

Berkshire West | Tobacco Control Plan | 2021-2023



“Bringing together partners to support and promote opportunities to work effectively together to reduce the impact of tobacco on individuals and communities”



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Our vision is to bring together partners to support and promote opportunities to work effectively together to reduce the impact of tobacco on individuals and communities.

In order to take the agenda forward this delivery plan sets out a clear vision for tobacco harm reduction in Berkshire West. This consists of targets and aspirations aimed at:

- Stopping the inflow of young people recruited as smokers
- Motivating and assisting every smoker to stop their dependence on tobacco
- Protecting families and communities from tobacco related harm
- Supporting effective enforcement



Partnership working formalises commitments to the tobacco control agenda. It can also add value to existing activity by providing an opportunity to exchange information, guide work, collaboration and evaluating and sharing this work, in addition to developing new activity to take forward across the alliance area. It brings together different expertise that can contribute to wider learning and understanding of the tobacco control agenda.

A holistic approach is taken to the discharge of our responsibilities relating to the control of tobacco products. The approach includes:

- Proactive and reactive enforcement
- Health promotion and awareness campaign with retailers and the wider community
- Comprehensive education programme with and for young people

The Alliance have successfully used a partnership approach involving the NHS, HM Revenue & Customs, local school improvement teams and youth focused charities and community groups & RBFERS.

The Tobacco Control Alliance Aim

Reduce the harm caused by tobacco use.

Our mission statement is

“To protect Berkshire West communities from tobacco related harm through education and enforcement”



The Alliance partners seek to:

- Prevent young people in Berkshire West from trying smoking.
- Support every smoker to quit by promoting local stop smoking services and key behaviour changes messages.
- Support work that eliminates variation in smoking rates with vulnerable groups and groups where smoking prevalence is highest.
- To offer support and advice on smoke free policies and best practice.
- To promote local and national campaigns which aim to minimise harm to both smokers and others.
- To work with partners to act as ‘exemplars’ for creating supportive smoke-free environments and workplaces.
- To continue to support and promote understanding of the impact of tobacco on health and health inequalities and seek commitment from others to support change.
- To promote the positive outcomes of enforcement activities and to continue to raise awareness of the impact of illegal tobacco on communities.
- To work with partners to share good practice and tobacco related intelligence so that it may be acted upon.
- To support and an empower communities to reduce the harm caused by tobacco.

Objectives

To bring together key partners to achieve a greater impact in implementing a shared action plan:

1. To provide support in reducing inequalities, so emphasis on support to target groups.
2. Prevent and reduce the uptake of smoking among young people
3. Assist every smoker to quit
4. Provide educational support to protect families and communities from tobacco related harm



Reporting arrangements and governance

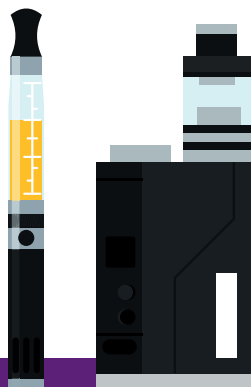
Share good practice and to actively respond to consultations on tobacco control. Members of the Alliance will continue to be supported through their own organisations reporting arrangement and governance – however the Alliance will jointly ensure there is a clear action plan published and made publicly available. This will be updated quarterly and outcomes will be reported to the following:

1. Public Protection managers
2. The Health and Wellbeing Boards for each Unitary Authority via Public Health consultants/lead officers and into the new joint HWB strategy
3. Regional Tobacco Control teams
4. Frequency of Meetings: **Quarterly**

Governing Principles of the Alliance

The Governing Principles of the Alliance are as follows:

- Work in partnership
- Gather, share and/or use the full range of data to inform tobacco control work
- Use tobacco control to help tackle health inequalities
- Deliver consistent, coherent and coordinated communication
- Support the provision of an integrated stop smoking approach to support local need
- Build and sustain capacity in tobacco control
- Tackle cheap and illicit tobacco
- Influence change through advocacy
- Prevent young people from becoming tobacco dependent or support them to become tobacco free
- Advocate and promote smoke free spaces and environment
- Provide support and guidance regarding NRT and electronic cigarette provisions.



“To assist every smoker to quit”



Local Delivery Plan to support National Delivery ambition

1. Prevention First, A smoke free generation

- Provide all secondary schools in Berkshire West with Public Health England [PHE] Rise Above Tobacco resource links
- Offer and provide smoking related health presentations in targeted schools
- Carry out annual attitudinal survey in targeted secondary schools-pupils attitude to smoking and drinking
- Collate and analyse the results of the survey and publish annually, use the data for prioritising test purchase operation sites, and to assist with targeted projects areas.
- Promote Very Brief Advice [VBA] training to key health professionals e.g. school nurses, Personal, Social and Health Education [PSHE] staff and frontline youth services staff.
- Support schools providing Young Health Champions peer mentors within the school. The support could be in the form of course tutoring/Proceeds Of Crime Act (POCA) payment of course material and/or becoming a registered centre for the Royal Society of Public Health [RSPH] accredited course.
- Review sanctions for tobacco retailers breaking laws designed to protect young people.
- Look to provide training regarding impact of underage sales and sales of illegal tobacco products to magistrate panels etc. providing information regarding the impact of tobacco crime and provide sentencing guidance.

- Provide Responsible Retailer Training to all independent tobacco retailers, with an emphasis on those not meeting the test purchase operations criteria.

2. Stamping out inequality and eliminating variance in smoking rates

- Support national prevalence estimates but capturing and using local data/intelligence to help inform partners i.e. annual school survey results, evaluation/survey's from school session and other targeted work;
- Identify smoking variance in local smoking rates –use PHE fingertip data and local data sets.
- Identify and work with wider community partners to support with key messages and localise approaches to tobacco control.
- Ensure there is work which focuses on reducing harm from second hand smoke and other novel tobacco products.
- To scope out work which responds to emerging tobacco/nicotine market i.e. sales of e-cigarettes..
- To work with partners to identify opportunities to focus resource and support in local areas/target groups where evidence shows high prevalence/risk of harm.
- To support and promote targeted intervention: ie. smoke free homes to those in rental accommodation.
- Support work with maternity services to implement smoke free policies and train relevant staff on use of CO monitors and brief intervention programme
- To promote and support local Mental Health Trust in their delivery of smoke free trust; Identifying opportunities for closer partner working.

- To support Royal Berkshire Fire & Rescue Service in the delivery of their Smoke free homes work
- To support local Trusts and commissioners in the provision of CO Monitoring use and practice within pre and post-natal and promote local referral pathways into stop smoking services
- Work towards ensuring all CO results are recorded in MSDS (maternity services data sets).
- Smoke free work with Mental Health Services-training staff as brief intervention advisors.
- Support and promote the implementation of NICE guidance and emerging UK Tobacco legislation following Brexit.
- To support and promote national and local campaigns.
- To support with Making Every Contact Count initiatives and training focusing on frontline-social care and health staff and settings
- To promote the value of Very Brief Advice training to all staff.

3. Supporting all smokers to quit

Whilst reaching every smoker is important and will be the main focus, we know that there are significant variations of smoking rates in some of our communities. This has been recognised in the national plan and therefore the Alliance will support this by focusing resource and work on target groups, including:

- 1. Those with a mental health condition;**
- 2. Pregnant women and their partners;**
- 3. Routine and manual workers; and**
- 4. Black, Asian and minority ethnic communities.**

- The Alliance will collaborate to identify and report on ways in which we are providing additional support to these 4 target groups – for example the work we have done with routine and manual workers on smoke free homes - The Whole 9 yards project, work with local hospital neo and post- natal work and work with staff at Prospect Park Hospital.
- The Alliance will also report on numbers of quitters in each area and report back on work through the local and national campaigns- for example -Stoptober National No Smoking Week, New Year’s resolutions. Running a publicity campaign regarding best practice quit attempts-combination of medication and behavioural support.
- Look to finding and supporting smoke free local places champions.
- Campaign work regarding health harm of smoking in public buildings -GP surgery screens/library screens and public access screens in UA areas.

4. Evidence based innovation

- Monitor impact of e cigarettes and other novel tobacco products and share emerging evidence to help inform local work;
- Provide smokers and the public with clear evidence based accurate information on these products and the harm/effect they may pose to those using them.
- Stop at The Stop campaigns - with publicity support from Reading Buses and access to screens in Local Authority reception areas.
- CLear Peer Assessment report to be provided.

- Contribute to regional and national evidence base through the evaluation of local work/projects and sharing of best practice with other regional and national tobacco control leads.
- Proactively contribute to tobacco control agenda either through local responses to consultations or requests from Public Health England, NHS or Action on Smoking and Health for shared experience or local evidence.

5. A smoke free NHS and public places

- Supporting local NHS settings to help smokers using, visiting and working in the NHS to quit smoking.
- Provide a project report on work done to date regarding the Stop before the Op work and review requirement of other NHS related relevant projects.
- Support smoke free public places - implement smoke free play parks and gather/assess public opinion smoke free main streets and at bus/train station concourses in Newbury, Reading, Wokingham and Woodley town centre.

6. Effective enforcement

- Investigate the data sources and intelligence data base information to comprehensively evaluate policies and services regarding smoking related ill health, support services and smoking products
- Illegal tobacco test purchases, follow up on intel
- Provide a single source illegal tobacco report line

- Under age sales-test purchase operations using volunteers under the age of 18.
- Review the impact of the new tobacco regulations
- Review any effect of exit from EU.
- Limit direct contact with tobacco industry and maximise transparency between government and the tobacco industry.

