



A Tobacco Plan for Plymouth

Making it Happen

A delivery plan, outlining actions for Plymouth to become healthier and wealthier by reducing the harm caused by tobacco

[NOTE: This is a first draft document currently under development and subject to change in terms of design, format & content. We will look to take advice on how to set up and configure the 'action plan' for public engagement. It has been written to show the Adult Health & Social Care Overview & Scrutiny Panel the template/structure we propose to use to inform their civil leadership]

Vision for 2020

Our vision is for a smokefree Plymouth where future generations are protected from tobacco related harm and live longer, healthier lives.

Tobacco use affects the whole city and smoking kills half of all long term users.

A future free from tobacco use will mean our children will not suffer disability or die early and unnecessarily from illnesses related to smoking.

Contents

Introduction	X
Aspirations	X
Key priorities	X
The Framework (Governance)	X
Plymouth Smokefree Team	X
Executive Summary Action Plan	X
Detailed Action Plan	X
Appendix	X

Introduction

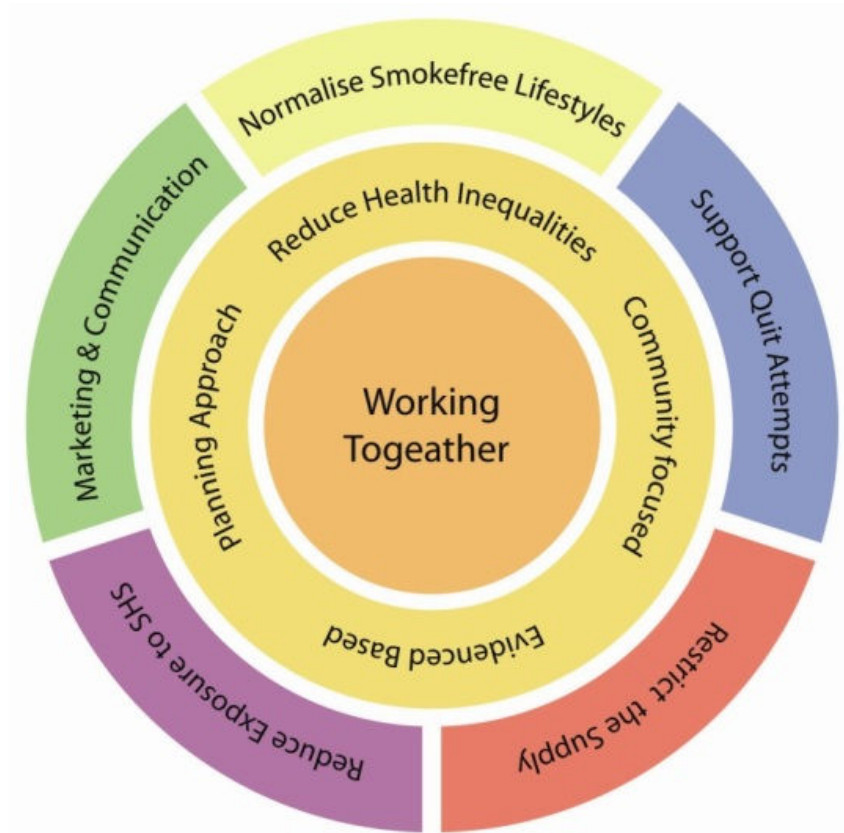
This Delivery Plan follows on from the ‘Tobacco Plan for Plymouth’ and details the actions we will take to reduce the harms caused by tobacco in our city. A priority for the Plymouth 2020 Partnership is to reduce smoking rates.

In order to achieve the goals that we have set for 2020 we have developed a five strand approach for Plymouth. They reflect the international evidence of what works to effectively reduce health inequalities through tobacco control.

With this coordinated approach to tobacco control we will work together to reduce smoking rates in Plymouth.

Work will focus on the following strands:

- 1. Normalise smokefree lifestyles**
- 2. Support people to stop smoking**
- 3. Restrict the supply of tobacco products**
- 4. Reduce exposure to second-hand smoke**
- 5. Marketing & Communications**



Aspirations

The 'Tobacco Plan for Plymouth' outlines the aspirations for 2020 in more detail (see appendix 1). To summarise the aspirations are:

Reducing Smoking Rates

(Baseline 23%)

To reduce rates of adults (aged 18 or over) who smoke in Plymouth to 17.1% by the end of 2020.

Reduce Health Inequalities

(Baseline 32.7%)

To reduce rates of adults (aged 18 or over) who smoke in the fifth most deprived neighbourhoods in Plymouth to 21.8% by the end of 2020.

Pregnant Women & Smoking

(Baseline 18.8%)

To reduce rates of smoking in pregnant women in Plymouth to 10.7% by the end of 2020 (measured at time of giving birth).

Smoking & Children

(Baseline 28.4%)

To reduce the percentage of families with young children (under 5 years old) where one or more parents smoke to 17% by the end of 2020.

Smoking & Children

(Baseline 46.7%)

To reduce rates of regular smoking among 15 year olds in Plymouth to 28%* by the end of 2020.

*We are not confident that the baseline is a true representation of the situation in Plymouth. This Delivery Plan includes actions to review and refresh the intelligence for this indicator and refresh the baseline.

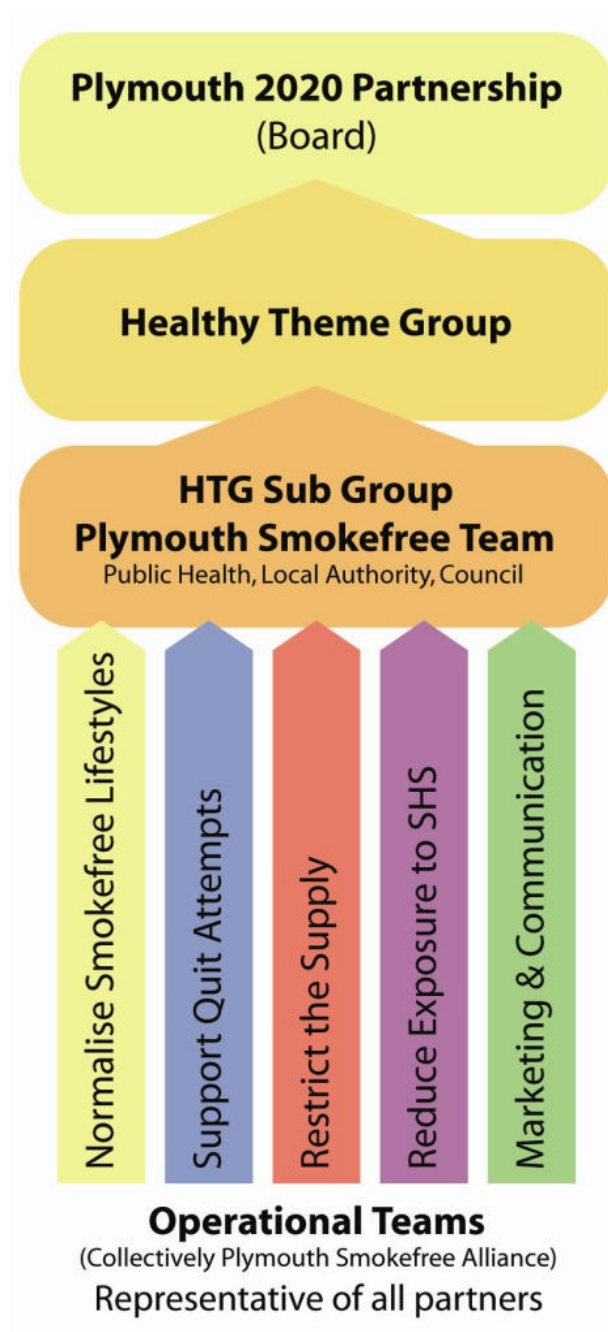
Key Priorities

[NOTE: This section of the document will outline the Key Priorities the 'Plymouth Smokefree Team' will seek to action so that everybody knows where we are putting most of our efforts. We are expecting to highlight these after the public engagement process as we gain a better understanding of what is important to the communities we want to influence and the main concerns of our key partners]

The Framework

The framework for this plan is designed to bring together all the relevant tobacco control work that is delivered across the city. It will provide the structure and accountability for the coordinated and collaborative approach required for effective tobacco control in Plymouth. The operational aspects of the framework will reflect the tobacco plan's five strands with the respective work streams being coordinated by Plymouth Smokefree Team.

A Tobacco Control Framework for Plymouth



Plymouth Smokefree Team

[NOTE: This section of the document will outline the 'Terms of Reference of 'Plymouth Smokefree Team (currently under development) including the role of the group and its membership.

We expect the membership to include senior executives from key partnerships and officers for which tobacco is a central element to their remit.

We would really value the Overview & Scrutiny Panels views on who should be actively involved with this team to ensure delivery.

Central to the team will be responsibilities of

- Social marketing principles (behaviour change)
- Research
- Intelligence management & feedback
- Performance management]

Summary Action Plan

[NOTE: This is just a draft list to get a 'feel' for each of the themes and to identify the definite planned actions. It also is designed to show some of the specific projects we may want to consult on as well as creating a 'space' for partners to contribute their own actions for consideration.

- Clear-cut actions are listed in **BLUE** (we will do these, but happy to take on comments and influence from partners)
- Strong contenders for consultation are listed in **GREEN** (these are areas where we feel it would be significantly beneficial to have partners engage and shape the projects/actions)

We do have other additional (proposed) actions recorded and collected from previous forums. We will use these to help us form the draft 'delivery plan' consultation in such a way as to open up the agenda and invite partners to engage, commit and intrinsically suggest (innovative) actions/projects that they could contribute to. We see this as the most important part of the consultation exercise.

As this is an internal scope/draft the terminology and titles of projects are not necessarily established.

We also want to make additions to this list based on the RHITC evaluation.

Normalise Smokefree lifestyles

Decipher assist project – this is an established project currently seeking commitment of resources and planned for roll out across Plymouth. It is an evidenced based ‘peer support’ programme aimed at year 8 which helps to inform the choice to smoke Vs not to smoke and coaches influential peers on this agenda. It will form part of the comprehensive school based package.

Support plain packaging/display bans – Plymouth Smokefree Team (PST) will advocate and facilitate as the government rolls out plans to introduce plain packaging and display bans.

Routeways Survey – A survey to measure smoking prevalence (and other indicators) in young people, particularly 15 year olds.

Comprehensive school based package – We want to coordinate a package of resources and interventions designed for use by (& in) schools that covers a wide range of ages and approaches. This would include activities suggested by NICE guidance and other innovative projects. It could also include other actions such as test purchasing in the local area.

- Youth advocacy programme - video/art/creative’s/truth campaign
- Resources bank for tobacco control advocates in schools (catalogued)
- School nurse training/package
- Under age sales testing in locality
- Interventions targeting teachers

BI training ‘Plymouth wide’ – A ‘Brief Intervention’ package based on a variety of media, including interactive aspects, designed to raise the understanding of tobacco related issues and tobacco control. This will primarily (but not exclusively) be aimed at the PCT & LA workforce to ‘create’ advocacy and political will as well as dispersing myths and barriers that surround the tobacco agenda.

Influencing Policy – This would include all policy projects e.g. youth workers/school teachers/public sector/workplace/voluntary sector smokefree policy.

Smokefree areas e.g. parks/child areas – The voluntary nomination of community areas where children play/visit to be smokefree.

Tobacco related litter – This would include raising the awareness of issues that surround tobacco litter, including costs etc. It would also address the environmental impact.

Public Sector Staff Advocacy – building on the BI package this would raise the level of advocacy in Public Sector workers. This would be more focused & directed.

Workplace policy and routes to support – This would be a comprehensive support package offered to all private businesses across Plymouth. It would help them shape their internal policies on smoking as well as provide tailored support to help employees stop smoking.

Support People to stop

Provide a Stop Smoking Service – We have a strong, established, well performing smoking cessation service. It will have its own comprehensive, and resourced, action plan that can be referenced here. It is important to note that a lot of work and aspirations to ‘Support People to Stop’ lies in the gift of PSSS. Our consultation would need to be focused on aspects that compliment/lie outside of this. However the consultation does offer an opportunity to enhance this work and build strong relationships/awareness/pathways etc.

- Young People support programme
- Mental Health support programme
- Minority Groups support programme
- Occupational Health scheme (LES)
- Pharmacy scheme (LES)
- Dental Scheme (LES)
- Guidance to ‘cut down’ as policy
- Enhance the pregnancy service
- CO readings at booking/delivery
- Harm reduction approach
- Access to meds
- Access of NRT on wards
- Develop PSSS training NCSCT
- SFSW signage in hospital

DIY quit attempts – the facilitation of ‘mass’ quit attempts done outside of clinical support with improved outcomes – this would need to include the use of meds. Basically actions that encourage people to stop (Robert West toolkit data)

DIY cutting down – the facilitation of harm reduction with improved outcomes – this would need to include the use of meds. We would look to ‘coach’ smokers on how to do this effectively (Robert West toolkit data)

‘Get Fined or Get Support’ – The concept is based on any persons facing the prospect of being ‘fined’ or ‘reprimanded’ for smoking in statutory smokefree site/venue/place (e.g. a taxi driver) being offered the alternative of a Tobacco Control or Smoking Cessation intervention. Fine Vs Support.

Restrict the supply of tobacco

Disrupt the supply of illegal tobacco – trading standards specifically have a remit to do this but we may want to look at opportunities that go beyond the work that they do.

Test purchasing – Trading Standards will continue to do this as planned. This would include education and developmental work with retailers.

Support display ban - PST will advocate and facilitate as the government rolls out plans to introduce the display ban and Trading Standards will enforce compliance as standard.

Vending machines – Facilitate and enforce compliance of the removal of vending machine as planned.

Police Powers – As we understand it, the police currently have powers to confiscate tobacco in certain situations. PST will appropriately approach & explore options with the Police to use this power effectively.

Intelligence and flow of information – Trading Standards rely on intelligence and information to inform Tobacco enforcement and compliance activity. We would like to explore opportunities to enhance the quality and flow of such information across all partners and bodies in Plymouth (& Nationally).

Routes to Tobacco – young people obtain tobacco via a number of routes (Parents/Friends etc). We would look to scope all current evidence of how this is happening in Plymouth and look for opportunities to restrict these routes if appropriate. How can we help parents in restricting such a supply to their children?

Reduce exposure to second hand smoke

Ensure compliance with Health Act – As planned by Trading Standards, standard practice.

Smokefree Homes - Project roll out for a wider campaign with developed resources to promote smokefree homes by moving the smoke outside.

Smokefree Cars – The development of a campaign to highlight the dangers and change behaviours of smoking in the car when children are involved.

Housing Association – Can we influence practice around housing association activity (and other landlords) to embed smokefree premises/practice. This could include regeneration activities.

Major Outdoor Events (such as Fireworks display) – what influence could we have on organisation of major events in Plymouth and the requirement for them to be smokefree?

Home-visiting Professionals – Any professional that works in the private homes of Plymouth residence (e.g. Social Care/Community Midwife/Health Visitor) could be trained as Tobacco Control advocates.

Public Entrances – could we influence behaviour of smokers who congregate around entrances to the Hospital/Work places/Pubs etc.

Pets & Second-hand Smoke – Can we influence the behaviour of smoking around pets and the protection of pets against SHS. (Would need to pull together a robust evidence base).

Marketing and Communications

Specific Marketing Projects – (e.g. Reducing the demand for illegal Tobacco) We plan to deliver a range of marketing campaigns and projects to support aspects of the Tobacco Plan. They will be based on Social Marketing Principles and will respond to areas of greatest priority/need.

Small Grants Scheme – This is a scheme designed to encourage small Tobacco Control projects across all partners (Funded by the RHITC). We could use the consultation to advertise this facility or may consider running it in parallel with the consultation to encourage engagement.

No Smoking Day – Annual event, how can we make the best use of this to maximise exposure of the TC agenda or smoking cessation?

Tobacco Control Advocates – what is the best way to create and support TC advocates in the public and voluntary sectors?

Detailed Action Plan

[NOTE: This part of the document will be presented in the typical 'action plan' format. It is expected to reflect the format of the 'HEALTH INEQUALITIES ACTION PLAN'. It will also be a live, evolving document effectively used by each corresponding operational themes/teams.]

Please see **Draft Illustration** on the next page for an example of the layout and format.

Tobacco Plan Objective: Restrict the supply of tobacco products

What will we do? (actions)	Who will do it? (suggested partners)	What steps will we take? (Milestones)	Who are we aiming to work with? (Target audience)	How much will it cost? (£)	How will we measure success? (Targets)	Goal	Outcome	When will we do it by? (suggested timeframe)
3. Disrupt the supply of illegal tobacco	PPS Police HMRC	Establish intel streams Collate intel Seize illegal tobacco Take appropriate legal action	People who buy cheap tobacco	£38k / yr	8 operations		Reduced reported use of cheap tobacco	Mar 2012
4. Carry out Under Aged Sales test purchasing operations and take appropriate legal action	PPS	Survey Educational visits TP op Enforcement action	Retailers of tobacco	Within PPS mainstream budget	50 surveys 75 75 As per			Mar 2012
5. Encourage retailers to remove tobacco from display from sale								

Appendix 1: Summary of Outcomes

Reducing Smoking Rates

1. To reduce rates of **adult smoking** in Plymouth by **25.5%** by 2020 from the 2010 baseline. This equates to a reduction from 23% in 2009/10 to 17.1% in 2019/20

This will be based on the Integrated Household Survey, Office of National Statistics.

Current Local Position	23.0%
Current National Position	21.2%
Goal for 2020	17.1%

Reduce health inequalities

2. To reduce rates of adult smoking in Plymouth by **33.3%** by 2020 in the fifth most deprived neighbourhoods from the 2010 baseline.

This will be based on the 'Index of Multiple Deprivation 2010' (currently using IMD2007) and the 'Public Health Sentinel' data set. (Proxy measure).

Current Local Position	32.7%
Current National Position ³¹	30%
Goal for 2020	21.8%

Pregnant Women & Smoking

3. To reduce the rates of smoking in pregnant women in Plymouth by **42.9%** by 2020 from the 2010 baseline.

This will be based on 'Smoking at Time of Delivery' SATOD – Protos Data from Plymouth Hospitals NHS Trust.

Current Local Position	18.8%
Current National Position ⁵	14.0%
Goal for 2020	10.7%

Smoking & Children

4. To reduce the percentage of families with young children (<5yrs) where one or more parents smoke by **40%** by 2020 from the 2010 baseline.

This will be based on the local survey of Health Visitor caseloads (recorded every 2 years – proxy measure)

Current Local Position	28.4%
Current National Position	Unknown
Goal for 2020	17.0%

5. To reduce the rates of smoking in 15-year-olds in Plymouth by **40%** by 2020 from the 2010 baseline.

Current Local Position¹⁴	46.7%
Current National Position ¹⁵	15%
Goal for 2020	28%