

## Tobacco Alliance

### Draft Delivery Plan 2015

| Action / KPI   | How will we know it's made a positive impact?  | Can it be done?  | Responsible person       | Completed by when                |
|--|--|--|--------------------------|----------------------------------|
| <i>Specific</i>  | <i>Measurable</i>  | <i>Achievable</i>  | <i>Realistic</i>         | <i>Time-bound</i>                |
| Evolve the Smoke Free Work Stream in to a Tobacco Control Alliance   | When activity reports are submitted to the Public Health Strategy Board that demonstrate a directly measurable improvement in the areas of Prevention, Treatment and Enforcement | Yes. The nucleus of the group already exists as a work stream                    | Kev Malone               | Spring 2015                      |
| <b>Prevention</b>  |  |  |                          |                                  |
| <i>(Strand 2)</i><br>Annual support of ASH and UKCTCS budget submission to the Chancellor of the Exchequer | Tobacco taxation increased above inflation in annual budget report. Tobacco is less affordable   | Linked to Key Strand 2 of strategy. Submission to be reported to the TC Alliance | Kev Malone               | End of financial year, each year |
| Support campaigns to lobby for the implementation of standardised (plain) packaging for cigarettes         | Achieve a drop in youth smoking prevalence   | The regulations were approved by the House of Lords on 16.03.15                  | Tobacco Control Alliance | May 2016                         |

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| CleaR / babyClear  | When peer assessment is completed  | Preparatory work is being undertaken to ensure delivery in 2015  | Jacqui Sweeney / Kev Malone                                     | 2015/16 |
| <i>(Strand 1 &amp; 5)</i><br>Increase smoke free outdoor zones at pubs and restaurants via the Public Health Responsibility Deal | Patrons can dine alfresco at on-licenses and restaurants without having to breathe second hand smoke   | Yes, provided businesses sign up to this and enforce the rule at their establishment   | Tobacco Control Alliance  | 2018/19 |
| Promote to the public the risks of hand-rolled tobacco and niche tobacco products e.g. shisha                                    | Myths dispelled about these products being lower risk. Users of these products accessing LSSS for quit support   | Via prevention programme in secondary schools and general campaigns e.g. Stoptober and Health Harms campaigns  | QUIT / Vitality<br><br>Public Health                            | 2016/17 |
| Promote to the public the adverse effects of counterfeit tobacco   | Myths dispelled about these products being okay. Educate people about how tax evasion and organised crime impacts on communities and society                     | Via prevention programme in secondary schools and general campaigns e.g. Stoptober and Health Harms campaigns  | QUIT / Vitality with Public Health and Trading Standards advice | 2018/19 |
| Work with schools and colleges to promote local and national prevention campaigns  | Evaluation of programmes to assess the level of understanding gained and assess the likelihood of uptake of tobacco by young people following their intervention | A programme of interventions will be delivered by QUIT within schools to prevent the uptake of smoking and demonstrate the harm of tobacco smoking as outlined in NICE guidance (PH23) | QUIT/Vitality   | 2015/16 |
| <b>Treatment</b>   |  |  |   |         |
| <i>(Strand 4)</i>  | Service is delivering against targets and  | Yes  | Kev Malone  | 2015/16 |

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| Evaluation of new service / Service Review  | demonstrating value for money                              |  |                           |         |
| Value for Money benchmarking exercise   | Service compares favourable against CIPFA comparator sites | Underway   | Kev Malone                | 2015/16 |
| Engage with more older people e.g. sheltered complexes & retirement homes to offer quit support   | Increase in number of over 65's engaging in quit attempts  | Yes  | Vitality / Housing / LACs | 2015/16 |
| Hospitals:<br>Implement Quit Manager onto desktops in hospitals for secondary care referrals at pre-op assessment including support for pregnant smokers via maternity services with an opt out policy<br><br>NICE PH48, PH22 | Increase in stop smoking referrals from BTUH               | Ensure relevant hospital staff are trained to deliver smoking cessation interventions to patients        | Vitality                  | 2015-19 |
|   |  | Support local hospitals to refer patients in to the stop smoking service                                 | Vitality                  | 2015/16 |
| Community Healthcare:<br>Dentists,<br>Optometrists,<br>Mental Health and Substance misuse   | Increase in referrals for quit support from these partners | Train dental nurses and dental reception staff in level 2 smoking cessation brief intervention training. | Vitality / KCA / CRI      | 2015/16 |
|   |  | Train optometrist staff in level 2 smoking cessation brief intervention training.                        | Vitality                  | 2015/16 |
|   |  | Ensure pharmacy staff are trained or refreshed in level 2 smoking cessation brief intervention training. | Vitality                  | 2015/16 |

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|   |   | Develop referral pathways with all mental health services and providers within Thurrock.<br><br>Develop referral pathways and train staff in level 2 smoking cessation brief intervention training for adult and young person substance misuse services in Thurrock. | Vitality<br><br>Vitality | 2015/16<br><br>2015/16 |
| Workplaces  | Increase in referrals for quit support from local businesses, especially routine and manual employers | Build relationships with businesses and their occupational health departments and offer the stop smoking services for their employees and volunteers   | Vitality                 | 2015/16                |
| <i>(Strand 4 &amp; 5)</i><br>Work with Housing to promote quit support for tenants        | Increase in quitters from LSOA postcodes in quintile 4 & 5 and routine and manual quitters            | Yes, via promotion of Local Stop Smoking Service by housing officers   | Lynette Royal            | 2015/17                |
| Young people  | Increase in referrals for quit support from schools and colleges                                      | Work with schools and colleges to offer cessation services to young people   | Vitality / QUIT          | 2015/16                |
| E-cigarettes:<br>Local Stop Smoking Service to support quitters doing so via e-cigarettes | Increase in people engaging in a quit attempt but using their own e-cigarette                         | Yes  | Vitality                 | 2015/16                |
| <b>Enforcement</b>  |   |  |                          |                        |

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| Reduce illegal tobacco sales  | Increase in number of seizures of illegal and illicit tobacco from our borders and retailers         | Work with Trading Standards to maximise the inclusion of other agencies to reduce illegal sales to minors including, for example, the use of covert cameras with underage volunteers | Border Force / HMRC / Trading Standards      | 2018/19 |
| Promote the Crimestoppers number to the public to report retailers, traders or members of the public who make illegal sales of counterfeit and smuggled products  | Increase in number of seizures of illegal and illicit tobacco from our retailers / traders           | Yes  | Trading Standards & Tobacco Control Alliance | 2015/16 |
| Enforce point of sale regulations, for example, reduction of exposure to tobacco product advertising by enforcing the Tobacco Advertising and Promotion (Point of Sales) Regulations and associated legislation | Regulations adhered to   | Enforcement of tobacco display ban   | Trading Standards                            | 2015-19 |
| Ensure the 'Challenge 25' proof of age scheme is implemented and adhered to   | Scheme adhered to and evidenced via refusal books  | Yes  | Trading Standards                            | 2015-19 |
| <i>(Strand 5)</i><br>Support the ban on adults smoking in cars that carry   | Fewer adults witnessed smoking in their cars while carrying children<br><i>(The latter has since</i> | Via Civil Enforcement Officers issuing fixed penalties where vehicles are stationary and via local marketing   | Tobacco Control Alliance                     | 2015/16 |

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| children and promote pressure on MP's to support this   | <i>been achieved since the regulations were approved by Parliament in February 2015)</i> | to raise awareness of the law change on 01.10.15   |                          |         |
| Work with HM Revenue & Customs to maximise the inclusion of other agencies to reduce the supply of smuggled tobacco products including hand-rolled tobacco and niche tobacco products e.g. shisha | Reduction in amount of illicit and illegal tobacco products available in Thurrock        | Via information sharing of intelligence and coordinated resources to respond to intelligence | Tobacco Control Alliance | 2015-19 |
| Work with Trading Standards to collate greater intelligence on illicit and illegal tobacco  | Successful operations with tobacco detection dogs  | Cost implication regarding tobacco detection dogs  | Tobacco Control Alliance | 2015-19 |