

**Live Action Plan 2018-2023**

This collaborative action plan has been created by the Smokefree Devon Alliance members. It describes the actions needed to achieve the ambitions set out in the Smokefree Devon Alliance strategy for 2018 – 2023.

The plan outlines actions to deliver against our three priority areas as well as having a focus on supporting and developing a strong partnership approach to tobacco control through the Alliance.

**1: Protect children and young people from tobacco and encourage Smokefree pregnancies**

**2: Reduce health inequalities caused by smoking and support vulnerable groups to be Smokefree**

**3: Create and support Smokefree organisations, particularly NHS organisations**

**Supporting and Developing the Smokefree Devon Alliance**

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| Action | Partners | Timescale | Updates |
| MembershipIdentify gaps in the Alliance membership and invite new members to fill these gaps | Ruby Entwistle, Sara Gibbs | By August 2018 |  |
| Communications StrategyCreate a communications strategy so that updates and information can be circulated with members easily and clearly. | DCC Comms Team, Ruby Entwistle | By August 2018 |  |
| WebsiteRefresh the Smokefree Devon Alliance website to support the new strategy and Alliance members. | Ruby Entwistle, Natalie Boyer | By August 2018 |  |

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| Action**Priority 1: Protect children and young people from tobacco and encourage Smokefree pregnancies** | Partners | Timescale | Updates |
| Maternity Establish a Devon wide maternity subgroup to identify why rates of smoking in pregnancy are high and quit attempts low. Identify barriers, share good practice and then plan to implement pathways and approaches to smoking cessation in pregnancy that are evidence-based and sensitive to local settings.  | Gail Barker, Sara Gibbs, Ruby Entwistle, Maternity Units in acute trusts | August 2018 |  |
| MaternityExplore how to enable e-cigarette/vapouriser use amongst pregnant who do not accept NRT as the first line option. | Gail Barker, Sara Gibbs, Ruby Entwistle, Maternity Units in acute trusts | Ongoing |  |
| Children Centres / Best Start in LifeEnsure tobacco control messages e.g. smoking cessation, smokefree homes promotion, is part of parent education sessions delivered via the Children Centres and that pathways to Stop Smoking Services are clear e.g. via antenatal education programme, Speech and language therapy groups etc.  | Richard Holmes, Tania Skinner, Action for Children | End 2018 |  |
| Public Health Nursing ServiceEmbed tobacco control work into PHNS priorities via training in smoking cessation brief intervention, support for staff to quit, referral pathways to embed. | Jon Richards, Gail Barker, Kirsty Hill, Ruby Entwistle, Sara Gibbs | By April 2019 |  |
| Illegal TobaccoDevelop Facebook project to identify sources of illegal tobacco and generate intelligence. | Jay Capel | December 2018 |  |
| Illegal TobaccoCarry out a survey in schools to identify where young people are sourcing their tobacco – linking with the Schools Health Education Unit survey. | Jay Capel, Rachel Humphries | December 2018 |  |
| Illegal TobaccoUndertake enforcement work around illicit tobacco and promote this work / information through communications in order to generate intel. | Jay Chapel, DCC Comms Team | April 2019 |  |
| Children in CareEstablish a task and finish group to protect children in care from tobacco, with consideration to:* Policies to enable children to grow up in smokefree homes
* MECC training available to children’s social care staff
 | Lesley Cuthbert, Cathy Jermey,Jo Clarke, Sara Gibbs, Ruby Entwistle | January 2019 |  |
| EducationDevelop the offer around tobacco control for schools and make sure it is widely available and communicated. | PRUs, DCC Education Team | Ongoing |  |
| DataConsider how to measure our impact - work to ensure good data continues to be available to support the strategy and action plan. With consideration to:- National children and young people survey is not being recommissioned - Problems with maternity data being STP wide rather than DCC and thus inaccurate. | Public Health Devon, Public Health England | Ongoing |  |

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| Action**Priority 2: Reduce health inequalities caused by smoking and support vulnerable groups to be Smokefree** | Partners | Timescale | Updates |
| Stop Smoking ServicesEnsure consistency of stop smoking services across the County for individuals to access, which provide an evidence-based service and access to nicotine replacement therapy or stop smoking medications.* These services will support individuals to use e-cigarettes as a quit aid should they wish to.
 | Public Health Devon, OneSmallStep, GPs, Pharmacies, LPC, LMC | Continuous |  |
| CampaignsTargeted approach to national tobacco control campaign uplift to reach target communities.* OneSmallStep to share local campaign resource packs with Smokefree Devon Alliance members
 | Mark Keeley, Greg Price, Charlotte Vince | January and October each year |  |
| Substance Misuse ServicesDevelop the relationship between substance misuse services and smoking cessation services, inc. developing referral pathway | Specialist Stop Smoking Service, Substance Misuse Service | End 2018 |  |
| Mental Health ConditionsDevelop the referral pathway and embed smoking cessation advice and support for people living with mental health conditions out in the community. | Greg Price, Gavin Garman, Samantha Churchward, Ruby Entwistle | October 2018 |  |
| Routine and Manual WorkersBuild relationships with large routine and manual employers to encourage referrals into the specialist service (as well as support the development of Smokefree policies) | Specialist Stop Smoking Service | Ongoing |  |
| Vape ShopsVape or e-cigarette shops are given information on how to refer individuals looking for support to stop smoking into their local services, particularly members of the Independent British Vape Trade Association. | IBVTA, Vape Corner, OneSmallStep | Ongoing |  |
| Vulnerable GroupsContinue to expand relationships with stakeholders relevant to vulnerable groups, so that services are accessible and made available to smokers within these e.g. gypsy and traveller groups, LGBT, homeless population, individuals who are long term unemployed, individuals with learning disabilities, offenders | Greg Price, Ruby Entwistle, Sara Gibbs | Ongoing |  |

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| Action**Priority 3: Create and support Smokefree organisations, particularly NHS organisations** | Partners | Timescale | Updates |
| Collaborative and Supportive Approach to Smokefree ActionInitiate and support a cross agency approach to becoming Smokefree, involving all acute, community and mental health trusts.* Establish resources and examples that can support smokefree journeys
* Share best practice with other public sector and community organisations
* Contribute to CQUIN working group
* Three-way meetings with public health colleagues in Torbay and Plymouth
 | Sara Gibbs, Ruby Entwistle, Hannah Tapp, Adam Carrick, Alistair Harlow, Stuart MacLean, Greg Price, Gavin Garman, Andrea Bell, Tracey Reeves | Ongoing |  |
| E-cigarette / Vaping PoliciesContinually provide updated information on e-cigarettes/vapourisers to encourage a consistent approach to vaping policies across organisations | Public Health Devon (Sara Gibbs, Ruby Entwistle), Public Health England (Russ Moody) | Ongoing |  |
| Blue Light Emergency ServicesExplore the potential for tobacco control work within the blue light emergency services in the region, focusing on creating smokefree policies to protect staff and demonstrate a positive example to the public. | Fire & Rescue Service, Police, Ambulance Service, Ruby Entwistle, Russ Moody, Sara Gibbs | Ongoing |  |
| Making Every Contact Count (MECC)Embed making every contact count into a range of commissioning strategies | Natalie Winterton, Richard Merrifield, local trusts | Ongoing |  |
| Royal Devon and Exeter NHS Trust (RD&E)RD&E to review all policies to identify improvements for tobacco control, implement NICE guidance PH48 and sign the [NHS Smokefree pledge](http://smokefreeaction.org.uk/smokefree-nhs/nhs-smokefree-pledge/). | Stuart MacLean, Steph ParkerTracey Reeves | Ongoing |  |
| Northern Devon Healthcare NHS Trust (NDHT)NDHT to review all policies to identify improvements for tobacco control, implement NICE guidance PH48 and sign the [NHS Smokefree pledge](http://smokefreeaction.org.uk/smokefree-nhs/nhs-smokefree-pledge/). | Andrea BellKatie Cross | Ongoing |  |
| Devon Partnership Trust (DPT)DPT continue roll out of Smokefree work, focusing on community/outpatients and embedding referral pathways to the specialist stop smoking service.* Share resources to benefit others on similar journeys
 | Samantha Churchward, Gavin Garman | Ongoing |  |
| Devon County Council (DCC)DCC to review current Smokefree policy and bring it in line with other organisations within the county, as well as the Public Health England advice on e-cigarettes | Sara Gibbs, Ruby Entwistle | September 2018 |  |
| Local Authority Tobacco Control DeclarationEnsure all local authorities in Devon continue to uphold the commitments outlined within the [Local Government Declaration on Tobacco Control](http://smokefreeaction.org.uk/declarationsindex-html/) | All local authorities | Ongoing |  |

**(Suggested) Current Named Partners Contributing to this Action Plan:**

Sara Gibbs – Public Health, Devon County Council

Ruby Entwistle –Public Health, Devon County Council

Jay Capel – Trading Standards, Devon County Council

Rachel Humphries – Public Health, Devon County Council

Greg Price – Specialist Stop Smoking Service, Solutions 4 Health

Richard Holmes – Children's Centres

Tania Skinner - Children's Centres and Early Years

Natalie Winterton - Devon Making Every Contact Count Coordinator

Richard Merrifield - Public Health, Devon Council Council

Russ Moody - Public Health England

Stuart MacLean - Royal Devon and Exeter Hospital

Gavin Garman - Devon Partnerhip Trust

Samantha Churchward - Devon Partnership Trust

Mark Keeley – OneSmallStep

Gail Barker – Public Health, Devon County Council

Jon Richards – Public Health, Devon County Council

Kirsty Hill – Public Health, Devon County Council

Stuart MacLean – Royal Devon and Exeter NHS Trust

Steph Parker – Royal Devon and Exeter NHS Trust

Tracey Reeves - Royal Devon and Exeter NHS Trust

Melanie Winterburn-Brannick – Midwifery, Royal Devon and Exeter NHS Trust

Adam Carrick – NEW Devon CCG

Andrea Bell – Northern Devon Healthcare NHS Trust

Katie Cross - Northern Devon Healthcare NHS Trust