensure comprehensive collection of information and data on smoking status of patients attending GP practices	GP practices	Nichola Stephens	James Womack Heather Thomson	Timely data collected on a quarterly basis
Priority Action 2- Preventing the uptake of smoking				
<p>This priority action will incorporate the following strands of the national tobacco action plan:</p> <ul style="list-style-type: none"> • Stopping the promotion of tobacco • Making tobacco less affordable • Effective regulation of tobacco products • Effective communications for tobacco control 				
Action	Targeting	Action Owner	Contributing Officers	Milestone or Target

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Support retailers to implement the legislation on removal of tobacco product displays	Retailers citywide	Trading standards - officer to be confirmed (TBC)	TBC	All large retailers no longer displaying tobacco products by April 2012 All smaller retailers no longer displaying tobacco products by xxxx 2015
Scrutinise arrangements for public events to identify and address covert tobacco industry promotions.	TBC	Trading standards - officer TBC	TBC	TBC
Raise awareness of magistrates of the social, health and economic impact of sales to under 18s to encourage maximum penalties.	Magistrates	Trading Standards-officer to be confirmed (TBC)	TBC	TBC
Introduce programmes to tackle retailers selling tobacco to under 18s	Retailers within specific areas of high smoking prevalence Retailers who are situated with walking distances of high schools	Trading Standards-officer to be confirmed (TBC)	TBC	Reduce the percentage of retailers who when tested sell tobacco to under 18s

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<p>Roll out a schools based social norms programme to prevent the uptake of smoking among young people subject to evaluation of pilot due June 2012.</p>	<p>Children in school year 8 within specific areas of high smoking prevalence</p>	<p>NHS ABL: Gemma Mann</p>	<p>University of Leeds NHS ABL Education Leeds Space 2</p>	<p>TBC</p>
<p>Engage young people in advocacy on health and environmental impacts of tobacco, linking with the Child Friendly City strategy</p>	<p>Children and young people</p>	<p>Child Friendly City: Officer TBC</p>	<p>Paul Lambert: NHS Gemma Mann NHS Youth Agency</p>	<p>Increase in the number of local children's voices on tobacco</p>
<p>Work with regional network of Directors of Public health to increase levels of activity on counterfeit and smuggled tobacco</p>		<p>Ian Cameron: NHS</p>	<p>Regional DPHs, HMRC, police, trading standards</p>	<p>TBC</p>

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<p>Create better links between regulatory partners so that inspectors “eyes and ears” can be used to enhance referrals of illicit tobacco found in premises</p>		<p>Graham Wilson: LCC Environmental Health/ Trading standards officer (TBC)</p>		<p>Evidence of environmental health linked to trading standards more effectively</p>
<p>Priority Action 3– Helping tobacco users to quit</p>				
<p>This priority action will incorporate the following strands of the national tobacco action plan:</p> <ul style="list-style-type: none"> • Helping tobacco users to quit • Effective communications for tobacco control 				
Action	Targeting	Action Owner	Contributing Officers	Milestone or Target
<p>Commission cost effective stop smoking services for Leeds in line with evidence and best practice</p>	<p>Communities with high prevalence of smoking, pregnant women, smokers with long term mental/ physical health and wellbeing conditions</p>	<p>Heather Thomson: NHS</p>	<p>Brenda Fullard: NHS Karen Haw : LCHC</p>	<p>Standards commissioned services assure consistent quality across Leeds</p>
<p>To raise the standards of commissioned services to assure consistent quality across Leeds</p>	<p>All service providers</p>	<p>Heather Thomson NHS</p>	<p>Paul Lambert Leeds NHS Stop Smoking Service</p>	<p>All service providers will have achieved NHS Centre for Smoking Cessation and Training certification by March 2013</p>

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Work with health and social care providers to establish systems to support the delivery of stop smoking interventions in a range of settings	Adult smokers, specifically those form routine and manual groups, and vulnerable groups. Referrers to smoking cessation services, particularly those working in health and social care	Heather Thomson NHS	Leeds Let's Change project team: Leeds NHS Stop Smoking Service	Increase the number of interventions delivered and referrals to stop smoking services
Deliver training to increase the number and confidence of frontline staff to be able to identify smokers who may wish to quit and provide advice and signposting to services	Adult smokers, specifically those form routine and manual groups, and vulnerable groups. Referrers to smoking cessation services, particularly those working in health and social care	Heather Thomson NHS	Leeds Let's Change project team: Leeds NHS Stop Smoking Service	Increase the number of frontline staff who are confident to deliver brief interventions for smoking cessation
Ensure referral to for smoking cessation support is integrated into long term condition care pathways	Adult smokers on LTC registers	Heather Thomson NHS	Lucy Jackson(TBC)	Increase in the number of patients on LTC registers accessing smoking cessation support

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<p>Ensure midwives receive training and development to identify pregnant women who smoke and deliver effective interventions.</p>	<p>Pregnant smokers</p>	<p>Sharon Yellin: Public Health, NHS</p>	<p>Karen Haw: Leeds: NHS Stop Smoking Service LCH, Heather Thomson: NHS Head of Midwifery: LTHT Jane Mischenko: NHS Commissioning</p>	<p>Increase the number of pregnant women accessing smoking services Full implementation of NICE Guidance for smoking in pregnancy</p>
<p>Increase priority access to stop smoking services within Leeds Early Start Service</p>	<p>Babies born to families living in deprived areas of Leeds and families with complex needs e.g. substance misuse, mental health, offenders, teenage parents/carers</p>	<p>Andrea Richardson: LCC</p>	<p>Jane Mischenko: NHS Commissioning, Sam Prince: LCHT Sal Tariq: LCC Sue May: LCC Heather Thomson: NHS</p>	<p>Clear service entitlement across health, early education and family support for families at risk</p>
<p>Develop a workplace programme to reduce the number of employees who smoke</p>	<p>GPCCs, LCC, LTHT, LPFT, LCHC, alliance partners who are employers and commercial sector</p>	<p>Dawn Bailey : NHS</p>	<p>Leeds NHS Stop Smoking Service Lorraine Shuker: NHS Chris Ingham: LCC Lisa Mallinson: LCC Jane Hopkins: LCC LTHT LPFT LCHC GPs</p>	<p>Increase in the number of Boards of local organisations signing up to prioritise tobacco policies and support staff to stop smoking</p>

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Support smokers who wish to quit smoking without using services	Adult smokers in neighbourhoods with high smoking prevalence	Heather Thomson: NHS	Third Sector, Pharmacists,	More clinically effective and value for money options available and promoted to increase quitting without services
To develop a community social norms programme to promote smoke free as the norm	Adult smokers in neighbourhoods with high smoking prevalence	Paul Lambert NHS	Heather Thomson Space 2	Pilot currently being delivered in Seacroft, evaluation due June 2012. Develop roll out plan if effective
Increase the number of people who are aware of stop smoking services through the Multi-agency Referral Scheme (MARS)	Localities with higher levels of infant mortality, integrated health and ASC projects, people receiving home insulation visits	Bash Uppal: LCC	Brenda Fullard: NHS, Karen Haw: LCHC, Elizabeth Bailey: LCC, Public Health Neighbourhoods team: NHS	Increase in the number of people who attend stop smoking services as a result of MARS
Implement a communications plan on risks of tobacco use and how to quit	Adult smokers in neighbourhoods with high smoking prevalence	Heather Thomson NHS	Leeds Let's Change project team: Leeds NHS Stop Smoking Service	Increase in the numbers of people accessing Stop Smoking Services
Priority Action 4 – Protecting the population from the environmental impacts of tobacco				
This priority action will incorporate the following strands of the national tobacco action plan: <ul style="list-style-type: none"> • Reducing exposure to second-hand smoke • Effective communications for tobacco control 				
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Respond to complaints about premises which are not smoke free	Citywide workplaces and hospitality establishments	Graham Wilson: LCC Environmental Health		
Lobby government to change and make the smoke free legislation enforceable	National policy makers	Graham Wilson: LCC Environmental Health	Leeds Tobacco Alliance	
Annual reminder letter on the smoke-free legislation requirements	All premises which are believed to encourage smoking on site.	Graham Wilson: LCC Environmental Health		
Develop a community social norms programme to promote smoke free as the norm	Middle Super Output Areas (MSOAs) with the highest prevalence of smoking	Paul Lambert NHS	Heather Thomson Locality Health Improvement Managers: LCC (TBC)	
Integrate smoke free homes programme into wider community initiatives e.g. home fire checks and family and children's programmes	Families living in areas of high smoking prevalence	Gemma Mann: NHS	West Yorkshire Fire and Rescue Service Early years Children's Centres ALMOs	Increase in the numbers of homes that pledge to be smoke free

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Investigate the use of a voluntary compliance approach to reduce smoking in outdoor family areas	LCC children's play areas, school grounds, areas around schools	Environmental Health - officer to be confirmed (TBC)	Paul Lambert NHS	Increase in the number of enforced designated smoke-free outdoor areas
Include actions on tobacco control within the delivery of West Yorkshire Fire and rescue fire prevention and protection programme (TBC)		Sarah Laidlow-Moore: West Yorkshire Fire and Rescue Service (TBC)		Reduce the incidence of smoking related fires

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