

DH, RTPM and WMTCN Actions from Draft Delivery Plan for Tobacco Control and Smoking Cessation in the West Midlands

This ‘work in progress’ document attempts to summarise the feedback from the meeting held in Birmingham on 15th April and in addition applies a lead person and timescale to actions. In some cases duplicate/similar entries have been removed.

Some entries are speculative proposals requiring further discussion. Comments welcome especially on missing information and/or leads and timescales.

<p>KEY TC – Tobacco Control; TCC – Tobacco control Coordinator; SC – Smoking Cessation; SCC – Smoking Cessation Coordinator; LSSS – Local Stop Smoking Service; TCA – Tobacco Control Alliance; RTPM – Regional Tobacco Policy Manager; DH – Department of Health; WMTCN – West Midlands Tobacco Control Network; DsPH – Directors of Public Health; PCT – Primary Care Trust; LA – Local Authority; SHA – Strategic Health Authority; HT – Hospital Trusts; SF – Smoke Free; R&C – Revenue and Customs; GO-COMS – Government Office Public Health Group Communications; RHP – Regional Health Partnership S&PL – Smoking and Pregnancy Lead NSD – No Smoking Day HRTGG – ‘Hard to reach Group’ Group TSA – Trading Standards Authorities</p>

Big Win No 1 – Support for Smoking Cessation

“More accessible and responsive stop smoking services, wider availability of nicotine replacement therapy, particularly to manual groups. Use of new technology, for example, electronic booking targeted support for NHS employees”.

General Comments

<u>ACTIONS</u>	<u>BY WHO ORGANISATION/PERSON</u>	<u>TIMESCALE</u>
<p><u>Local</u></p> <ul style="list-style-type: none"> Health Trainers (when employed) will need to be skilled to offer support to people who want to give up smoking and can work with special groups eg homeless. (NOTE: BBCSHA are one of the pilot sites) 	<p>RTPM (or nominee from WMTCN) to initiate discussions where appropriate</p> <p>LSSS to make local connections</p>	<p>TBC (when Health Trainers Scheme develops)</p> <p>Ongoing</p>

<u>ACTIONS</u>	<u>BY WHO ORGANISATION/PERSON</u>	<u>TIMESCALE</u>
<ul style="list-style-type: none"> To share what works in different settings through the regional network. 	RTPM to organise regular best practice sessions/training	Ongoing – at least twice per year in addition to WMTCN meetings
<ul style="list-style-type: none"> To agree general standards around competencies and advice on level 1, 2 and 3 training. 	WMTCN sub group	September 2005
<ul style="list-style-type: none"> To work with the Commissioners of training programmes for professional staff to ensure that tobacco control/smoking cessation training is a mandatory. Should be part of core training for midwives, health visitors etc. 	RTPM and SCC/TCCs	Ongoing

Clinical Assessments

“We are also working towards embedding an offer to stop smoking advice as part of clinical assessments in surgical care pathways from 2006”.

<u>ACTIONS</u>	<u>BY WHO ORGANISATION/PERSON</u>	<u>TIMESCALE</u>
<u>National/Regional/SHA Action</u> <ul style="list-style-type: none">Nationally to review the GP contract to see what could be included on the requirement for pre-op referral to stop smoking services.	RTPM to raise with DH	Sept 2005
<ul style="list-style-type: none">To run a national campaign supported by regional and local action on “Stop before your op” campaign – with shared resources.	RTPM to approach DH Comms team	Sept 2005
<ul style="list-style-type: none">Preparation of literature for patients admitted to hospital on the benefits of quitting how to access help – which could be replicated across services.	Selected LSSSs (via WMTCN)	November 2005

Choose and Book System

“As part of improving access and availability of tailored help to smokers wanting to quit we will, from 2006, offer NHS stop smoking services on the new “choose and book” system.

<u>ACTIONS</u>	<u>BY WHO ORGANISATION/PERSON</u>	<u>TIMESCALE</u>
<u>Local</u> <ul style="list-style-type: none">• Reorientation of services to cope with “Choose and Book”.	SCCs (via WMTCN support)	Ongoing (LSSSs to include in strategy for 2005-7).
<u>National/Regional/SHA Action</u> <ul style="list-style-type: none">• National taskforce of trainers to train people on how to implement “Choose and Book”.	RTPM to raise with DH.	Sept 2005

Establish a National Task Force

“We will establish a national taskforce to help increase the effectiveness and efficiency of the NHS Stop Smoking Services. On-going progress will be assessed against national standards”.

<u>National/Regional/SHA Action</u> <ul style="list-style-type: none">• Participate in National Task Force as required and disseminate information/actions.	RTPM.	Ongoing (from set up of task force)
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Identify and Disseminate Good Practice

“We will identify and share good practice on what works through the regional tobacco control managers and the NHS”.

<u>ACTIONS</u>	<u>BY WHO ORGANISATION/PERSON</u>	<u>TIMESCALE</u>
<p><u>Local</u></p> <ul style="list-style-type: none"> Develop strategies to ensure practitioners feed good practice to identified lead for dissemination across the country/region/locality eg national/local website, newsletter. 	RTPM/WMTCN	Ongoing
<ul style="list-style-type: none"> Identify “good practice” with SHAs. 	RTPMs/SHA leads/SCCs/Pharmaceuticals	Ongoing
<p><u>National/Regional</u></p> <ul style="list-style-type: none"> Share good practice models on tobacco control and smoking cessation in the different settings. This may require different events/networks eg smoking in pregnancy, young people, hard to reach groups etc. 	RTPMs	Ongoing
<ul style="list-style-type: none"> Disseminate the learning from the national workshop on 30 September 2004 to Local Stop Smoking Services and other key personnel (eg DsPH). 	RTPM	Sept 2005
<ul style="list-style-type: none"> Outcome/report from Birmingham University survey shared through regional tobacco network to share good practice. 	RTPM/Birmingham University	Oct 2005 – final reports

<u>ACTIONS</u>	<u>BY WHO ORGANISATION/PERSON</u>	<u>TIMESCALE</u>
<ul style="list-style-type: none"> Contribute to NICE consultation on cessation issues and implement subsequent advice as appropriate. 	RTPM/Regional NICE representative/local registered stakeholders	June 2005 – October 2006
<ul style="list-style-type: none"> Utilise Tobacco Control Centre's local position and expertise. 	RTPM	Training days to be delivered October- December 2005.
<ul style="list-style-type: none"> Database of protocols for eg running groups, youth programmes – electronic library, surgical pathways shared through the regional tobacco control network. 	WMTCN	Ongoing

Partnerships with Manufacturers of NRT

“We have a well-established partnership with the manufacturers of NRT, who have an important role in public health and in the promotion of therapies. In 2003, we agreed an innovative deal with the companies involved, under which they provide free NRT patches to PCTs in recognition of the increased investment the NHS is making in stop smoking products. This arrangement will increase the resources available to the NHS to help even more smokers quit”.

<u>ACTIONS</u>	<u>BY WHO ORGANISATION/PERSON</u>	<u>TIMESCALE</u>
<u>Local</u>		
<ul style="list-style-type: none"> Protocol for working with the manufacturers of NRT. 	RTPM	October 2005
<ul style="list-style-type: none"> Training from pharmaceutical companies including funding of guest speakers. 	RTPM/Pharmaceuticals	Branding and Marketing event – September 2005
<ul style="list-style-type: none"> Share good practice (two-way information) 	WMTCN	Ongoing

<u>ACTIONS</u>	<u>BY WHO ORGANISATION/PERSON</u>	<u>TIMESCALE</u>
<u>National/Regional</u> <ul style="list-style-type: none"> Advise on best use of NRT rebate scheme product . 	RTPM	Ongoing (presentation to WMTCN Sept 2005)

Access to NRT

“The companies have publicly committed to look at new and innovative ways of making NRT more widely available. They are currently discussing with the Medicines and Healthcare products Regulatory Agency (MHRA) the licensing restrictions around NRT, and are looking at wider access issues and other ways to promote the use of NRT including: raising awareness among healthcare and related professions by committing resource to that work, new media campaigns, developing new and innovative therapies, promotion of therapies through a wider choice of outlets, and encouraging retailers to allocate more space for stop smoking therapy products and space alongside cigarettes.”

<u>ACTIONS</u>	<u>BY WHO ORGANISATION/PERSON</u>	<u>TIMESCALE</u>
<u>National/Regional Action</u> <ul style="list-style-type: none"> National standards for consultation and GPs to prescribe widely. 	RTPM through DH	TBC

<u>ACTIONS</u>	<u>BY WHO ORGANISATION/PERSON</u>	<u>TIMESCALE</u>
<ul style="list-style-type: none"> Investigate viability of National agreement with DH and supermarket chains (similar to rebate scheme). 	RTPM through DH	TBC
<ul style="list-style-type: none"> How to market NRT with “seal of approval” eg British Heart Foundation and Flora. 	TBC	TBC
<ul style="list-style-type: none"> Make NRT more available – eg wherever there are cigarettes. 	DH in discussion	Autumn 2005
<ul style="list-style-type: none"> Licensing – more accessible for young people and pregnant women. 	DH/MRHA	Ongoing
<ul style="list-style-type: none"> Gantries to display helplines as well as health warning. 	RTPM through DH	TBC

Big Win No 2 – Reducing Exposure to Second Hand Smoke

“We intend to shift the balance significantly in favour of smoke-free environments. Subject to parliamentary timetables, we propose to regulate, with legislation where necessary, in order to ensure that:

- **all enclosed public places and workplaces (other than licensed premises which are dealt with below) will be smoke-free; and**
- **licensed premises will be treated as follows:**
 - **All restaurants will be smoke-free;**
 - **All pubs and bars preparing and serving food will be smoke-free;**
- **Other pubs and bars will be free to choose whether to allow smoking or to be smoke-free; and**
- **In membership clubs the members will be free to choose whether to allow smoking or to be smoke-free;**
- **Smoking in the bar area will be prohibited everywhere.**

NB: Details are subject to consultation as outlined in Chapter 4 of Choosing Health.

We intend to introduce smoke-free places through a staged-approach:

- **By the end of 2006, all government departments and the NHS will be smoke-free;**
- **By the end of 2007, all enclosed public places and workplaces, other than licensed premises (and those specifically exempted) will, subject to legislation, be smoke-free;**
- **By the end of 2008, arrangements for licensed premises will be in place.**

We will use the intervening period of time to consult widely in the process of drawing up the detailed legislation including on the special arrangements needed for regulating smoking in certain establishments – such as hospices, prisons, or long-stay residential care. In implementing this policy there are also a range of practical issues that will need to be addressed – we will need to consult, for example, with schools and other institutions on how best to give practical effect to this policy, as well as people who do not follow the law.

Leading by Example

“Recognising the importance of leading by example we, as central government, want to end all smoking in all our enclosed workplaces by 2006. We will be consulting with staff and unions on how to put this into practice. The Health Development Agency will shortly publish guidance for NHS organisations on provision of smoke-free buildings to protect staff, patients and others from health risks of second-hand smoke. A joint DH and Royal College of Nursing campaign will ensure that nurses are at the forefront of a smoke-free NHS by providing personalised support for nurses wanting to stop, an award for the team that quits, a dedicated helpline for nurses, better access to NRT, new self-help materials for nurses, a checklist for Directors of Nursing on how to help nurses to quit, and learning materials for student nurses.”

<u>ACTIONS</u>	<u>BY WHO ORGANISATION/PERSON</u>	<u>TIMESCALE</u>
<u>Local</u> <ul style="list-style-type: none"> Develop Smoke Free home visit protocols. 	WMTCN	Autumn 2005
<u>National/Regional Action</u> <ul style="list-style-type: none"> Regional/SHA action on smoke free NHS and mental health organisations and other difficult areas. 	RTPM/WMTCN/SHAs/TCCC	Ongoing (deadlines vary for each trust)
<ul style="list-style-type: none"> Sharing good practice – policies, protocols, etc 	WMTCN	Ongoing
<ul style="list-style-type: none"> Strategic directive for each of the bodies that oversee Government departments, LAs, NHS Trusts. 	RTPM	Ongoing

Better Support for Nurses

“A joint DH and Royal College of Nursing campaign will ensure that nurses are at the forefront of a smoke-free NHS by providing personalised support for nurses wanting to stop, an award for the team that quits, a dedicated helpline for nurses, better access to NRT, new self-help materials for nurses, a checklist for Directors of Nursing on how to help nurses to quit, and learning materials for student nurses”.

<u>ACTIONS</u>	<u>BY WHO ORGANISATION/PERSON</u>	<u>TIMESCALE</u>
<u>National/Regional Action</u> <ul style="list-style-type: none">• RCN information to all registered nurses, also to stop smoking services.	RCN/RTPM (on steering group)	Launch January

Big Win No 3 - Reducing Tobacco Advertising and Promotion

“By the end of the year, the size of tobacco advertising still allowed in shops will be restricted to a total area the size of an A5 piece of paper – a third of which will be a health warning featuring the NHS Smoking Line number, and in 2005 we will end internet advertising and brand-sharing (using a non-tobacco product [to promote a tobacco product]) in the UK. We believe that picture warnings on tobacco products could play a powerful role in any campaign to reduce the number of smokers and we will consult on how to use them most effectively when the European Commission publishes its final proposals.”

<u>ACTIONS</u>	<u>BY WHO ORGANISATION/PERSON</u>	<u>TIMESCALE</u>
<u>National/Regional Action</u> <ul style="list-style-type: none">• Ensure regular updates and collaboration at regional level with Trading Standards Authorities	RTPM	Ongoing
<ul style="list-style-type: none">• Engage in consultation process for new picture warnings	RTPM/WMTCN	TBC (?October 2005)

Big Win No 4 - National Smoking Communication Campaigns and Education

“Smoking – a boosted campaign to reduce smoking rates and motivate smokers in different groups to quit; supported by clear and comprehensive information about health risks, reasons not to smoke, and access to NHS support to quit; including Stop Smoking Services and nicotine replacement therapy”.

<u>ACTIONS</u>	<u>BY WHO ORGANISATION/PERSON</u>	<u>TIMESCALE</u>
<u>National/Regional</u>		
<ul style="list-style-type: none"> Targeted media for different groups. 	DH/WMTCN/GO-COMMS	TBC
<ul style="list-style-type: none"> Support for National Campaign including regular updates at WMTCN and training 	RTPM/DH/GO-COMMS	Marketing Training 14 th September Other actions ongoing
<ul style="list-style-type: none"> Specific strategies for different groups/topics. 	DH/WMTCN/GO-COMMS	TBC
<ul style="list-style-type: none"> More adverts about empowering people to speak up. 	DH	TBC
<ul style="list-style-type: none"> National specific campaigns and guidance on how to access hard to reach groups. 	DH/RTPM/WMTCN/GO-COMMS	Ongoing

<u>ACTIONS</u>	<u>BY WHO ORGANISATION/PERSON</u>	<u>TIMESCALE</u>
<ul style="list-style-type: none">Investigate more hard-hitting adverts to target hard to reach groups.	DH	TBC

Big Win No 5a - Reducing Availability of Illicit and Smuggled Tobacco and Under Aged Sales

“We have reduced the smuggled share of the cigarette market to 18% in 2002/03, and aim to reduce this further to no more than 13% by 2007/08. Under age sales: We propose that legislation be brought forward to create new powers to ban retailers from selling tobacco products, on a temporary or permanent basis, if they repeatedly flout the law. This complements the work already under way to improve proof of age schemes. We intend to support this measure by looking at higher fines and updated guidance for magistrates, along with education for retailers on better compliance with the under-age sales law. Before introducing these measures, we will consult with local authorities, the retail industry and other key stakeholders. We will support this with a communications programme for local authority enforcement.”

<u>ACTIONS</u>	<u>BY WHO ORGANISATION/PERSON</u>	<u>TIMESCALE</u>
<u>Local</u>		
<ul style="list-style-type: none"> Intelligence to be shared. 	R&C/TSAs/WMTCN	Ongoing
<ul style="list-style-type: none"> Push local information from Revenue and Customs/ TSAs to LAs/PCTs. 	WMTCN	Ongoing
<u>National/Regional</u>		
<ul style="list-style-type: none"> Resources (posters) to be promoted to all. 	RTPM/DH/R&C	September 2005
<ul style="list-style-type: none"> Encouraging joint working/exercises with Trading Standards Officers/Revenue & Customs/Tobacco Control Alliances. 	RTPM	Ongoing
<ul style="list-style-type: none"> Bigger push on use of helpline numbers at regional and national level. 	RTPM to raise with DH	September 2005

<u>ACTIONS</u>	<u>BY WHO ORGANISATION/PERSON</u>	<u>TIMESCALE</u>
<ul style="list-style-type: none"> Awareness raising of illicit sales as an issue especially within Public Sector. 	RTPM/DH/RHP	November 2005
<ul style="list-style-type: none"> White Paper Delivery Plan process to be used to get illicit sales on others' agenda – eg Local Stop Smoking Service; PCTs; SHAs; TUC; Chambers of Commerce. 	RTPM/RHP/All	Dec 2005
<ul style="list-style-type: none"> Media support – (? National) 	RTPM/GO-COMS/DH/R&C	Ongoing
<ul style="list-style-type: none"> Encourage all workplace/public place smoking policies to include “illicit free zone” standard phrase. 	RTPM to circulate phrase TCAs/TCCs/ALL to promote use of phrase	September 2005
<ul style="list-style-type: none"> Trading Standards, Revenue and Customs and TCAs to work together on a coordinated approach to enforcement and data collection. 	RTPM/R&C/TSAs/TCAs/WMPHO	Proposal by September 2005 For agreement of TSAs by December 2005 Project carried out 2006