

## Smokefree Devon Alliance Live Action Plan 2016-17

RAG rating: G=on track/complete A = ongoing R=not started

### GENERAL:

- New Alliance strategy to be written 2017, following publication of government new tobacco control plan, due Summer 2016.

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### PRIORITY ONE: Reduce health inequalities caused by smoking

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Task	Partners/lead post	RAG	Timescale	Measurable outcome/process	Position at March 2016
SSS to continue a community development approach and focus on target groups to reduce inequalities (eg mental health, deprived communities, drug and alcohol services, young offenders, routine and manual workers (R&M), SB4Op, pregnancy)	SSS Manager / Ruby King / Sara Gibbs	A	Ongoing	Activities taken place within communities including quit attempts.	SSS working on SB4Op, mental health services, R&M, pregnancy Contact Greg Price
Review engagement with housing associations to review smokefree policy in supported housing	Health Inequalities Programme Manager / Ruby King / Sara Gibbs	R	March 2017	Number of residences adopting policy	Possible interest expressed – may use as a champion to then approach other housing associations Contact Nikki Glassbrook
Increase the number of staff trained in very brief advice and brief advice in: <ul style="list-style-type: none"> <li>- Mental health</li> <li>- Drug and alcohol services</li> <li>- Prisons</li> </ul>	SSS Manager	A	March 2017	Attendance at training days. Training events placed in mental health, drug and alcohol and prison sites.	Mental health staff trained on a site by site basis. Drug & alcohol – tbc Prisons – SSS manager training staff in Exeter, Dartmoor and Channings Wood

	<p>Smokefree Mental Health Units Programme. Continue to work with three mental sites (Wonford House, Cedars, Forensic Unit Langdon) to a holistic smokefree programme as part of NICE guidance to develop the evidence base around quitting, smokefree environments and mental health.</p> <p>Extend this work to North Devon.</p> <p>DPT to self assess using the PHE tool <a href="https://www.gov.uk/government/publications/smoking-cessation-in-secondary-care-mental-health-settings">https://www.gov.uk/government/publications/smoking-cessation-in-secondary-care-mental-health-settings</a></p>	SSS Manager/ Lynne Jeary DPT	G	Ongoing	<p>No. of patients setting quit dates.</p> <p>No. of staff trained</p>	<p>Ongoing work with sites – Langdon almost all units Smokefree, Russell Clinic weekly delivery, then Wonford will go Smokefree completely</p> <p>North Devon not yet begun.</p> <p>Plans to carry out self assessment.</p> <p>Contact Lynne Jeary.</p>
	Harm Reduction – Continue pilot scheme in Exeter with DPT to embed quit and CDTQ offer in inpatient unit	Ruby King / Sara Gibbs / SSS Manager / Jacinta Jackson HPD / Lynne Jeary and Sarah Leach DPT	G	Ongoing	<p>No. of patients setting cut down to quit dates.</p> <p>Success rates.</p> <p>Evidence of behaviour change and empowerment.</p>	Pilot scheme ongoing
	Carry out CDTQ intervention and standard stop smoking support in Clozapine Clinic at Russell Clinic, Wonford.	S Leach / Lynne Jeary DPT / SSS Manager	A	Ongoing	<p>No. of patients setting cut down to quit dates.</p> <p>Success rates.</p> <p>Evidence of behaviour change and empowerment.</p>	Wednesday clinic running. Contact Greg Price.
	Work with Smokefree Prisons Working Group to take forward 'whole organisation approach' model. Train staff to deliver model.	Ruby King / SSS Mgr / Rachel Campbell PHE	A	April 2016 - Exeter	<p>No. of staff training.</p> <p>Pathways in place.</p> <p>Wings/buildings smokefree.</p> <p>Numbers of prisoners smokefree</p>	HPD training staff. Exeter to go Smokefree April 2016 Contact Rachel Campbell PHE.

Engage with NHS organisations and CCGs with ASH early adopter scheme on NHS Statement of Support for Tobacco Control	Ruby King / Sara Gibbs / Virginia Pearson / ASH	A	Ongoing	No. of NHS organisations signed	RD&E signed? Contact David Halpin RD&E. North Devon Healthcare Trust have signed. New Devon CCG have signed.
Embed tobacco control and smoking cessation pathways in commissioning processes and making every contact count in a wide range of commissioning strategies.	Tina Henry / Steve Brown	A	Ongoing		Suggestion – Steve Brown to comment?
Comms activity to promote positive messages/celebrate good work e.g. - Prisons - Mental Health Units	All involved	A	Ongoing	No. of press releases Social media activity Other publicity	
Targeted approach to national tobacco control campaign uplift to reach target communities	Ruby King / Sara Gibbs / PHA / DCC Marketing and Comms / SSS	A	Ongoing	Campaign uplift in target group areas / places of employment etc	Employers of routine and manual workers targeted for Stoptober 2015, Health Harms 2016 and Be There Tomorrow 2016 Prisons uplifted No Smoking Day 2016

**Other possible actions:**

*Troubled families*

**PRIORITY TWO: Reduce illegal tobacco in the community**

**ACTIONS FOR THIS YEAR**

	<b>Task</b>	<b>Partners/Lead post</b>	<b>RAG</b>	<b>Timescale</b>	<b>Measurable outcome/process</b>	<b>Position at March 2016</b>
	Niche products - monitor supply, offer advice to small/medium enterprises, remove products from supply that do not comply with legislation. Monitor the supply/demand of shisha in Devon, enforce legislation.	Trading Standards	G	Through period	Number of products removed, number of SMEs advised.	As an intel led service TS only take action against niche products if they are made aware of an issue. Shisha is not a problem area for Devon but if a complaint comes in it will be dealt with appropriately.
	Monitor the display of products at Point of Sale (POS)	Trading Standards	G	ongoing	Number of inspections	This is not a problem area for Devon. TS gave out a lot of advice to SMEs when the rules started to apply to smaller stores, but haven't had complaints about their displays. TS don't do planned inspections for these but do have a look when out and about.
	HMRC Consultation on the licencing of equipment and the supply chain for tobacco	Ruby King / Sara Gibbs	A	May 2016	Consultation response submitted	Respond to consultation document from HMRC regarding the introduction of a licence for equipment used in the manufacture of tobacco products or involvement in the supply chain.

	Look at new ways to support trading standards with illegal tobacco work	Ruby King / Sara Gibbs / Russ Moody PHE / Trading Standards	G	Ongoing	Events taken place Seizure of illegal tobacco	PH officers to pass on any intel about smokers being able to get hold of illegal tobacco to TS so they can help to remove it from the community. This could involve training of PH officers on identifying illegal tobacco and TS can help with this. Could be done as part of the Making Every Contact Count programme? Contact HMRC for possible funding of illegal tobacco awareness raising and intelligence gathering events once PHA no longer involved.
	Local marketing and comms activity to promote positive messages/celebrate good work e.g. <ul style="list-style-type: none"> <li>- Illegal tobacco seized</li> <li>- Illegal tobacco awareness</li> </ul>	Trading Standards / Ruby King / Sara Gibbs / PHE	A	Ongoing	Events taken place No. press releases Social media awareness raising activity	Large seize publicised in press release February 2016

**PRIORITY THREE: Protect children and young people from smoking and reduce the availability of tobacco to underage consumers**

**ACTIONS FOR THIS YEAR**

Task	Partners/Lead post	RAG	Timescale	Measurable outcome/process	Position at March 2016
Deliver #MakeaNoise peer education intervention to 3 schools in targeted areas in Devon	Health Promotion Devon	A	By June 2016	Number of schools engaged No of young people trained.	Exmouth engaged for 2 rounds. Delivered in Braunton. Follow ups due end of March 2016
Pilot with Early Years the Devon Children's Centre Whole Organisation Approach <ul style="list-style-type: none"> <li>- policy</li> <li>- SF site</li> <li>- Signage (use internal 'cling' signage only)</li> <li>- training DVD and ppt presentation</li> </ul>	Tania Skinner/ Ruby King / Sara Gibbs	A	Ongoing	Number of early yrs staff trained Number of early years sites with signage	Rolled out across Devon. Training delivered to 91 Early Years Centres to date. Smokefree Early Years Policy drafted – for comment.
Continue to Support the Smokefree Action Coalition regarding plain packaging	Ruby King / Sara Gibbs	G	ongoing	Regulations in place	Regulations take effect from May 2016 – SSS to be prepared for increased quit attempts
Support smokefree cars legislation. Work with police to increase awareness and accordance with legislation.	Ruby King / Sara Gibbs	A	ongoing	Resulting media.  Actions e.g. fines, developments in police work	Campaign supported Sept 2015. Conversations started about working with police. Potential media Summer 2016

	Smokefree playparks Outstanding DCs (Torrige, West) to install no smoking signs.	Ruby King / Sara Gibbs / SSS  Martin White (North)	A	By April 2016	District Councils engaged with.  No of playparks in place.	North Devon signs installed in parks. Torrige signs delivered and due to be put up March 2016 Contact Gavin McKivragan HPD
	Engage with Fostering/children in care to promote smokefree messages. 720 children and 500 are older range. See ASH briefing.		R			No progress <i>Dr Phil Norrey is particularly keen that this action has some progress made. Kevin Henman now has responsibilities over this group. Contact him to develop an action plan.</i>
	Put in place Schools Health behaviour questionnaire on tobacco for years 6, 8, 10	Ruby King / Sara Gibbs / Becky Carmichael – SHEU linked now to Emotional Health and Wellbeing survey.	R	By Oct 2016	Report detailing Young People's smoking behaviour in Devon circulated to Alliance members and all schools .	The first round of the School Health Education Unit survey has been completed. Next round finalised by Easter. Report due June.
	Local marketing and comms activity to promote positive messages/celebrate good work e.g. - Plain packs introduction - Smokefree playparks - Smokefree cars legislation enforcement	Public Health Action / Ruby King / Sara Gibbs / All involved	A	May 2016 Ongoing	Social media activity Press releases	Smokefree playparks press release complete March 2016

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**PRIORITY FOUR: Reduce Smoking in pregnancy**

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**ACTIONS FOR THIS YEAR**

	<b>Task</b>	<b>Partners/Lead post</b>	<b>RAG</b>	<b>Timescale</b>	<b>Measurable outcome/process</b>	<b>Position at March 2016</b>
	Support midwifery to continue momentum generated by specialist stop smoking midwives. Monitor uptake of SSS by pregnant women and outcomes data.	A Toman RD&E Therese Chapman NDHT Sara Gibbs DCC	G	Ongoing	Communication with midwives - feeding back quit numbers, sharing resources and pathways into level 2/3 services	Midwifery DCC contract to end March 2016. One specialist midwife to continue 1 day a month at RD&E.
	Develop a strong pathway of referrals between midwives and SSS	SSS Mgr / Beccy Risely, Stop Smoking Midwife	A	Established by April 2016, maintained beyond this time	Successful referrals from pregnancy unit to SSS. In coproduction of new SSSS, highlight the need for a focus in this area.	Conversations started around how this can be a smooth transition. Contact Greg Price.
	Explore formalising midwifery referrals in Torbay	Ian Tyson, Torbay CCG and Sue Matthews, Public Health Torbay	R	March 2017	Referrals of pregnant women Quits of pregnant women	Revisit the service pathways
	Local marketing and comms activity to promote positive messages/celebrate good work	Beccy Risely / Ruby King / Sara Gibbs / Midwives	A	Ongoing	No. of press releases	Publicise good work when opportunities arise



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**PRIORITY FIVE: Normalise a Smokefree Lifestyle**

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**ACTIONS FOR THIS YEAR**

	<b>Task</b>	<b>Partners/Lead post</b>	<b>RAG</b>	<b>Timescale</b>	<b>Measurable outcome/process</b>	<b>Position at March 2016</b>
	Healthy Workplaces	Martin White	A	March 2017	Organisations/businesses engaged with SSS and tobacco control work,	Martin White to comment. Followed-up on Stoptober information sent out to large businesses – build on findings of how this received.
	Early Years work. See Priority 3	Tania Skinner	G			
	Harm Reduction. See Priority 1.					
	Progress Smokefree outside spaces work initiated by SFSW in Millenium Sq	Ruby King / Sara Gibbs / Jon Avon, Stover Country Park / Bray Leino	A	ongoing	Press release linked to No Smoking Day promoting Smokefree Stover.	Signs printed and put up.
	Support SF cars legislation. See Priority 3	All	G			
	Local marketing and comms to celebrate good work e.g. - Smokefree places/policies	All involved	A	Ongoing	No. of press releases	Smokefree play parks press release – March 2016

## PRIORITY SIX: Support smokers to quit

### ACTIONS FOR THIS YEAR

Task	Partners/Lead post	RAG	Timescale	Measurable outcome/process	Position at March 2016
Procure new specialist Stop Smoking Service and Healthy Lifestyle Service. Ensure smooth transition between new and current provider.	Ruby King / Sara Gibbs / SSS / Steve Brown	R	Ongoing	New services procured. Performance reports	New service currently out for procurement. Due to start July 2016
Meet the ambitions set by DCC for quitters	SSS / Ruby King / Sara Gibbs	R	Year end	Performance reports	Underperforming
Deliver brief intervention training sessions to a range of stakeholders across the community, voluntary and statutory sector	SSS	G	Ongoing	Number of training sessions delivered by SSS. Range of stakeholders engaged.	Ongoing by request
Support GP surgeries and pharmacies signed to the PH contract to deliver stop smoking support to clients.	SSS Mgr / Ruby King / Sara Gibbs	A	Ongoing	Number of quits.	GPs recommissioned to provide smoking cessation February 2016
Train frontline staff as Level 2 stop smoking advisers	SSS	G	June 2016	Numbers trained	Four training sessions completed 2015/16. Another training session possible before new service is in place.
Introduce new models of support for smoking cessation work. Use remote support and evaluate.	SSS	A	Ongoing	Reports	Telephone support introduced and monitored. Demand for Skype low, more promotion needed.

Support regional and national stop smoking campaigns and promote services. See Priority 7	Ruby King / Sara Gibbs	G	Ongoing	Campaigning activity	
Align to national guidance on e-cigarettes - Continue to ensure e-cig friendly SSS - Keep up to date with emerging evidence - Ensure communication & understanding of up to date info on e-cigs in tobacco control work	Ruby King / Sara Gibbs / SSS All	A	Ongoing	Quit attempts using e-cigs, e-cig info in Smokefree policies, media/press	SSS e-cig friendly, presentation received from PHE in Nov 2015

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## PRIORITY SEVEN: Carry out Marketing and Communication programmes

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### ACTIONS

Task	Partners/Lead post	RAG	Timescale	Measurable outcome/process	Position at March 2016
Promote No Smoking Day 2017 across Devon, utilising local press and media, No Smoking Day resources.	SSS / Ruby King / Sara Gibbs All comms leads in partner organisations.	A	By March 2017	Level of local activity and events on No Smoking Day, number of quit attempts locally on NSD, local media and PR coverage, visibility of NSD resources across locality, local articles.	No Smoking Day 2016 uplifted through local events, press and social media.
Promote Stoptober 2016 across Devon	SSS/ Ruby King / Sara Gibbs All comms leads in partner organisations. Local Pharmaceutical Committee	A	By Nov 2016	Level of local activity and events on, number of quit attempts locally, local media and PR coverage, visibility of resources across locality, local articles.	Stoptober 2015 successfully uplifted, with 2418 quits recorded.

Support the PHE One You campaign	SSS / Ruby King / Sara Gibbs All comms leads in partner organisations.	R	March 2016	Use of the One You brand across activity	Soft launch March 2016 – decisions needed around use of One You brand within Devon
Promote SF Cars – See Priority 3		A			
Explore how to make the most of the good work done by Public Health Action  E.g. Illegal tobacco	SSS Ruby King / Sara Gibbs NHS Comms Leads PHE	A	June 2016	Regional campaigns across Devon	Be There Tomorrow 2016 uplifted in Devon. Discussions around future activity tbc
Develop links with partner organisations to build add-on pages, links and messages on websites	SSS / HLS Ruby King / Sara Gibbs NHS Comms Leads	A	Ongoing	Number of websites used.	
Add value to the national PH England campaigns by distributing or signposting materials to local stakeholders and Alliance partners, using social media and providing local press releases	SSS Ruby King / Sara Gibbs	A	Ongoing	Materials disseminated No of tweets, posts No of press releases	Health Harms 2016 uplifted through pharmacies, GPs, libraries, local businesses and social media.
Local marketing and communications activity within each priority (see each priority section)	All	A	Ongoing	Materials disseminated No. of press releases Amount of social media activity	
Keep Smokefree Alliance website up to date with current campaigns	Ruby King	A	Ongoing	Campaigns on website	Up to date with latest campaigns
Link into Public Health Devon's social marketing plan - Healthy Lifestyle Service	Ruby King / Sara Gibbs / Ruth Dale	A	Ongoing	Resulting marketing plan Marketing and comms activity	Marketing plan in progress

## Glossary

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R/M	Routine and manual workers
SSS	Stop Smoking Services (NHS)
HMRC	Her Majesty's Revenue and Customs
EHO	Environmental Health Officers
C&YP	Children and Young People
SFSW	Smokefree South West
PH England	Public Health England
RD&E	Royal Devon and Exeter Foundation Trust (acute)
DH	Department of Health
DPT	Devon Partnership Trust
SLA	Service level agreement
NSD	No Smoking Day
D&S Fire Service	Devon and Somerset Fire Service
TS	Trading Standards