

Smoke Free Newcastle Delivery Action Plan on a Page 2019-20

Vision: Newcastle children born today will live a smoke free life. Our aspiration is that adult smoking prevalence in Newcastle will be 5% or lower by 2030. Additionally; by 2025 no more than 5% of pregnant women will smoke at the time of their giving birth; no more than 5% of those in routine and manual groups will smoke by 2025; and no more than 5% of 11-15 year olds will smoke by 2020. We shall work in partnership using an evidence-based approach to do this.

Building infrastructure, skills and capacity

- Comprehensive evidence-based continuous improvement plan in place regularly monitored
- Compliance with 'Declaration on Tobacco Control' (NCC) and 'NHS Smoke Free pledge' (NHS)
- Implement national tobacco control plan

Reducing Availability and Supply

- Monitor compliance with age of sale legislation
- Intelligence led illicit tobacco activity
- Support regional and national illegal tobacco programmes

Tobacco Regulation and Reducing Tobacco Promotion

- Enforce legislation in relation to tobacco advertising, brand sharing, point of sale and EUTPD directive (including standardised packaging)
- Advocate for new regulatory measures on tobacco products e.g. licensing of tobacco products.

Reducing Exposure to Secondhand Smoke

- Monitor compliance with Health Act 2006
- Frontline staff delivering VBA on reducing children exposure to SHS
- Develop the smoke free outdoor areas initiative with smoke free school /children's centre gates, smoke free parks and playgrounds.
- Implement bespoke VBA training for BAME frontline staff.
- Identify smoke free BAME champions
- Develop a smoking in the home programme with key housing providers.

Stop Smoking Services

- Provide specialist stop smoking support across range of priority settings/ groups e.g. maternity services, pharmacy, community outlets, mental health, BAME communities
- Embed all outpatient pathways for specialist stop smoking support.
- Increase businesses involved in Better Health at Work Award
- Implement NICE secondary care guidance for a 'smoke free NHS'.
- Review and develop the NTW smoke free policy
- Promote harm minimisation approaches with e – cigarettes
- Develop a BAME community smoke free champions programme.
- Increase workforce capacity to deliver stop smoking interventions (CPD)

Media, Communications and Education

- Promote campaigns locally e.g. Stoptober, 16 cancers, smoke free families, illicit tobacco, health harms.
- PR
- Develop and improve communication with BAME communities.
- Improve quality of tobacco education in schools via CPD
- Advocacy
- Targeted fire prevention programmes

Research, Monitoring and Evaluation

- Track PH intelligence on smoking
- Analyse and disseminate the results relating to smoking from the health-related behaviour survey 2019 and use to inform planning.
- Monitor performance
- Collaborate on smoking related research