**Mapping template for local authority tobacco control activity**

This template is intended to be used to facilitate discussions with local authority tobacco control leads within the proposed systemwide programme to understand existing delivery and the priorities of the different places. This should be conducted with the support of local Directors of Public Health and collated by someone centrally, for example, within an Integrated Care Board (ICB), the Office of Health Improvement and Disparities (OHID), or held by one local authority on behalf of the others, depending on existing relationship and structures in the area.

You could also consider requesting that the local authorities conduct a [CLeaR assessment](https://www.gov.uk/government/publications/clear-local-tobacco-control-assessment).

The ASH [Local Alliances Roadmap](https://ash.org.uk/resources/local-toolkit/comprehensive-tobacco-control-guidance/local-alliances-roadmap) provides more information about tobacco alliances, which can help to benchmark their effectiveness.

NHS delivery should be captured through a separate process.

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| **Local authority** |
| Tobacco lead/person spoken to |  |  |  |  |  |  |
| Local stop smoking services |
| Description of service |  |  |  |  |  |  |
| Pathways with NHS providers  |  |  |  |  |  |  |
| Mode of delivery including ratio of in person to remote |  |  |   |   |  |  |
| Do you do carbon monoxide (CO) monitoring? |  |  |  |  |  |  |
| Types of Nicotine Replacement Therapy (NRT) provided and duration they are provided for |  |  |  |   |  |  |
| Are e-cigarettes offered as quit aids? |  |  |  |  |   |  |
| Pharmacotherapy offer (when available) |  |  |  |  |  |  |
| Level of training of staff |  |  |  |  |  |  |
| Is there a specialist maternity service? |  |  |  |  |  |  |
| Do you offer a programme of financial incentives in pregnancy?  |  |  |  |  |  |  |
| Numbers of referrals, quit dates set and quits per year  |  |  |  |  |   |  |
| Stop smoking system working |
| Who is being trained in Very Brief Advice (VBA)? |  |  |  |  |  |  |
| Is VBA being used outside of Stop Smoking Services (SSS)? |  |  |  |  |  |  |
| Is the impact of VBA training monitored? |  |  |  |  |  |  |
| Wider tobacco control activities |
| Do you do any reactive PR and proactive PR? * Who does this?
* Is this earned or paid for?
 |  |  |  |   |  |  |
| Do you do any mass media communications campaigns?* What channels do you use?
* Do you collaborate with others on this?
 |  |  |  |  |  |  |
| Do you do any other communications activity e.g. internal resources, cascade through partners etc.? |  |  |  |  |  |  |
| Do you do any work with trading standards (you can explore this directly with trading standards, if appropriate, using the table below) |  |  |  |   |  |  |
| How much public health time is allocated to tobacco control? |  |  |  |  |  |  |
| What is spent on tobacco control outside commissioned stop smoking services? |  |  |  |  |  |  |
| Do you do any work policy work e.g. smokefree places? |  |  |   |  |  |  |
| What else is done outside of commissioned stop smoking services? |  |  |  |  |  |  |
| Partnership working and alliances |
| What partnerships do you have?  |  |  |  |   |  |  |
| Do you have a tobacco control alliance? |  |  |  |  |  |  |
| Does the alliance have a key focus? |  |  |  |  |  |  |
| Ambitions for a regional/systemwide programme |
| What do you want to see being done at scale across the system/region? |  |  |  |  |  |  |

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| **Trading standards** |
| Model of trading standards in the local authority. Is there a designated person for tobacco enforcement? |  |  |  |  |  |  |
| What sort of activities do you do on tobacco? |  |  |  |  |  |  |
| Are there any challenges in enforcement? |  |  |  |  |  |  |
| Any cooperation with the rest of the region? |  |  |  |  |  |  |
| What potential can you see for cooperation across a wider footprint? |  |  |  |  |  |  |