



National Public Health
Service for Wales

Gwasanaeth Iechyd Cyhoeddus
Cenedlaethol Cymru



Flintshire Tobacco Free Alliance

Action Plan 2008 - 2011

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1.0 Introduction

The aim of this action plan is to support local inter-agency public health action to reduce the prevalence of smoking and the effects of current smoking on population health, within three areas –

1. Prevention – work to help young people not start smoking
2. Cessation – support for smokers in giving up
3. Environmental action – actions to encourage non smoking as the norm:
 - Smoke free policies
 - Enforcement of legislation (sales of tobacco, advertising)
 - Taxation to increase the price.

Smoking is the single biggest avoidable cause of disease and early death in Wales; it is a major cause of cancer and many other serious conditions including heart disease, stroke and lung disease. Long term exposure to second hand smoke can also cause lung cancer. In 1998, the first ever white paper on tobacco *Smoking Kills* set out a package of measures to 'reduce the 120,000 deaths presently caused by smoking each year'. (Department of Health 1998).

2.0 National Policy Context

The Welsh Assembly Government recently provided a national focus for reducing smoking by setting health gain targets to reduce the deaths from cancer and coronary heart disease:

- To reduce cancer deaths (as measured by the European Age Standardised Rate (EASR) in those aged below 75 by 20% by 2012.
- To reduce deaths from coronary heart disease (as measured by the EASR) in 65-74 year-olds from 600 per 100,000 in 2002 to 400 per 100,000 by 2012. (WAG 2004)

2.1 Smoking Cessation Services

Smoking Cessation Services were established in Wales in 1999 based on the 1998 White Paper *Smoking Kills* and the 1998 Thorax guidelines. Recommendations from pilots set up across Wales were implemented during the first year of the new All Wales Smoking Cessation Service which began in April 2004.

Any smokers who wish to quit can use the All Wales Smoking Cessation Service by phoning an 0800 number to find out where their local service is based and how to join a support group. Specially trained staff offer:

- guidance
- advice
- information
- Free access to counselling and support groups across Wales.

The All Wales Smoking Cessation Service (known as *Stop smoking Wales*, as of November 2007) also supports young people aged 12 and above. The advice on the provision of nicotine replacement therapy (NRT) to adolescents changed at the end of 2005. The Committee on the Safety of Medicines issued guidance indicating that NRT could be made available to adolescents of 12 years and over.

The Welsh Assembly Government commissioned an evaluation of previous smoking cessation services in Wales in 2003. The report was used to develop a service level agreement between the Welsh Assembly Government and the National Public Health Service, which is responsible for the management and delivery of the All Wales Smoking Cessation Service.

The 2007/8 Service and Financial Framework (SaFF) target 18 aims by April 2008 to establish a service in all hospitals offering elective surgery so that all patients prior to being admitted will be offered smoking cessation services. The All Wales Smoking Cessation service is increasing its capacity to accommodate the expected increase in volume of referrals. Recent additional funding will support the following service developments:

- Additional community based smoking cessation posts to support delivery of the SaFF target for pre and post operative smoking cessation
- A systematic review of the available evidence to support the development of smoking cessation services for pregnant women, their partners and families
- Further review of the evidence base to inform the development and delivery of smoking cessation services for specific target groups

Additional national funding is underway to address school aged children to include the:

- ASSIST Programme for secondary school pupils is underway across Wales with schools selected by national protocol. Flintshire uptake to commence within two years.
- Smoke Bugs initiative aimed at primary school pupils aged 8-11years to raise awareness of smoking issues.

Implications for Flintshire and anticipated activity and service development are cited in the action plans below.

3.0 Purpose of the Alliance and Membership

The Tobacco Free Alliance for Flintshire is a multi-agency group working together to:

- Promote prevention of tobacco use and Increase awareness of the dangers associated with smoking and tobacco use
- Restrict youth access to tobacco
- Increase smokers' motivation to quit
- Support environmental action and protect against exposure to second-hand tobacco smoke

The terms of reference of the Alliance and its membership are referred to in Appendix 1

The development of an action plan in support of tobacco control is required as part of the implementation of Flintshire Health, Social Care & Well being strategy. In addition implementation of this action plan will support development and implementation of other action plans and strategies, i.e. Children and Young People’s Plan, Older people’s Plan, Substance mis-use and Alcohol plans.

4.0 Evidence of Effectiveness – what works in relation to tobacco control

An evidence briefing in relation to tobacco control can be viewed by following the links on the National Public Health Service website, www.nphs.wales.nhs.uk, and via Health Improvement Domain.

5.0 Tobacco data

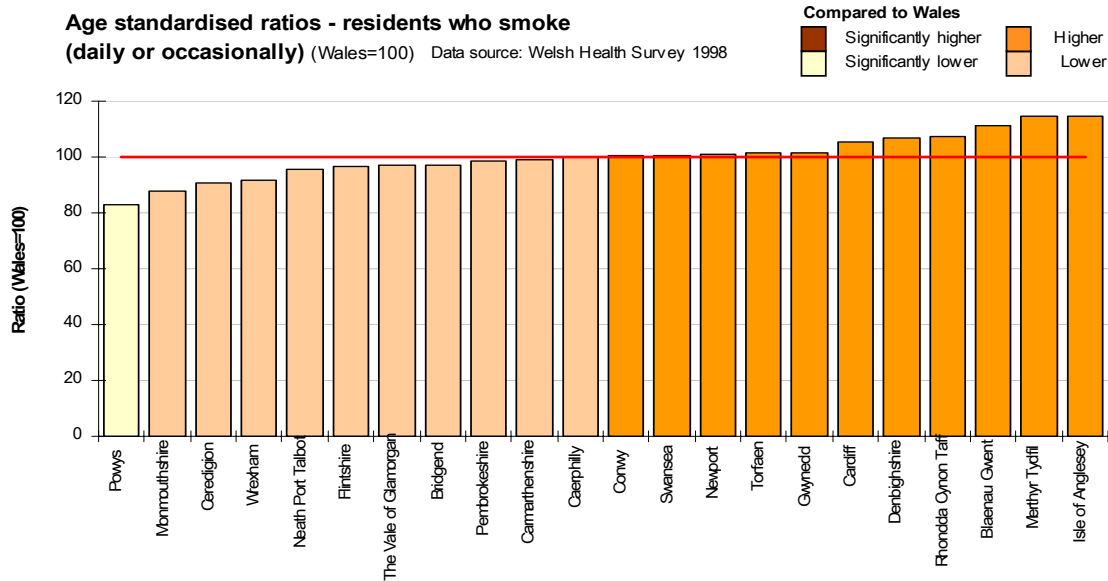
5.1 Key statistics

Data demonstrates that although *self reported* tobacco consumption in Flintshire is slightly lower than the welsh average 26.8% (See graph below) diseases of the **circulatory system**, including **CHD**, remain the main cause of mortality in Flintshire, accounting for 41% of all deaths. Tobacco use is a major risk factor for circulatory disease and CHD, and cancer.

The table below shows death rates for these key conditions.

	European Age Standardised Rate per 100,000 population	Flintshire compared with Wales
Coronary heart disease deaths	145.7	Significantly higher
Coronary heart disease related hospital admissions	957.7	Significantly higher
Circulatory disease deaths	264.6	Higher
Respiratory disease deaths	86.7	Higher
Cancer registration rate for all malignancies(excluding other skin)	397.1	Higher

(Source – Health Profile for Flintshire 2007)



(National Public Health Service 2003)

In addition the latest data from the Welsh Health Survey (Statistical Bulletin 35/2007 (PDF 232kB) which presents results from the third year of the Welsh Health Survey (November 2005 to October 2006) show that on an all Wales basis '66% of adult non-smokers reported being regularly exposed to other people's tobacco smoke'.

5.2 Tobacco use and household fires

Smoking is also a contributory factor in the majority of unintentional dwelling fire deaths. Since 2001, 50% of all accidental dwelling fire deaths in North Wales had smoking as the source of ignition and if people are involved in a fire caused by smoking they have a 1 in 13 chance of being killed and a 1 in 3 chance of being injured (Source: North Wales Fire and Rescue Service, 2007). The Welsh Assembly Government has estimated that around 1 in 3 Welsh households include a smoker and that these households are 35% more likely to have a fire than non-smoking households. The risk is greater when a smoker has fallen asleep under the influence of alcohol whilst smoking resulting in 57% of lounge fires and 73% of bedroom fires (Source: London Fire Brigade).

5.3 Tobacco use among young people

The proportion of children smoking daily rises substantially with age (WHO 2004). In Wales, the same percentage as boys and girls aged 11 smoke daily i.e. less than 1 per cent. However, by the age of 13, girls in Wales are almost twice as likely as boys to be smoking. More than one in five girls aged 15 reported to be smoking daily compared to around one in eight.

The frequency of smoking for 15 year olds appears to be associated to the age at which they first smoked (WHO 2004). The older an individual is when they first smoke, the less likely they are to become addicted.

The Communities That Care Survey found that 39% of the Flintshire sample had smoked a cigarette. 33% had smoked cigarettes by the age of 13 or younger and 16% by the age of 11 years. 7% of the sample described themselves as regular smokers and 6% smoked

now and then. 9% of the sample had stopped smoking, while 15% had just tried smoking once or twice.

Girls in Flintshire were significantly more likely than boys to say they had ever smoked a cigarette, had first tried a cigarette aged 13 years or younger and to describe themselves as a regular smoker. The survey also found significant differences by age. Year 9-11 pupils were significantly more likely than younger pupils to say they had ever smoked a cigarette and to say they smoke regularly.

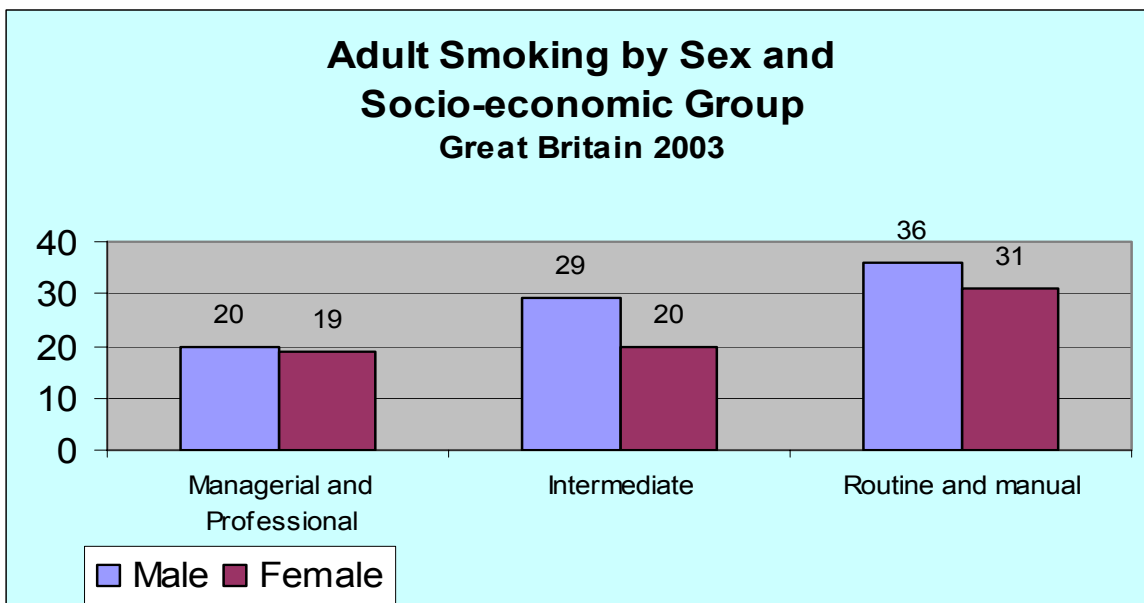
5.4 Smoking and Deprivation

There is a clear social gradient in smoking: smoking rates are markedly higher among poorer people than among those who are better off. This in turn results in the biggest single cause of inequalities in death rates between the rich and the poor and accounts for over half of the difference in risk of premature death between social classes.

In 2003, 15% of men in higher managerial occupations smoked, compared with 39% in routine occupations. Studies of deprived and disadvantaged groups have shown smoking levels among lone parents in receipt of social security benefits in excess of 75%. This in turn correlates with a disproportionate share of their income being spent on cigarettes. In 2003, the poorest 10 percent of households spent 2.43 per cent of weekly income on cigarettes compared with 0.52 per cent for the richest ten per cent of households (http://newash.org.uk/files/documents/ASH_98.pdf).

There are also marked social gradients amongst children and smoking. Although there is no marked great difference in starting rates amongst social backgrounds by their 30's half of the better off young people have stopped smoking while three quarters of those in the lowest income group continue to smoke. Children are also almost three times as likely to become regular smokers if both their parents smoke, than if neither does. (http://newash.org.uk/files/documents/ASH_98.pdf).

Inequalities in smoking behaviour



5.5 Smoking and Risk Taking Behaviour

Smoking and risk taking behaviour tends to focus on young peoples health and refers to risky behaviour such as drug taking, alcohol misuse, tobacco use, underage sex and any unprotected sexual activity. Data from the Health Behaviour in School-aged Children Survey HSBC (2004) illustrates important trends amongst gender in the susceptibility to undertake risky behaviours with marked increases in the number of 15 year old girls who admit to both smoking, drinking regularly and getting drunk on a regular basis. Studies also note that young people rarely engage in only one risky behaviour. For example decreased inhibitions when drunk can lead to unsafe sexual behaviour. The data also illustrates that children are starting to risks at an earlier age and with more adverse affects. The HSBC Survey (2004) has noted the cross-national differences in prevalence of behaviours such as smoking and drinking among children as young as 11 and has cited one of the key factors underpinning this earlier onset of risk taking behaviour due to the increasing and varied pressures which growing numbers of young people face (Economic and Social Research Council, 2007).

Table 1: Actions addressing the needs of the whole population: Education and awareness raising; promotion of smoking prevention

Rationale: These Actions aim to:

- Raise awareness of the importance of stopping smoking to positive health and well-being and the prevention of ill-health
- Ensure there is a range of relevant services, programmes and opportunities for smoking cessation in Flintshire
- Increase skills and capacity of staff working in relevant settings
- Support policy development related to tobacco control

Action	Outcome	Tasks	Time-scale	Lead responsibility (partners)	Resource implication	Performance measure (and baseline)
1	To increase the number of individuals using the All Wales Smoking Cessation Service (Flintshire) Support patients in giving up smoking using an evidence based approach. Launch of the service new name Stop Smoking Wales	Publicise the service amongst Primary care, community groups.	Ongoing – launch 28 th Nov 07	Rachel Cooper, NPHS	WAG Funded	Numbers attending service
2	Pharmacy supply of NRT by PGD Improved system for patients to access NRT	PGD developed Training provided through NPHS	2008	LHB/NPHS		Uptake by Pharmacies. Number of prescriptions
3	To explore development of a Community Pharmacy based Smoking Cessation scheme, supporting people to quit smoking Increased service options for patients to stop smoking.	Identify existing schemes and convene relevant partners to assess local suitability	2009	LHB		Record of meetings and decision made to offer service.
4	Training Improved knowledge by health care providers	Identify suitable existing programme(s) and formulate delivery plan	Ongoing	All Wales Smoking Cessation	To be identified	Training delivered.
5	Investigate options to assist and encourage employees to give up smoking. Reduce number of smokers by 10%	Access funding to run programmes to assist employees to quit smoking. Promote help available to	June 2008 June 2008	Flintshire County Council (HR) Flintshire County Council (Occupational	Staff Time Staff time	Secure additional funding to support programmes. Collect and analyse figures of smokers in the workplace.

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Action	Outcome	Tasks	Time-scale	Lead responsibility (partners)	Resource implication	Performance measure (and baseline)
6	Enforcement of legislation relating to sale of cigarettes by shopkeepers to children	To reduce the illegal sales of cigarettes to minors smokers wanting to quit Routine visits of trade premises to advise and educate traders of responsibilities, responding to complaints of alleged sales to children and to carry out test purchases using young persons	Ongoing (2008-11)	Health Flintshire County Council (Trading Standards Service)	Staff time	
7	Enforcement of legislation relating to tobacco advertising	Monitoring of tobacco advertising at point of sale Routine visits of trade premises to advise and educate traders of responsibilities and responding to complaints of alleged infringements	Ongoing (2008-11)	Flintshire County Council (Trading Standards Service)	Staff time	
8	Provide resources for use in a dental practice setting. Seek to explore potential and support pilot smoking cessation services in a dental setting.	Increase options for helping patients to give up smoking. To identify evidence base and best practice. To secure funding for resources To plan and implement pilot.	March 2008 April 08 – March 09	LHB/NPHS	25K	Uptake of service
9	Review the resources to support tobacco control as part of the HSCWBS	Clarity around resources both direct and indirect currently contributing to Tobacco Control in the County. Audit provision of resources across County Produce report outlining findings.	Dec 08- March 09	Smoke Free Alliance	Staff Time	Report produced and recommendations made.
10	Lead on the No Smoking day campaign	Increase public awareness of national no smoking day Form partnership with other parties to provide a focused and targeted campaign	March 08	NPHS and partners	TBC/capacity issues	Campaign evaluation results
11	Support the dissemination of information to community pharmacies on 'No	Increased patient and pharmacy awareness of No	March 08	NPHS and partners	TBC	Campaign evaluation results

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Action	Outcome	Tasks	Time-scale	Lead responsibility (partners)	Resource implication	Performance measure (and baseline)
Smoking day' as part of the New Pharmacy Contract – Health Promotion campaigns	smoking Day.	targeted campaign				
12 Commission mapping exercise	To provide targeted and equitable provision across county.	To secure funding and commence work. Produce report	February 2008	NPHS/ Smoke Free Alliance	Heart of Flintshire	Report and changes in practice resulting from recommendations made.

Table 2: Actions addressing the needs of Children and Young People: School and College settings

Rationale: These Actions aim to:

- Ensure children and young people attending school / college have access to smoking prevention opportunities (outside the curriculum)
- Address and support the smoking prevention theme within Healthy Schools scheme

Action	Outcome	Tasks	Time-scale	Lead responsibility (partners)	Resource implications	Performance measure (and baseline)
13 To promote smoking prevention initiatives within the Welsh National Healthy Schools Scheme across Flintshire	To provide a programme of activities to meet targets identified in the: NPHS Framework for Action Good Health in Flintshire Children and Young People's Plan Healthy Schools Action Plan	Promotion of Smoke Bugs initiative with Primary pupils. Promotion of "Smoke Free Class" competition in Secondary schools. Develop peer support smoking cessation projects in secondary schools and support the Wales ASSIST programme. Monitor work carried out in schools particularly – policy development and use of resources including 'Smoke Signals'.	Jan 08 onwards 2010	Healthy Schools Co-ordinator	From January 2008 From November 2007 ongoing ongoing	Actions to be incorporated within Healthy Schools Scheme plans. Assessment of school portfolio
14 Purchase resources for use in secondary and primary schools for prevention of uptake of tobacco use/smoking.	Reduction in number of school age children taking up smoking.	Secure funding for resources	Feb 08	Alliance, NPHS, LPHT	LHB	Number of resources purchased and used in schools.

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15	Monitor work carried out by schools in the Healthy Schools Scheme, College and Youth Setting on Tobacco control, in particular policy development, use of prevention activities and best use of curriculum resources	Full evaluation of impact of funding and activities in providing smoking prevention activities across Flintshire with recommendations for future work.	Evaluation of work identified in action plan – questionnaire	2009	Alliance, NPHS, LPHT, Healthy Schools	TBC	Evaluation report produced.
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Table 4: Actions to address the needs of Older people: Health Service and Social Care settings

Rationale: These Actions aim to:

- Ensure that older people receiving care or support from NHS or social care services are helped to stop smoking
- Increase understanding amongst healthcare and social care providers of the importance of smoking cessation as a key contributor to the health and well-being of older people

Action	Outcome	Tasks	Time-scale	Lead responsibility (partners)	Resource implications	Performance measure (and baseline)
19 Training for care providers	Numbers of carers trained to provide brief intervention and signpost older people to the smoking cessation service	Identify appropriate training	ongoing	Stop Smoking Wales (SSW)	SSW	No of referrals to the service No of smokers stopping smoking
20 Investigate provision of smoking cessation opportunities in care homes						
21 Raise awareness of and offer the FREE home fire safety check service that North Wales Fire and Rescue Service provides to all vulnerable groups. All Partners to be aware of service and actively promote the free-phone number 0800 169 1234	Increased number of referrals to service for home safety checking.	Identify routes for disseminating awareness raising information and promoting free phone number.	ongoing	North Wales Fire and Rescue Service Smoke Free Alliance	NW Fire Service FPHT	No of Referrals to service No of Referrals to service No of mats distributed.

Table 5: Actions to address the needs of Older People: Home, Community and Leisure settings

Rationale: These Actions aim to:

- Increase opportunities for, and uptake of, smoking cessation amongst people aged over 50 years

Action	Outcome	Tasks	Time-scale	Lead responsibility (partners)	Resource implications	Performance measure (and baseline)
22 Develop evidence based smoking cessation training/education initiatives in partnership with older people and health professionals	Increased awareness and training by professionals to promote stop smoking	Gather information to inform the development of initiatives to encourage members of primary care teams to provide older adults with information and advice that will help them to stop smoking	2008	Smoke Free Alliance	Staff Time	Evidence base produced
23 Raise awareness of and offer the FREE home fire safety check service that North Wales Fire and Rescue Service provides to all vulnerable groups. All Partners to be aware of service and actively promote the free-phone number 0800 169 1234	Increased number of referrals to service for home safety checking.	Identify routes for disseminating awareness raising information and promoting free phone number. Production of beer mats to advertise safety checks and stop smoking service.	Ongoing March 08	North Wales Fire and Rescue Service Smoke Free Alliance	NW Fire Service FLPHT	No of Referrals to service No of Referrals to service No of mats distributed.
24 Carry out listening events involving older people to identify future work around tobacco control	Actions to be identified around tobacco control	Work with members of the Healthier, Living Longer sub group to carry out listening events.	Nov 07 – Jan 08	Healthier and Living Longer sub group.	Funded through Older Peoples Partnership Network	Number of listening events carried out and actions identified.

Table 6: Actions to address the needs of people at risk e.g. due to their living circumstances, particular health needs or disability

Rationale: These Actions aim to:

- Raise awareness of the importance of smoking cessation for particular vulnerable groups
- Develop relevant skills amongst providers to support individuals to stop smoking
- Promote the smoking ban
- Ensure vulnerable children and young people have access to and support for smoking prevention opportunities to promote their health and well-being

Action	Outcome	Tasks	Time-scale	Lead responsibility (partners)	Resource implications	Performance measure (and baseline)
25 Provide specialist support for pregnant women and their families.	Increase in number of women/families giving up smoking during and after pregnancy.	Secure dedicated resources from Smoking Cessation Service. Appoint specialist to post.	07	Stop Smoking Wales	WAG	Uptake to service and quit rate.
26 Review policies and procedures to protect staff from 2 nd hand smoke and audit a sample of key staff from a range of organisations providing services to clients/patients in a 'home*' environment.	Protection of staff from second hand smoke. Protection of vulnerable adults and children from smoky environments.	Review policies. Identify sample. Produce audit questionnaire. Conduct audit. Policy development for staff and Foster Carers	Dec 08	Smoke Free Alliance/FLPHT	Staff Time	Report produced and action taken on recommendations.
27 Raise awareness of and offer the FREE home fire safety check service that North Wales Fire and Rescue Service provides to all vulnerable groups. All Partners to be aware of service and actively promote the free-phone number 0800 169 1234	Increased number of referrals to service for home safety checking.	Identify routes for disseminating awareness raising information and promoting free phone number. Production of beer mats to advertise safety checks and stop smoking service.	Ongoing Jan 08	North Wales Fire and Rescue Service Smoke Free Alliance	NW Fire Service FPHT	No of Referrals to service No of Referrals to service No of mats distributed.

* Definition of home used in this action plan to include the traditional family home and any residence replacing the traditional family home.

Appendix 1

FLINTSHIRE TOBACCO FREE ALLIANCE TERMS OF REFERENCE

PURPOSE

The Tobacco Free Alliance for Flintshire is a multi-agency group working together to:

- Promote prevention of tobacco use and Increase awareness of the dangers associated with smoking and tobacco use
- Restrict youth access to tobacco
- Increase smokers' motivation to quit
- Increase the range and availability of opportunities for referral to smoking cessation services
- Support environmental action and protect against exposure to second-hand tobacco smoke

AIM

- To develop, implement and monitor a multi-agency action plan for the prevention and cessation of tobacco use and the protection of the health of the population of Flintshire

OBJECTIVES

- Develop and support projects and initiatives that promote the prevention of smoking and tobacco use
- Support access to and an increase in the uptake of smoking cessation services
- Support the development and implementation of tobacco control initiatives in Flintshire
- Share information, evidence and good practice
- Report to the HSC&WB Board and other key stakeholders on progress in relation to the action plan and its contribution to other key targets
- Contribute to inter-agency strategies and health improvement action plans within Flintshire, i.e. HSC&WB strategy, SMAT, Children and Young People's Plan, Older People's Plan
- Promote the aims of the Alliance through public policy and through the media

MEMBERSHIP

The Alliance is open to any individual/organisation with an interest in and role to play in delivery and monitoring of the action plan. It is therefore anticipated that a virtual group will exist which receives regular updates and copies of relevant documents and notes from the Tobacco Free Alliance meetings. A core group will conduct the main business of the Alliance with a remit to produce a local action plan, identify needs and gaps, secure resources for delivery of the action plan (where appropriate) and monitor progress.

The core group will need to comprise of representatives from the NPHS, LA, LHB and regional smoking cessation services. The Chair of the group will rotate on a bi-annual basis.

An annual review of the action plan will take place to give the virtual group of members, and others, an opportunity to learn in more detail of progress and projects related to key actions associated with the aims and objectives of the Alliance.