

# East of England Tobacco Control Framework

## What this means for: LOCAL AUTHORITIES

- Environmental Health
- Trading Standards
- Local Authority Coordinators of Regulatory Services (LACORS)

- Healthy School Programme
- Children's Services
- Sure Start Initiatives
- East of England Regional Assembly (EERA)

Local Authority work focuses around promoting smoke free environments, working in partnership, and enforcement of advertising and underage sale legislation and regulations

### Reduce secondhand smoke

- Establish Smoke Free Local Authority premises
- Promote smoke free environments in the following settings – workplaces, homes, leisure facilities e.g. shopping centres, restaurants, pubs etc
- Create local media opportunities to promote secondhand smoke/smoke free message and support national media campaigns
- Promote the CIEH/ASH Smoke Freedom Toolkit for smoke free work places

### Reduce health inequalities caused by smoking

- Increase smokefree spaces for children living in deprived areas through Sure Start and other programmes
- SmokeFree Communities initiatives (priority1)

### Promote Stop Smoking Services

- Increase incentives for smokers to quit by promoting smoke free places, supporting price increase for tobacco and supporting restrictions on tobacco promotion

### Strengthen Community Action for Tobacco Control

- Support and help fund Smoke Free Alliances
- Ensure Local Strategic Partnerships have a clear understanding of tobacco issues
- Ensure Local Strategic Plans and Local Area Agreements reflect Tobacco Control Framework priorities

### Reduce the uptake of smoking

- Increase protection of young people from secondhand smoke by encouraging schools, further education facilities and young people's venues to be smoke free
- Support for the smoking aspect within the Personal, Social, Health Education and Citizen and Science curriculum in schools
- Target youth and community workers and others who work with young people with information about secondhand smoke

### Reduced availability of tobacco to young people

- Assess the current policies/activities of LAs' work on illegal sales
- Enforcement of underage sales legislation

### Eliminate tobacco promotion

- Enforcement of the current restrictions (advertising, free gifts etc)
- Enforcement of new regulations – e.g. internet advertising and brandsharing commencing 31/07/05
- Discourage the use of smoking imagery in the media
- Raise awareness of retailers, general public and professionals of changing regulations on tobacco promotion (point of sale advertising and brand sharing) – e.g. mail outs, visits
- Undertake local consultation on the proposed picture warnings
- Enforcement of the picture warning regulations

## HELP & ADVICE:

- Chartered Institute of Environmental Health (CIEH) – Achieving Smoke Freedom Toolkit – <http://www.cieh.org/research/smokefree/>
- Local Authority Coordinators of Regulatory Services (LACORS)
- Creating Healthier Communities: a resource pack for local partnerships – Office of the Deputy Prime Minister, March 05
- National Clean Air Award – <http://www.cleanairaward.org.uk/>
- Local Smoke-Free Alliances – <http://www.smokefreeeast.co.uk/actions.htm>

# East of England Tobacco Control Framework

## What this means for: NHS ORGANISATIONS

- Strategic Health Authorities
- Primary Care Trusts
- Stop Smoking Services

- Hospital Trusts
- Mental Health Trusts
- Ambulance Trusts

NHS work focuses around promoting smoke free environments, working in partnership and providing Stop Smoking Services

### Reduce secondhand smoke

- Establish Smoke Free NHS premises
- Promote smoke free environments in the following settings – workplaces, homes, leisure facilities e.g. shopping centres, restaurants, pubs etc
- Create local media opportunities to promote secondhand smoke/ smoke free message and support national media campaigns

### Reduce the uptake of smoking

- Increase protection of young people from secondhand smoke by encouraging schools, further education facilities and young people's venues to be smoke free
- Support Health Visitors to advise parents about the effects of SHS in the home
- Promote referrals to the Stop Smoking Service by professionals who work with young people
- Discourage the use of smoking imagery in the media

### Reduce health inequalities caused by smoking

- Increased awareness of secondhand smoke for those living in deprived areas, or who are socially excluded
- Increased smokefree spaces for children living in deprived areas
- Increased availability and targeting of stop smoking support, focusing on difficult to reach groups, pregnant smokers, young people, people with mental health problems, prison population, minority ethnic communities – following the available evidence base – local focus dependent on local need and population (literacy, languages etc)
- Equity audits of Stop Smoking Services

### Promote smoking cessation

- Increased public awareness of NHS Stop Smoking Services
- Ensure the National Smokers Helpline has correct local data.
- Maximise linking to National Campaigns

### Increase incentives for smokers to quit

- Promote smoke free places
- Support price increases for tobacco products
- Support restrictions on tobacco promotion

### Increase referrals to Stop Smoking Services from general practice and community pharmacists, dentists, other health professionals

- Brief intervention and advice training, including referring to Stop Smoking Services to: GP trainers, professional associations, trainers of nurses, Mental Health, pharmacists, dentists, etc

### Enhance performance of Stop Smoking Services

- Sharing learning sessions/topic specific seminars to be organised involving the services, "experts" and researchers invited as appropriate
- Encourage attendance of Stop Smoking Services at national conferences
- Training and professional development for cessation staff

### Ensure adequate and sustained funding for LSSS from PCTs

- Explicit PCT commitment to Stop Smoking Services in Local Delivery Plans

### Increase availability of LSSS

- Embed an offer of stop smoking advice as part of clinical assessments in surgical care pathways
- Offer NHS Stop Smoking Services on the new 'choose and book' system

### Strengthen Community Action for Tobacco Control

- Support and help fund Smoke Free Alliances
- Support and fund Stop Smoking Services
- Ensure tobacco control features in the Local Delivery Plan
- Ensure Local Strategic Plans and Local Area Agreements reflect Tobacco Control Framework priorities

## HELP & ADVICE:

- HDA publications on smoking issues including evidence reviews, smoking cessation recommendations, Smoke Free Hospital Guidance – <http://www.nice.org.uk>
- Globalink daily updates and discussion boards – <http://www.globalink.org/>
- National Clean Air Award – <http://www.cleanairaward.org.uk/>
- Creating Healthier Communities: a resource pack for local partnerships – Office of the Deputy Prime Minister, March 05
- Local Smoke-Free Alliances – <http://www.smokefreeeast.co.uk/actions.htm>

# East of England Tobacco Control Framework

## What this means for: VOLUNTARY & COMMUNITY SECTOR ORGANISATIONS

- Community groups
- Faith Groups
- Sports groups
- Rural Community Councils
- Action with Communities in Rural England (ACRE)
- VYSER Voluntary Youth Services Eastern Region
- National Council for Childcare

- Youth workers
- Youth groups
- COVER Network Members (The Community & Voluntary Forum: Eastern Region)
- MENTER – Minority and Ethnic Network for the Eastern Region
- Non Governmental Organisations

Voluntary and Community Sector work focuses around supporting smoke free environments, encouraging people to attend local NHS Stop Smoking Services and reducing inequalities. The Voluntary and Community Sector can advocate for smoke free environments and can be exemplars for the people they support in the community.

### Reduce secondhand smoke

- Promote smoke free voluntary sector workplaces and community buildings
- Promote smoke free environments in the following settings – workplaces, homes, leisure facilities
- Encourage youth groups, uniformed bodies, faith organisations, BME groups, art and sport groups, Young People's Disability groups, etc. to have smoke free environments
- Create local media opportunities to promote secondhand smoke/smoke free messages and support national media campaigns

### Reduce the uptake of smoking

- Encourage protection of young people from secondhand smoke
- Target youth and community workers and others who work with young people with information about secondhand smoke and cessation
- Discourage the use of smoking imagery in the media

### Reduce the uptake of smoking

- Increase incentives for smokers to quit by promoting smoke free places
- Support price increases for tobacco products
- Support restrictions on tobacco promotion
- Refer people wanting to stop smoking to the Local NHS Stop Smoking Service

### Reduce health inequalities caused by smoking

- Increase awareness of secondhand smoke for those living in deprived areas, or who are socially excluded
- Increase smoke free spaces for children living in deprived areas
- Advise above groups of availability of NHS Stop Smoking Services

### Strengthen Community Action for Tobacco Control

- Encourage and strengthen action for tobacco control with the community or communities you work with.
- As members of Local Strategic Partnerships and other neighbourhood or community level groups, ensure that Community Strategies and other local and neighbourhood level plans reflect Tobacco Control Framework priorities,
- Ensure Local Strategic Partnerships have a clear understanding of the impact of tobacco on the population, now and in the future, and promote effective opportunities for tobacco control activities through its stakeholders

## HELP & ADVICE:

- ASH (Action on Smoking and Health) – <http://www.ash.org.uk>
- <http://www.cancercampaigns.org.uk/>
- Local Smoke Free Alliances – <http://www.smokefreeeast.co.uk/actions.htm>
- Stop Smoking Services – <http://www.smokefreeeast.co.uk/services.htm>
- Creating Healthier Communities: a resource pack for local partnerships – Office of the Deputy Prime Minister 2005

# East of England Tobacco Control Framework

## What this means for: EMPLOYERS AND TRADE UNIONS

- Employers
- Trade Unions
- Chambers of Commerce
- Federation of Small Businesses
- Institute of Directors
- Confederation of British Industry

- East of England Development Agency (EEDA)
- East of England Regional Assembly (EERA)
- Local Authorities
- Primary Care Trusts

Employers and Trade Unions focus on their health and safety responsibilities by protecting their employees and members from secondhand smoke. Having a smoke free workplace will have a positive economic benefit on the business through increased productivity, decreased staff absences, and decreased damage to premises (e.g. less frequent renovation required, reduction in workplace fires).

### Reduce secondhand smoke

- Inform staff of the health and safety reasons for smoke free environments
- Promote smoke free work places
- Promote smoke free leisure facilities, e.g. shopping centres, restaurants and pubs
- Promote smoke free National Health Service (NHS) and Local Authority (LA) buildings

### Reduce health inequalities caused by smoking

- There are higher rates of smoking among manual workers than there are among non manual workers. Manual workers are also more likely to be exposed to secondhand smoke

### Promote Stop Smoking Services

- Advertise local Stop Smoking Services in your workplace – e.g. on staff notice board
- Hold Stop Smoking groups/sessions at your workplace – contact local Stop Smoking Service for assistance

### Reduce the uptake of smoking

- Encourage smoke free policies in schools, further education facilities and universities, including common rooms and bars
- Promote the use of brief interventions (asking about smoking and referring to Stop Smoking Services if appropriate) by professionals who work with young people

### Strengthen Community Action for Tobacco Control

- Informing staff of the health and safety reasons for having a smoke free workplace and implementing a smoke free policy in your workplace could have a roll on effect into the community with people choosing to make their homes, cars and social venues smoke free.

## HELP & ADVICE:

- National Clean Air Award – <http://www.cleanairaward.org.uk/>
- Local Authority Environmental Health
- Chartered Institute of Environmental Health (CIEH) – Achieving Smoke Freedom Toolkit – <http://www.cieh.org/research/smokefree/>
- Local Smoke Free Alliances – <http://www.smokefreeeast.co.uk/actions.htm>
- Local Stop Smoking Services – <http://www.smokefreeeast.co.uk/services.htm>

# East of England Tobacco Control Framework

## What this means for: REGIONAL STAKEHOLDERS

- Regional Public Health Group
- Government Office for the East of England
- Eastern Region Public Health Observatory
- HM Revenue and Customs
- Jobcentre Plus
- Learning & Skills Councils
- Living East
- Big Lottery Fund

- East of England Regional Assembly
- East of England Regional Development Agency
- Health & Safety Executive
- COVER – Community & Voluntary Forum for the Eastern Region
- MENTER – Minority and Ethnic Network for the Eastern Region
- Rural Action East
- Sport England

Regional work focuses around advocacy, bringing together the activities of regional stakeholders and creating a supportive environment for action; strategy development and support for implementation including sharing good practice and promoting smoke free environments

### Reduce secondhand smoke

- Work with regional media to highlight the issue of secondhand smoke
- Promote smoke free work places, public places and communities
- Act as exemplars by providing smoke free workplaces
- Support the national Clean Air Award in the Region

### Reduce the uptake of smoking

- Discourage the use of smoking imagery in the media
- Reduce illicit market penetration of tobacco

### Promote Stop Smoking Services

- Support Local Stop Smoking Services work by linking national and local media campaigns
- Inform staff and partners of the availability of NHS Stop Smoking Services

### Reduce health inequalities caused by smoking

- Increase awareness of smoking and secondhand smoke as a cause of health inequalities for those living in deprived areas, or who are socially excluded

### Strengthen Community Action for Tobacco Control

The Regional Public Health Group will work with partners to:

- Establish an appropriate infrastructure to ensure the effective implementation of the tobacco control aspects of *Choosing Health* and the Regional Tobacco Control Framework
- Increase public awareness of tobacco control issues by developing a regional tobacco control media strategy
- Ensure the Regional Health Strategy reflects the priorities of the Tobacco Control Framework
- Ensure monitoring arrangements are agreed with the key partners in tobacco control
- Ensure the Technical Committee is set up and indicators for monitoring the strategy are developed
- Promote the inclusion of local tobacco control targets in Local Area Agreements and Local Public Sector Agreements

## HELP & ADVICE:

- Regional Smoking Statistics – <http://www.erpho.org.uk/topicsmoking.asp>
- Regional Public Health Group – [http://www.goeast.gov.uk/goeast/public\\_health/](http://www.goeast.gov.uk/goeast/public_health/)
- HDA publications on smoking issues – [www.nice.org](http://www.nice.org)

# East of England Tobacco Control Framework

## What this means for: SMOKE FREE ALLIANCES

- Primary Care Trusts  
Including Public Health Directors, Health Promotion Specialists
- Local Authorities  
Including Trading Standards, Environmental Health, Health Improvement Specialists

- Public Health Networks
- Stop Smoking Services
- NHS Hospital Trusts
- HM Revenue & Customs
- Healthy Schools Programme
- Voluntary and business

Smoke Free Alliance work focuses on partnership between local stakeholders with a role in tobacco control. Alliances support the coordination and cohesion of local tobacco control activities. They have contacts with local media and work to increase the profile of topical tobacco control issues. Currently much of Smoke Free Alliances' projects focus around increasing smoke free environments and reducing inequalities

### Reduce secondhand smoke

- Promote smoke free environments in the following settings – alliance members premises (NHS/LA others), workplaces, homes, leisure facilities e.g. shopping centres, restaurants, pubs etc
- Create local media opportunities to promote secondhand smoke/smoke free messages and support national media campaigns

### Reduce the uptake of smoking

- Encourage protection of young people from secondhand smoke
- Target youth and community workers and others who work with young people with information about secondhand smoke and cessation
- Reduced availability of tobacco to young people through work of LA partners in enforcing tobacco promotion/advertising and underage sales legislation
- Discourage the use of smoking imagery in the media

### Promote Stop Smoking Services

- Increased public awareness of NHS Stop Smoking Services by maximising linkage to national campaigns
- Increase incentives for smokers to quit by promoting smoke free places, supporting price increases for tobacco products and supporting restrictions on tobacco promotion
- Ensure local campaigns and projects link to Local Stop Smoking Services

### Reduce health inequalities caused by smoking

- Increase awareness of secondhand smoke for those living in deprived areas, or who are socially excluded
- Increase smoke free spaces for children living in deprived areas
- Advise above groups of availability of NHS Stop Smoking Services

### Strengthen Community Action for Tobacco Control

- Alliance partners to support and help fund Smoke Free Alliances
- Work with partners to:
  - Ensure Local Strategic Partnerships have a clear understanding of tobacco issues
  - Ensure Local Strategic Plans reflect Tobacco Control Framework priorities
  - Ensure the inclusion of smoking targets in Local Area Agreements/Local Public Service Agreements

## HELP & ADVICE:

- Refer to all other summary help and advice sections
- Regional Public Health Group/Regional Tobacco Control Manager – [http://www.goeast.gov.uk/goeast/public\\_health/](http://www.goeast.gov.uk/goeast/public_health/)
- Media guide <http://www.smokefreeaction.org.uk> (website live July 2005)
- Creating Healthier Communities: a resource pack for local partnerships – Office of the Deputy Prime Minister, March 05
- HDA, 2004 The Working Partnership resources pack and HDA publications on smoking issues – <http://www.nice.org.uk>
- National Clean Air Award – <http://www.cleanairaward.org.uk/>