

# Creating Conditions for Success

The pathway to a system-wide tobacco control programme

## Building Blocks for Success

- 7. Local voices to convey the message
- 6. Local data on progress to smokefree 2030
- 5. A single or shared funding source
- 4. A compelling story about local need
- 3. ASH's key tools
- 2. A core coalition to drive action
- 1. An ICB lead to build momentum

## Stages of Development

### 1. Building the argument

- Demonstrate alignment with key clinical agendas using Core20PLUS5 Framework
- Gather a core coalition (local directors of public health, tobacco control leads, OHID regional leads) to agree on an approach
- Understand the level of funding needed for a viable regional collaboration
- Quantify the gap between your current position and smokefree 2030

### 2. Making the case

- Establish/negotiate the funding source
- Present the case through bilateral meetings with key stakeholders
- Convene a steering group of wider stakeholders (or build into an existing workstream)
- Write a compelling business case – evidence base, financial resources needed, projected impact to the population and the NHS

### 3. Laying the foundations

- Present the business case to secure funding and executive approval
- Hold a launch event to bring people into the vision
- Write a plan for the first two years of the collaboration
- Agree the governance, including any partnership agreements between funding agencies
- Recruit to the key roles within the collaboration

