



Smoke Free Newcastle Tobacco Control Action Plan 2012 – 13

Monitoring Report; Quarters One - Four (1 April 2012 – 31 March 2013)

Monitoring Information

Progress will be monitored each quarter and RAG rated as follows;

- Green:** Making very good progress. Likely to achieve target on time
- Amber:** Progress being made but slower than anticipated. Some slippage on the target date likely.
- Red:** Little, if any progress. Serious risk that target will not be reached on time

Where no rating is given this action is not scheduled to be started until later in the year therefore no progress would be expected at this stage.

Key Strand One: Developing Infrastructure, Skills and Capacity

Key Outcomes

- Use of an integrated strategic approach to reducing smoking prevalence in Newcastle having an impact
- Demonstrable evidence of the impact of a community based approach to tobacco control in one ward in the city collected.

Objective	Initiatives and Actions	Accountable Lead	Monitoring metrics & Timeframe	Progress April - June 2012	Progress July - Sept 2012	Progress Oct - Dec 2012	Progress Jan – March 2013
1.1 To ensure an evidence based tobacco control programme is in place for SFN.	<ul style="list-style-type: none"> • Write an annual summary report for SFN for 2011-12. • Contribute to the Newcastle Futures Needs Assessment ensuring tobacco control is included • Agree and produce a one year 2011-12 action plan for SFN. • Monitor progress quarterly, reporting to the Regional Partnership Board for tobacco and the Newcastle Healthy Lifestyles Board. 	NHCH (JM)	Report by 30/6/12	Amber Report delayed due to competing priorities.	Green Report completed and disseminated. Available on FRESH website.	Green Draft Newcastle Future Needs Assessment does refer to tobacco.	
		CC (LS, MK), NHCH (JM)	Contributions made to NFNA by date TBC				
		NHCH (JM)	Plan in place by 30/6/12	Green Plan in place			
		NHCH (JM)	Reports by July, Oct, Dec. 2012 & March 2013	Green Regular attendance at Healthy Lifestyle Board. Quarterly reporting takes place.	Green As Q1	Green As Q1 Role of Healthy Lifestyles Board being reviewed in light of development of Wellbeing for life Board.	Green As Q3
1.2 To develop and implement a geographically focused	<ul style="list-style-type: none"> • PLEASE SEE SEPARATE BLAKELAW PROJECT PLAN FOR DETAILS 						

Objective	Initiatives and Actions	Accountable Lead	Monitoring metrics & Timeframe	Progress April - June 2012	Progress July - Sept 2012	Progress Oct - Dec 2012	Progress Jan - March 2013
programme of tobacco control in Blakelaw ward	<ul style="list-style-type: none"> Analyse survey findings and use to inform development of project 	NHCH (JM), CC (VC, LS)	Analysis complete by 31/5/12	Amber Initial analysis undertaken. Final report expected end of July 2012.	Green Survey analysis complete. Report produced and disseminated.	Green As Q2. Focus of FAB to be those aged 18- 49 years, esp. RM smokers, carers and unemployed	Green As Q3
	<ul style="list-style-type: none"> Develop a project plan and evaluation framework 	NHCH (JM), CC (VC, LS)	Plan in place by 31/5/12	Green Plan and evaluation framework produced. Baselines being established.	Green As Q1. Survey has established baselines. SSS establishing baseline for ward.	Green As Q2	Green As Q3
	<ul style="list-style-type: none"> Implement the plan and monitor progress quarterly 	NHCH (JM)	Reports in July, Oct, Dec. 2012 & March 2013	Green See separate monitoring report	Amber See separate monitoring report. Implementation of a number of planned elements slower than anticipated. Community engagement limited.	Amber See separate monitoring report. Implementation of a number of planned elements slower than anticipated although progress is being made. Community engagement still limited. HAREF is working with scholars to promote stop smoking in the mosques, and to those who use the Hindu temple and Gurdwara. Health trainers are to work with young parents in Blakelaw	Amber As Q3. Health trainers held one off health promotion session on multi issues in Jan 2013. No further sessions planned due to change in contract and capacity issues. Role of ward coordinator to change from April 2013. Film making project in schools underway in March 2013 and will involve dissemination to local parents in Q1 2013-14 providing

Objective	Initiatives and Actions	Accountable Lead	Monitoring metrics & Timeframe	Progress April - June 2012	Progress July - Sept 2012	Progress Oct - Dec 2012	Progress Jan – March 2013
						Children Centre in New Year.	opportunity for more engagement.

Key Strand Two: Reducing Exposure to Secondhand Smoke

Key Outcome

- An increase in the number of people in Newcastle who maintain a smoke free home
- High compliance with smoke free legislation

Cross reference to the Blakelaw Smoking Project Plan

Objectives	Initiatives and Actions	Accountable Lead	Monitoring Metric & Timeframe	Progress April - June 2012	Progress July - Sept 2012	Progress Oct - Dec 2012	Progress Jan – March 2013
2.1 To continue to achieve high levels of compliance with the smoke free elements of the Health Act 2006	<ul style="list-style-type: none"> • Ensure compliance monitoring visits are carried out at all programmed visits to licensed premises and all other commercial premises 	CC (PD)	Quarterly reports of no and outcome of visits undertaken.	<u>Green</u> 201 visits to commercial premises to check compliance	<u>Green</u> 331 visits to commercial premises to check compliance Prosecutions – 1 Fixed penalties - 3	<u>Green</u> 326 visits to commercial premises to check compliance	<u>Green</u> 195 visits to commercial premises to check compliance
	<ul style="list-style-type: none"> • Ensure compliance monitoring visits on taxis are carried out during all routine inspections. 	CC (PD)		<u>Green</u> Taxi Prosecutions: 1 £75 fine £55 Costs £15 Victim Surcharge Taxis Vehicles inspected: 275 Fixed penalties issued: 10 Written warning / non compliance: 6 Verbal warnings: 3	<u>Green</u> Prosecutions -3 Vehicles inspected 433 Number of drivers smoking 14 Some evidence of smoking 1 Premises without signage 14 Fixed penalties issued 14 Written warning / non compliance 15 Verbal warnings 0	<u>Green</u> Vehicles inspected 424 Number of drivers smoking 20 Some evidence of smoking 2 Premises without signage 17 Fixed penalties issued 20 Written warning / non compliance 14 Verbal warnings 5	<u>Green</u> Vehicles inspected 412 Number of drivers smoking 16 Some evidence of smoking 3 Premises without signage 17 Fixed penalties issued 16 Written warning / non compliance 21 Verbal warnings 3
	<ul style="list-style-type: none"> • Undertake complaint investigations, respond to requests for service and take 	CC (PD)	Accurate records in place	<u>Green</u> 12 complaints 9 requests for	<u>Green</u> 10 Complaints 7 requests for	<u>Green</u> 17 complaints 5 requests for	<u>Green</u> 10 complaints 3 requests for

Objectives	Initiatives and Actions	Accountable Lead	Monitoring Metric & Timeframe	Progress April - June 2012	Progress July - Sept 2012	Progress Oct - Dec 2012	Progress Jan - March 2013
	<p>appropriate enforcement action as required.</p> <ul style="list-style-type: none"> Maintain accurate records of action on compliance and enforcement and make appropriate reports as required and through the Regulatory Services Plan Provide support and advice to existing and new businesses, including exempted premises to ensure compliance with the law. 	CC (PD)		service responded to	service	service	service
2.2 To increase the number of frontline staff trained to deliver brief interventions to parents/carers on reducing secondhand smoke exposure to children	<ul style="list-style-type: none"> Plan, promote and facilitate one half day course for frontline staff, targeting priority areas such as paediatrics, maternity, children's centres. Evaluate the programme offered on an ongoing basis ensuring it reflects current best practice and guidance. Work with Fresh to investigate the potential of using a new national e-learning package on secondhand smoke for brief intervention training 	NHCH (JM)	Number of staff trained by end of Q3			Green Course planned for Q4.	Green Course undertaken in one Sure Start centre in East of city. 13 people completed the course.
		NHCH (JM)	Programme up to date		Green Course programme evaluated and updated	Green As Q2	Green Course evaluated positively. Slides updated.
		NHCH (JM)	E- learning package piloted and recommendations made by end Q3	Green E learning package available. Investigating the potential of including in NUTH statutory and mandatory training	Green Currently reviewing NUTH e-learning package on SS and trying to include secondhand smoke messages. Trying to provide a link in	Green E learning package reviewed and work ongoing to upload revised package to NUTH system. Link to national e-learning site	Green As Q3

Objectives	Initiatives and Actions	Accountable Lead	Monitoring Metric & Timeframe	Progress April - June 2012	Progress July - Sept 2012	Progress Oct - Dec 2012	Progress Jan - March 2013
	<ul style="list-style-type: none"> Contribute to the Fresh regional steering group on the SF families programme and disseminate information to local training team as required 	NHCH (JM)	Attendance at quarterly meetings	<p>Green Regular attendance and contributions made to regional group YHN's Young People Service are proposing to do 'Train the trainer' training to allow in-house training of staff and highlight awareness around the impact of second hand smoke on children.</p>	<p>Trust e-learning to national package.</p> <p>Green Regular attendance and contributions made to regional group. Co facilitated last regional 'train the trainers' course. One new trainer available in city. Planning occurring to increase number of school nurses and health visitors trained.</p>	<p>included.</p> <p>Green Regular attendance and contributions made to regional group.</p>	<p>Green As Q3. Group has now been discontinued, with work to be mainstreamed in local tobacco action plans.</p>
2.3 To maintain high litter enforcement activity related to cigarettes	<ul style="list-style-type: none"> Targeted smoking related litter enforcement activity in City Centre. Report smoking related litter offences 	CC (PD)	Quarterly statistics produced		<p>Green 249 smoking related fixed penalties issued.</p>	<p>Green 527 smoking related fixed penalties issued.</p>	<p>Green 782 smoking related fixed penalties issued</p>
2.4 To support the national and regional campaigns on secondhand smoke e.g. smoke free homes and cars, 'Take	<ul style="list-style-type: none"> Publicise the campaigns locally through the distribution of resource materials, placement of information on NUTH websites, issuing press releases and promoting within the locality project 	NHCH (JM)	Publicity gained	<p>Amber Information about campaigns placed on NUTH and City Council websites. PR function reduced in NUTH affecting proactive production of press</p>	<p>Green Fresh 'Every Breath' campaign and national Stoptober campaigns highlighted on NUTH websites, City Council</p>	<p>Green As Q2.</p>	<p>Green As Q2 and 3. No Smoking Day articles placed on City Council and NUTH websites and press release issued. On the Day City Council</p>

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Seven Steps Out', as appropriate locally	<ul style="list-style-type: none"> Encourage the identification and use of local smoke free champions in Blakelaw Develop in Blakelaw a 'Pledge' to Take 7 Steps Out 	NHCH (JM)	Local people become champions.	releases. Red No progress to date	website, ward newsletters and City Life magazine. Links with CC communications department developing. Green One local champion agreed. Photocall held at Blakelaw social club and champion will feature in forthcoming literature in Blakelaw.	Green As Q2. Local champion case study used in NUTH SSS newsletter and to be used in FAB leaflet. Red No progress to date	tweeted about the campaign. Green As Q3. Amber Meeting held with Children's Centre to plan activity to support this objective in 2013-14

Key Strand Three: Building NHS Stop Smoking Services and Strengthening Local Action

NB: To be read in conjunction with Newcastle and North Tyneside's Stop Smoking Service Plan 2012 – 13

Key Outcomes

- An increase in the number of Newcastle residents who quit smoking with NHS Stop Smoking Services particularly among target populations.
- An increase in the number of Newcastle residents who access local NHS Stop Smoking Services particularly among target populations.

Objectives	Activities and Actions	Accountable Lead	Monitoring metrics & Timeframe	Progress April - June 2012	Progress July - Sept 2012	Progress Oct - Dec 2012	Progress Jan – March 2013
3.1 To assist 2519 smokers to quit at the 4 week measurement point in line with the service specification for the Stop Smoking Service	Cross reference NHS North of Tyne Stop Smoking Service Delivery targets 2012-13	NOT (LS) NHCH (CD)	Monthly performance figures against targets produced	Green For April & May 2012, 369 four week quitters. On target	Amber For June & July 2012, 277 four week quitters. Required 49 more quits to achieve overall target.	Amber Until end November 1337 four week quitters. Required 116 more quits to achieve overall target. Although there has been an increase in quitters from the specialist service	Red Until end February 1898 four week quitters. Required 327 more quits to achieve overall target. However there has been an increase in quitters from the specialist SS service
3.2 To increase workforce capacity to deliver brief and intermediate advice on stopping smoking	<ul style="list-style-type: none"> • Organise and deliver training and run a minimum of 6 intermediate advice sessions per year. 	NHCH (CD)	Quarterly report courses held/nos trained.	Green April-June; 1x IA course held, with 12 newly trained. Update sessions x 5 with 23 staff updated	Green July-Sept; 1x IA course held, with 12 newly trained. Update sessions x 2 with 39 staff updated	Green April-Dec; 5 x IA course held, with 47 newly trained. Update sessions x 8 with 78 staff updated Brief advice plus x7 57 attended	Green Jan – March 2013 1 x IA course held, with 22 newly trained for Newcastle. Update sessions x 4 with 75 staff updated Brief advice plus 2 course with 8 attending

Objectives	Activities and Actions	Accountable Lead	Monitoring metrics & Timeframe	Progress April - June 2012	Progress July - Sept 2012	Progress Oct - Dec 2012	Progress Jan - March 2013
	<ul style="list-style-type: none"> Monitor activity levels of intermediate advisers Review Pharmacies offering services 	NHCH (CD)	Pharmacy list updated as required	Pharmacy lists updated April 2012	Pharmacy lists continue to be reviewed	Currently 287 advisers trained Pharmacy lists continue to be reviewed – and agreements being reviewed for deliver 2013-14	Currently 172 advisers trained and updated Pharmacy lists continue to be reviewed – and agreements being reviewed for delivery 2013-14
3.3 To increase the number of routine and manual smokers accessing the SSS	<ul style="list-style-type: none"> Systematically target routine and manual smokers to assist them to give up smoking. Continually review times, locations of current drop in clinics and SS services to ensure they best meet the needs of RM workers. Systematically target the re-engagement of former SSS clients into the service who did not quit long term. 	NHCH (CD) NHCH (CD) NHCH (CD)	Monthly data reflects RM usage. Drop ins reflect demographic needs Follow up and reengage clients	<u>Green</u> Review of current clinic provision and capacity ongoing. 16 drop in clinics offered across city. <u>Green</u> Re engaged with former clients from the service by phone/letter.	<u>Green</u> As Q1 <u>Green</u> Continue to engage with former clients from the service by phone/letter.	<u>Green</u> As Q1 <u>Green</u> As Q2	<u>Green</u> As Q1 <u>Green</u> As Q2
3.4 To systematically promote the Stop Smoking Service to increase awareness of it Cross	<ul style="list-style-type: none"> Ensure communication to promote stop smoking services 	NHCH (CD)	Quarterly monitoring of coverage gained.	<u>Green</u> Case studies collected. Work in partnership with FRESH to publicise.	<u>Green</u> As Q1. Local and national campaigns used to publicise service. Case studies contributed to Fresh coordination of publicity. Smoke	<u>Green</u> As Q2. New Year campaign to be promoted. Info placed on NUTH website. Case studies provided to Fresh.	<u>Green</u> New service cigarette shaped leaflet produced and distributed in disadvantaged areas. No Smoking Day widely promoted - see

Objectives	Activities and Actions	Accountable Lead	Monitoring metrics & Timeframe	Progress April - June 2012	Progress July - Sept 2012	Progress Oct - Dec 2012	Progress Jan - March 2013
		NHCH (CD)	<p>Advocate Induction and Mentoring Events where SSS is promoted</p> <p>Report no quits through workplace groups in line with DH returns</p>	<p>1 Health Advocate event held in June. 'Keep It Out' resources distributed to employers</p> <p>Green Workplace groups commenced since April 2012. Number of 4/52 quits; 24 till end of June 2012.</p>	<p>1 Health Advocate event held in Sept. Stoptober resources distributed to employers</p> <p>Amber Decreased engagement during quarter but information disseminated. Total number of 4/52 quits; April till end of August 2012 = 35</p>	<p>Amber Decreased engagement but information disseminated and further work planned. Total number of 4/52 quits; April till end of Nov 2012 = 58</p>	<p>Probation Service and now signed up to the Award.</p> <p>Amber AS Q3. Total number of 4/52 workplace quits; April 2012 to end of Feb 2013 = 87</p>
3.6 To increase the number of pregnant women stopping smoking	<ul style="list-style-type: none"> Implement the NUTH smoking and pregnancy action plan, including carbon monoxide testing on post natal wards and development of the role of healthcare assistants in relation to brief interventions. Participate in the Baby Clear programme as agreed locally 	<p>NUTH (Womens services), NHCH (CD)</p> <p>NHCH (CD)</p>	<p>Plan monitored regularly. Quarterly SATD data available</p> <p>Baby Clear implementd as agreed. Date TBC</p>	<p>Green Carbon monoxide testing in place on all maternal inpatient wards, including ante natal and post natal wards and recorded in notes. All smokers offered referral to SSS.</p> <p>Green Working with FRESH to commence from October 2012</p>	<p>Green As Q1. SS specialist advisor completes hand held patient notes for any quitter seen.</p> <p>Green Baby Clear to be rolled out in phases per locality cluster. Exact date of North of Tyne roll out to be</p>	<p>Green As Q2</p> <p>Green As Q2. Baby Clear role out North of Tyne in Q4.</p>	<p>Green As Q2 and 3. By the end of Q3 17% of pregant women SATOD. In the whole of 2011/12 18.7% of women SATOD. This compares ot the England average of 12.7%.</p> <p>Green Baby Clear training sessions to take place in May 2013. Roll out thereafter.</p>

Objectives	Activities and Actions	Accountable Lead	Monitoring metrics & Timeframe	Progress April - June 2012	Progress July - Sept 2012	Progress Oct - Dec 2012	Progress Jan - March 2013
					confirmed.		
3.7 To further develop the care pathway and increase referrals of motivated smokers to SSS where appropriate	<ul style="list-style-type: none"> Identify 4 priority areas to develop the care pathway by close working between SSS, clinical ward pharmacists and clinical teams 	NUTH (JS, FB/ SW)	Priority areas identified and progress reported	<u>Green</u> 4 wards identified. Secondary Care Advisor working with these teams	<u>Green</u> As Q1	<u>Green</u> Cardiology ward Quits at 49-50%. Trained NCCC nurse supporting complex patients. pre-operative Vascular referrals increasing	<u>Green</u> 5 referrals of NCCC patients with 4 Quit. 14 complex surgical with 4 quit, 2 pre 4 wks Decision support Aids available on Trust Intranet and Internet
	<ul style="list-style-type: none"> Provide clear feedback to priority areas in terms of referrals and quits 	NUTH (JS, FB/ SW)	Quarterly Progress update	<u>Green</u> Work in progress to review this data	<u>Green</u> As Q1	<u>Green</u> Referrals all NUTH areas: 93	<u>Green</u> General faxed referrals to SSS 111
	<ul style="list-style-type: none"> Utilise hard copy ward files to support awareness of Brief Advice and Care pathway alongside training utilising BREEZE (N=500) 	NUTH (JS, FB/ SW)	Quarterly Progress update	<u>Green</u> Files provided to wards and departments	<u>Green</u> As Q1	<u>Green</u> Some ward files used well. SSS input on Preceptorship and F1 to further support awareness of care pathway. 857 staff have accessed breeze package this year	<u>Green</u> 1039 staff have accessed Breeze package this year 90 dental students, 60 medical trainees, 60 NQ mixed staff attended on site Brief advice sessions
	<ul style="list-style-type: none"> Broaden on site clinics to include patients and parents of children who are patients, monitoring effectiveness and responding accordingly 	NUTH (JS, FB/ SW)	Quarterly Progress update	<u>Green</u> Clinics available on all three sites, active promotion is	<u>Green</u> As Q1	<u>Green</u> On site clinics continue to run well for staff,	<u>Green</u> 40 staff have accessed on site services, 24 quit

Objectives	Activities and Actions	Accountable Lead	Monitoring metrics & Timeframe	Progress April - June 2012	Progress July - Sept 2012	Progress Oct - Dec 2012	Progress Jan – March 2013
	<ul style="list-style-type: none"> Widen access to dental hospital patients by using on site fortnightly clinics (pathway enclosed for your information) Undertake pilot work to support stop smoking referral / quit attempts for patients from more disadvantaged communities within specific patient pathway 	NUTH (JS, FB/ SW)	Quarterly Progress update	ongoing and will be increased. Green Clinic established	Green As Q1	patient attendance low Green Clinic being used to assess and redirect patients to external clinic	and 5 pre 4 wks Patient attendance 13 Green Dental surgery advisers now signposting to SS
		NUTH (JS, FB)	Quarterly Progress update	Green 11/85 (13%) patients in contact with the health trainers were current smokers, 10 requested help with smoking cessation, 10 quit kits sent out, 4 referrals to stop smoking service.		Green 21 patients in contact with the health trainers	Green 5 patients in contact with health trainers were smokers, all offered quit kits and 1 accepted. All offered referral to stop smoking service, none accepted

Objectives	Activities and Actions	Accountable Lead	Monitoring metrics & Timeframe	Progress April - June 2012	Progress July - Sept 2012	Progress Oct - Dec 2012	Progress Jan - March 2013
3.8 To develop an implementation plan for new routes to quitting and accessing services	<ul style="list-style-type: none"> Work in partnership with Fresh to identify and plan how SSS can develop new routes to quitting. Disseminate plan widely to SS specialists and intermediate advisors. 	NOT (LS), NHCH (CD)	Implementation plan in place by end March 2013	Amber No current activity around this at present	Amber As Q1	Amber Contribution made to NICE consultation on harm reduction approaches. Fresh organised CPD on electronic cigarettes and harm reduction attended. Once NICE guidance is produced this will impact on service development which will impact on commissioned contract.	Amber New NICE guidance due to be published in June 2013. Commissioner to consider impact on service provided.
3.9 To increase the number of people within mental health services accessing stop smoking support	<ul style="list-style-type: none"> Increase the number of staff working in mental health settings who are either brief or intermediate advice trained. Offer support to NTW Mental Trust with access to training as requested. Review number of staff trained 	NTW (DR) NHCH (CD) NTW (DR) NHCH (CD)	No of staff trained and active in SSS in NTW	Amber No of active staff trained in NTW April - June = 0 Support and training offered by the SSS but poor uptake	Amber No of active staff trained in NTW April - August = 1 Support and training offered by the SSS but poor uptake	Amber No of active staff trained in NTW April - Dec = 1 As Q1 & 2	Amber No of active staff trained in NTW Jan - March = 1 As Q1 & 2

Objectives	Activities and Actions	Accountable Lead	Monitoring metrics & Timeframe	Progress April - June 2012	Progress July - Sept 2012	Progress Oct - Dec 2012	Progress Jan - March 2013
3.10 To continue the development and implementation of health awareness raising sessions in Newcastle mosques including promotion of stop smoking support	<ul style="list-style-type: none"> Develop work plan for 2012/13 Work with Health Improvement Service for Ethnic Minorities, HealthWORKS and HAREF, to take information about how to stop smoking in to mosques across city. 	HAREF (AM)	<p>Plan in place by April 2012</p> <p>Quarterly reports</p>	<p>Green Work plan produced in partnership with HISEM and HealthWORKS</p> <p>Outreach session with Sikh community held in May 2012.</p> <p>Preparation work undertaken with mosques for sessions following end of Ramadan</p>	<p>Green Mosque and temple sessions planned by HISEM, HealthWORKS and HAREF, including risk assessment visits. Programme includes mosque pilot session for women. Dates to be confirmed for end of 2012</p>	<p>Green HISEM/HealthWORKS/HAREF health sessions in to places of worship, including info about stopping smoking taking place. Sessions for men and women planned for January 2013 in Grainger Park and Bangladeshi Assoc Mosques. Further sessions within other Mosques to be planned.</p>	<p>Green Sessions held in Grainger Park and Bangladeshi Association mosques by end of March 2013. HISEM, HealthWORKS and HAREF preparing brief report. HISEM and HealthWORKS to continue to plan and work together to offer outreach sessions during 2013</p>

Objectives	Activities and Actions	Accountable Lead	Monitoring metrics & Timeframe	Progress April - June 2012	Progress July - Sept 2012	Progress Oct - Dec 2012	Progress Jan - March 2013
3.11 To work with the mosques to include messages about stop smoking in the 2013 prayer calendar	<ul style="list-style-type: none"> Discuss with Bangladeshi Association mosque and Medina mosque inclusion of stop smoking message in their 2013 calendars 	HAREF (AM)	HAREF meeting held by end May 2012 Timeline for production TBA	Amber Initial discussions with Bangladeshi Community Association and Medina mosques held	Amber Bangladeshi Community Association mosque to include messages about stop smoking in 2013 prayer calendar. Work in progress	Green HAREF's input to pilot and January follow-on sessions was to negotiate with scholars/Imams in mosques, using contacts developed through work around Ramadan prayer calendars with diabetes info. HISEM and HealthWORKS will develop these contacts to plan future work together	Amber Negotiation interrupted by change of committee at Bangladeshi Association mosque. Ongoing partnership between HISEM, HealthWORKS and HAREF

Key Strand Four: Media, Communications and Education

Key Outcomes

- An increase in the number of Newcastle residents who are aware of and access NHS Stop Smoking Services
- A high awareness of residents who recall national and regional messages promoted such as 'smoke free homes and cars', 'Keep it Out' (intelligence related to illegal tobacco), standardised tobacco packs
- A measured improvement in the quality and consistency of tobacco education in schools and youth settings is evident.

Objectives	Activities and Actions	Lead	Monitoring metrics	Progress April - June 2012	Progress July - Sept 2012	Progress Oct - Dec 2012	Progress Jan - March 2013
4.1 To effectively communicate SFN's plans, actions and achievements	<ul style="list-style-type: none"> • Cross reference 3.5 • Embed communications activity into tobacco control activity, including measures to promote the SSS 	NHCH (JM, CD)	Activity monitored quarterly	Amber Lack of PR function /proactive comms plan/support in NUTH impacting on amount of PR undertaken. Opportunities utilised wherever possible	Green Fresh 'Every Breath' campaign and national Stoptober campaigns publicised widely across council and NHS sites. Links with CC communications department developing.	Green As Q2. New tobacco control communications plan planned for 2013-14 with NCC comms team. Key messages/campaigns included on NUTH website	Green Communications activity now more embedded and a 2013-14 plan is being developed. CC and NUTH including tobacco PR routinely on websites.
	<ul style="list-style-type: none"> • Populate and maintain the Fresh website section for SFN 	NHCH (JM)	Section maintained - ongoing.	Green Site maintained with SFN info.	Green Website up to date. New folders added re FAB project.	Green As Q2	Green As Q2 and 3
	<ul style="list-style-type: none"> • Publicise success through relevant newsletters, publications, websites and news media as appropriate. 	NHCH (JM), CC (PD, DE, LS)	Publicity gained	Amber See above. City Council website smoke free section on website updated.	Green Article on FAB and Stoptober in ward newsletters and City life. Info re FAB on City Council website. Text on FAB provided to	Green As Q2. FAB information for inclusion on school websites provided to local school.	Green As Q2 and 3 One primary school to include presentation by pupils of the chemicals in cigarette smoke on their own website.

Objectives	Activities and Actions	Lead	Monitoring metrics	Progress April - June 2012	Progress July - Sept 2012	Progress Oct - Dec 2012	Progress Jan - March 2013
	<ul style="list-style-type: none"> Develop a section on the Let's Talk Newcastle website for forum discussion/polls for inclusion in plain packaging consultation response. 	CC (DL, PD)	Responses fed into consultation response. July 2012	Green Results from Let's Talk forum/polls on standardised packaging included in Newcastle responses.	childrens centres for inclusion on their websites.		CC tweeted stop smoking messages on No Smoking Day. Meeting set up in NUTH to explore social media use.
4.2 To support national, regional and local campaigns	<ul style="list-style-type: none"> Disseminate information and resources for No Smoking Day and encourage local participation in it. Contribute to the promotion of regional and national campaigns at a local level including; Keep it out (illegal tobacco) Every Breath (stop smoking) 	NHCH (CD, JM) NHCH (CD, JM) CC (DE), NHCH (CD)	Nos at briefing, no of packs distributed. Publicity measured. July 2012 August 2012	Green 'Keep It Out' materials distributed to community venues in higher prevalence areas. Articles placed on CC and NUTH websites.		Green No Smoking Day drop in briefing event planned for Feb 2013. Action plan developing.	Green Action plan for NSD implemented. SSS had stall at Morrisons Byker, Cowgate, NUTH (several sites), the Monument and other sites across the city. City Council had a stall at the Allendale Rd depot and City Centre service desk. Day widely publicised. Number of contacts recorded.

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	<ul style="list-style-type: none"> Smoke Free Homes and cars (secondhand smoke) 	NHCH (CD, JM)	May 2012	<u>Green</u> Local quotes provided to support Fresh PR. See section 7.2.	with local case study material and quotes provided.		
	<ul style="list-style-type: none"> DH Stop Smoking - Stoptober 	NHCH (CD)	Sept/Oct 2012		<u>Green</u> Stoptober campaign coordinated, including local launch at Blakelaw social club. Stoptober widely published by NHS, City Council and YHN. Displays, inc manned, took place at Customer Service section of Civic Centre, NUTH premises		
	<ul style="list-style-type: none"> Plain/standardised packaging of tobacco products 	NHCH (JM), CC (PD, DE)	Responses submitted by 10 July 2012	<u>Green</u> See 7.2			
	<ul style="list-style-type: none"> Promote through YHN outlets and publications (where appropriate) regional and national campaigns 	YHN (IG)	Publicity collated	<u>Green</u> All campaigns relevant to YHN are forwarded to YHN's comms team for consideration.	<u>Green</u> YHN a national partner for Stoptober and publicised the campaign widely to	<u>Green</u> As Q2	<u>Green</u> As Q2

Objectives	Activities and Actions	Lead	Monitoring metrics	Progress April - June 2012	Progress July - Sept 2012	Progress Oct - Dec 2012	Progress Jan - March 2013
				Any campaigns being publicised are approved by YHN's readers' panel	staff.		
4.3 To implement the NICE guidance on smoking prevention in school settings.	<ul style="list-style-type: none"> Promote the Fresh Smoke Free Quality Standard to schools and support targeted schools to progress through its stages Organise, facilitate and evaluate one in service course on effective methodology for tobacco education for key stages 1-3, including the dissemination of NICE guidance for school staff and public health school nurses. 	NHCH (JM) NHCH (JM)	School action plans assessed by Dec 2012 & ongoing Record of nos attending Q4 course.	<u>Green</u> 3 primary schools engaged in the Quality Standard and 1-2-1 support being provided. Wide promotion of this long term programme to schools.	<u>Green</u> As Q1. One school has completed the first stage of the Fresh SFQS, with a detailed action plan in place.	<u>Green</u> Another school plans to work towards the Quality Standard in assoc with healthy school plus programme. <u>Green</u> INSET planned for Q4 and advertised to teachers, HTLA's and school nurses. Health improvement specialist sitting on NICE evidence review panel for this guidance and has contributed actively to the review process.	<u>Green</u> As Q3 <u>Green</u> 10 teachers/HTLA's and school nurses applied to complete INSET. Only 6 turned up and completed the course. Evaluations were very positive. New NICE evidence review due to be released in April 2013.
4.4 To increase workforce capacity within youth services to address tobacco issues with young	<ul style="list-style-type: none"> Organise, facilitate and evaluate a training session for youth workers on 'exploring tobacco issues with young people'. Increase involvement of youth 	NHCH (JM) CC (JB)	No of attendees & collated evaluations Youth	<u>Green</u>	<u>Green</u> Course held for 17 youth workers in Sept 2012. Positive evaluations. Youth Service intend to develop a city wide	<u>Green</u> As Q2. Friday night project on smoking underway. However the proposed cut of youth services by	<u>Green</u> As Q2 <u>Green/ Amber</u>

Objectives	Activities and Actions	Lead	Monitoring metrics	Progress April - June 2012	Progress July - Sept 2012	Progress Oct - Dec 2012	Progress Jan - March 2013
people	service in tobacco control issues via locality project.		service proactively engaged in TC	Youth Service have prioritised smoking as one of only 2 themes to focus on city wide this year. Fully committed to FAB.	programme on smoking in 2012/13 now that training is complete.	the City Council from April 2013 has implications for future delivery.	Young people in Blakelaw youth service completed a film making project on smoking through their eyes in March 2013. Film to be edited and launched in Q1 2013-14. However CC Youth Service disbanded on 31 March 2013 posing a threat to continuity of work on tobacco control across the city in that sector.
4.5 To increase public awareness of home fire safety, particularly in relation to smoking materials, targeting house fire hotspot areas Cross ref 8.3	<ul style="list-style-type: none"> Carry out 4200 home safety check visits to higher risk premises, advising the public on how to reduce fire risks, and providing brief advice on smoking as required. Supply and fix smoke alarms to homes on visits. 	TWF (KS) TWF (KS)	Quarterly reports No of alarms fitted.	Amber Slightly below anticipated target for Q1 Green Core business of TWFS	Amber Slightly below anticipated target for Q2 Green Core business of TWFRS	Amber Slightly below anticipated target for Q3 Green Core business of TWFRS	Amber 300 below anticipated target for year due to staffing capacity. Green Core business of TWFRS

Key Strand Five: Reducing the availability and supply of tobacco products; licit and illicit and addressing the supply of tobacco to children

Key Outcomes:

- High compliance with the law regarding the sale of cigarettes to minors
- Increase in number of retailers acknowledged as 'Responsible retailers'

Objectives	Activities and Actions	Lead	Monitoring metrics	Progress April - June 2012	Progress July - Sept 2012	Progress Oct - Dec 2012	Progress Jan - March 2013
5.1 To collect intelligence on the availability and supply of illicit tobacco locally.	<ul style="list-style-type: none"> • Undertake 50 inspection visits to retail premises searching for illicit tobacco products using handheld scanner. 	CC (DE)	Quarterly data on number of visits & levels of compliance	<u>Green</u> 50 inspection visits to retail premises conducted. 1000 packets of (20) cigarettes checked. 3 packets seized.	<u>Green</u> As Q1	<u>Green</u> As Q1	<u>Green</u> As Q1
	<ul style="list-style-type: none"> • Undertake 20 inspection visits to retail premises searching for illicit tobacco products including niche tobacco products. 	CC (DE)		<u>Green</u> 20 inspection visits to retail premises conducted. No illegal products.	<u>Green</u> As Q1	<u>Green</u> As Q2	
	<ul style="list-style-type: none"> • Undertake 10 inspection visits to mobile vendors searching for illicit tobacco products. 			<u>Green</u> 14 inspection visits to mobile vendors conducted. No issues.	<u>Green</u> As Q3		
	<ul style="list-style-type: none"> • Collect local intelligence on illicit tobacco sources in Newcastle, targeting activity to hotspot areas, working in partnership with HMRC. 			<u>Green</u> 3 enquiries made. 2 passed to HMRC to action. 1 business premises searched by TS, no illicit products found.	<u>Green</u> 2 enquiries made. 2 business premises searched by TS, no illicit products found.	<u>Green</u> 3 enquiries made. 1 passed to HMRC to action. 2 business premises searched by TS, no illicit products found.	<u>Green</u> 1 enquiry made. 1 business premises searched by TS, no illicit products found.

Objectives	Activities and Actions	Lead	Monitoring metrics	Progress April - June 2012	Progress July - Sept 2012	Progress Oct - Dec 2012	Progress Jan - March 2013
5.2 To enforce age of sale legislation relating to tobacco products	<ul style="list-style-type: none"> Carry out 30 test purchase exercises of cigarettes from retailers and report findings. 	CC (DE)	Quarterly data on number of visits & levels of compliance			<u>Green</u> 30 premises visited. 5 sales made all under criminal investigation.	<u>Green</u> 30 premises visited. 5 sales made all under criminal investigation.
5.3 To heighten public awareness of the Crimestoppers number and encourage reporting of local intelligence on illicit tobacco	<ul style="list-style-type: none"> See section 4.2 media, communications and education. To coordinate the Keep It Out illegal tobacco campaign locally Include information on illicit tobacco in appropriate courses, newsletters, websites and presentations to maintain momentum on the issue. 	NHCH (JM) CC (DE) NHCH (JM) CC (DE)	Quarterly data on number complaints made. Publicity gained monitored	<u>Green</u> 3 enquiries made. 2 passed to HMRC to action. 1 business premises searched by TS, no illicit products found. <u>Green</u> See 4.1. 'Keep It Out' articles placed on CC and NUTH websites and messages included in generic training such as foundation degree course on service improvement.	<u>Green</u> 2 enquiries made. 2 business premises searched by TS, no illicit products found. <u>Green</u> As Q1	<u>Green</u> 3 enquiries made. 1 passed to HMRC to action. 2 business premises searched by TS, no illicit products found. <u>Green</u> As Q1	<u>Green</u> 1 enquiry made. 1 business premises searched by TS, no illicit products found. <u>Green</u> As Q1-3
5.4 To implement the 'Responsible Retailer award' scheme.	<ul style="list-style-type: none"> Visit 20 retail premises to assist businesses in achieving the 'Responsible Retailer' award. Publicise success 	CC (DE, PD)	Number of retailers who gain award and publicity gained	<u>Green</u> Publicity achieved in "High Standard" newsletter. To progress.	<u>Green</u> 58 retailers in the Byker/Walker & Benwell/Scotswood /Elswick area written to.	<u>Green</u> As Q1	<u>Green</u> As Q1-3

Key Strand 6: Tobacco Regulation

Key Outcome

- Access to tobacco products is more difficult for young people

Objectives	Activities and Actions	Lead	Monitoring metrics	Progress April - June 2012	Progress July - Sept 2012	Progress Oct - Dec 2012	Progress Jan – March 2013
6.1 To enforce the legislative provisions applicable to the advertising of tobacco and brand sharing.	<ul style="list-style-type: none"> • Carry out a minimum of 50 visits to retailers for compliance with statutory (under 18) notices. 	CC (DE)	Quarterly data on number of visits & levels of compliance	<u>Green</u> 50 inspection visits to retail premises conducted. 3 retailers provided with statutory notices to ensure compliance.	<u>Green</u> 20 inspection visits to retail premises conducted. No illegal products.	<u>Green</u> 7 inspection visits to retail premises conducted for DH survey on POS. All compliant.	<u>Green</u> As Q1-3
	<ul style="list-style-type: none"> • Carry out 50 product warning label compliance visits to tobacco retailers. 	CC(DE)		<u>Green</u> 50 inspection visits to retail premises conducted. 1000 packets of (20) cigarettes checked. 3 packets seized.	<u>Green</u> 20 inspection visits to retail premises conducted. No illegal products.	<u>Green</u> 7 inspection visits to retail premises conducted for DH survey on POS. All compliant.	<u>Green</u> As Q1-3
6.2 To enforce the legislative provisions applicable to tobacco vending machines.	<ul style="list-style-type: none"> • Continue to monitor all business premises for the availability and use of cigarette vending machines • Update information on the Newcastle City Council website. 	CC (DE)	Quarterly data in Q3 & Q4 to be produced.	<u>Green</u> 15 inspection visits to retail premises conducted. All compliant.	<u>Green</u> As Q1	<u>Green</u> As Q1	<u>Green</u> As Q1-3
			Information on relevant webpages up to date.	<u>Green</u> Information on relevant webpages up to date.	<u>Green</u> As Q1	<u>Green</u> As Q1	<u>Green</u> As Q1-3

Key Strand 7: Reducing Tobacco Promotion

Key Outcomes

- High compliance with point of sale legislation
- Reduction in frequency with which young people can see tobacco packaging at the till point.
- Tobacco packs less attractive to young people, less misleading and have more visible health warnings (long term outcome)

Objectives	Activities and Actions	Lead	Monitoring metrics	Progress April - June 2012	Progress July - Sept 2012	Progress Oct - Dec 2012	Progress Jan - March 2013
7.1 To monitor Point of Sale legislation in large retailers and support small retailers ahead of the introduction of the new provisions in April 2015	<ul style="list-style-type: none"> • Brief retailers on the new measures to remove Point of Sale advertising for small retailers from April 2015. • Update information on the Newcastle City Council website. • Update information as contained within Business Advice Packs. 	CC (DE)	<p>Continue to evaluate need to brief large retailers.</p> <p>Information on relevant webpages up to date.</p> <p>Business Advice Packs up to date.</p>	<p>Green Information on relevant webpages up to date.</p> <p>Green Business Advice Packs up to date.</p>	<p>Green Undertaken on routine visits to retailers.</p> <p>Green As Q1</p> <p>Green As Q1</p>	<p>Green As Q1. 7 inspection visits to retail premises conducted for DH survey on POS. All compliant.</p> <p>Green As Q1</p> <p>Green As Q1</p>	<p>Green As Q2 & Q3</p> <p>Green As Q1</p> <p>Green As Q1</p>
7.2. To coordinate the city response to the consultation on the introduction of standardised packaging for tobacco products	<ul style="list-style-type: none"> • Develop a consultation plan, disseminate key messages, and encourage and support responses from both strategic groups and individuals. • Prepare a response from SFN on the national consultation on standardised 	<p>NHCH (JM), CC (DE,PD)</p> <p>NHCH (JM), CC</p>	<p>Plan in place by end April 2012</p> <p>No of responses from key groups collated.</p> <p>Formal SFN response submitted by</p>	<p>Green Plan in place and fully implemented. Known responses gained from; CC, Childrens Trust Board. Newcastle CVS, 1 x GP surgery, Youth Service, Involve NE, NUTH.</p> <p>Green Response submitted.</p>			<p>Green Government decision still</p>

	packaging.	(DE,PD, MK)	10 July 2012.				awaited.
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Key Strand 8: Research, Monitoring and Evaluation

Key Outcome

- Research, monitoring and evaluation measures embedded in practice to inform practice

Objectives	Activities and Actions	Lead	Monitoring metrics	Progress April - June 2012	Progress July - Sept 2012	Progress Oct - Dec 2012	Progress Jan – March 2013
8.1 To ensure tobacco control interventions are targeted to have greatest impact on reducing health inequalities Cross ref 1.2	<ul style="list-style-type: none"> • Maintain the Joint Strategic Needs Assessment on smoking, using it to define activity and target interventions most appropriately. • Write an evaluation framework for the Blakelaw project and implement it as agreed, monitoring and reporting on progress. NB; SEE SEPARATE BLAKELAW PLAN • Support selected schools to repeat the Health Related Behaviour Questionnaire with Years 4, 6, 8, 10, using the findings on smoking to inform planning. • Use any relevant data collected to target interventions and resources 	CC (LS) NHCH (JM)	JSNA maintained. Ongoing			<u>Green</u> See 1.1	<u>Green</u> See 1.1
		CC (VC, LS) NHCH (JM)	Key milestones reported quarterly	<u>Green</u> Evaluation framework in place and baselines being established	<u>Green</u> As Q1	<u>Green</u> As Q1	<u>Green</u> As Q1
		NHCH (JM)	Questionnaires completed end 3/2013. Analysis complete by end 5/2013.		<u>Green</u> Early discussions taking place on a repeat of the HRBQ. Sampling being considered.	<u>Green</u> New survey planned for Q4. Questionnaires agreed. All schools who previously participated invited to take part in repeat of survey.	<u>Green</u> Schools undertook survey in March 2013. Results being collated and analysed and expected by end of June 2013.
		CC (VC, LS, MK) NHCH (JM)	Data used to inform development of interventions (ongoing)	<u>Green</u> Blakelaw data has revealed neighbourhoods, specific groups to target.	<u>Green</u> FAB project to focus on 18-49 year olds, those with caring responsibilities, RM workers and the unemployed.	<u>Green</u> As Q2. Data is to be included on future agendas of SFN as a standing item. Focussed discussion on RM and unemployed	<u>Green</u> As Q2. Data is included as standard item on SFN agenda. Q1 2013-14 meeting to focus on RM and unemployed

Objectives	Activities and Actions	Lead	Monitoring metrics	Progress April - June 2012	Progress July - Sept 2012	Progress Oct - Dec 2012	Progress Jan - March 2013
						smokers to be held in Q4.	smokers.
8.2 To monitor the implementation of the SFN plan and review performance against agreed metrics	<ul style="list-style-type: none"> Produce quarterly monitoring reports for the regional tobacco partnership board. Agenda performance issues at every SFN meeting to scrutinise activity and assist in meeting agreed targets. Present annually to the Healthy Lifestyles Board as required Produce an annual summary of progress reports 	NHCH (JM, NHCH (JM) NHCH (JM) NHCH (JM)	Quarterly reports Papers and minutes of meetings Date TBC Annual report by end 6/12	<u>Green</u> Reports produced <u>Green</u> Agreed on need to discuss 'red' rated actions at each meeting to unblock where possible. <u>Amber</u> Report delayed due to competing priorities	<u>Green</u> As Q1 <u>Green</u> As Q1 <u>Green</u> Summary report produced and disseminated. Performance in 2011/12 good overall. Report	<u>Green</u> As Q1 <u>Green</u> As Q1. SFN has completed the CleaR self assessment review of function and performance to assist future development and improvement. Peer assessment to be planned for Q4 or Q1 of next financial year. <u>Green</u> Healthy Lifestyles Board undergoing review due to new governance arrangements in CC.	<u>Green</u> As Q1 <u>Green</u> As Q1. CleaR assessment completed and assessment visit to be planned for Q1 2013-14.

Objectives	Activities and Actions	Lead	Monitoring metrics	Progress April - June 2012	Progress July - Sept 2012	Progress Oct - Dec 2012	Progress Jan - March 2013
					uploaded to Fresh.ne.com		
8.3 To achieve zero fire deaths and reduce accidental dwelling fires and resultant injuries caused by smoking related materials Cross reference 4.5	<ul style="list-style-type: none"> Produce and analyse data on dwelling fires including any fire related injuries caused by smoking materials and use to target hotspot areas. Investigate the housing stock damaged as a result of smoking related dwelling fires and work with TWFS to target hotspots, all primary fires to be followed up by FRS personnel, findings to be reported back to YHN. Investigate and progress setting up signposting schemes with other partners to identify the most at risk households and target the most vulnerable for priority Home Safety Checks 	<p>TWFS (KS)</p> <p>YHN (IG), TWFS (KS)</p> <p>TWFS (KS)</p>	<p>Monthly data analysis, quarterly and annual reports.</p> <p>Information available by Dec 2012</p> <p>Quarterly monitoring</p>	<p><u>Green</u> Core business</p> <p><u>Green</u> All primary fires followed up</p> <p><u>Green</u> Joint investigations are carried out by YHN/TWFRS following each domestic property fire. YHN carried out a briefing session with TWFRS to highlight work which had been carried out in high rise properties to improve firestopping.</p> <p><u>Red</u> No schemes in place with partners directly working with smoking cessation, although schemes in place with NHS/PCT in</p>	<p><u>Green</u> As Q1</p> <p><u>Green</u> As Q1</p> <p><u>Green</u> As Q1</p> <p><u>Red</u> As Q1</p>	<p><u>Green</u> As Q1</p> <p><u>Green</u> As Q1</p> <p><u>Green</u> As Q1</p> <p><u>Amber</u> Meeting has taken place with agreement made between Stop Smoking Service and health visitors to signpost. Issues</p>	<p><u>Green</u> As Q1</p> <p><u>Green</u> As Q1</p> <p><u>Green</u> As Q1</p> <p><u>Amber</u> Issues still to be resolved on data transfer, discussion ongoing internally with reference to secure email. However a paper</p>

Objectives	Activities and Actions	Lead	Monitoring metrics	Progress April - June 2012	Progress July - Sept 2012	Progress Oct - Dec 2012	Progress Jan - March 2013
				other areas.		still to be resolved on data transfer.	based system of referrals from Health Visitors and the SSS to the Fire Service is being established in the interim.

Key

Organisations and Groups	Personnel
NHCH: Newcastle Hospitals Community Health	JM: Judith MacMorran NHCH
CC: Newcastle City Council	DE: David Ellerington NCC
SFN: Smoke Free Newcastle	LS: Lynda Seery: NCC
Fresh: Fresh; Smoke Free North East	DR: Damian Robinson: NTW
SSS: Stop Smoking Service	PD: Paula Davis: NCC
NTW: Northumberland and Tyne and Wear	MM: Michael McMullen; NHCH
DH: Department of Health	CD: Christine Dryden: NHCH
SF: Smoke Free	JS: Jane Skinner: NUTH
NUTH: Newcastle Upon Tyne Hospitals NHS Foundation Trust	FB: Frances Blackburn: NUTH
YHN: Your Homes Newcastle	IG: Ian Gallagher: YHN
TWFS: Tyne and Wear Fire Service	KS: Karen Soady: TWFS
HAREF: Health and Race Equality Forum	AM: Ann McNulty; HAREF
	MK: Meng Khaw, NCC
	DL: Debra Lagun, NCC
	VC: Val Corris, NCC