



Local alliance delivery planning guide

This guide is designed to help local tobacco control alliances develop their local delivery plans and to assist members in recording useful information within their quarterly reports.

The information from the alliance quarterly reports feeds into the North East Tobacco Control Partnership as well as being a useful document locally to demonstrate the breadth of tobacco control activity. This is by no means an exhaustive list but outlines the basic information that could appear in a quarterly report.

The forthcoming CLeaR excellence model for tobacco control (jointly developed by ASH with Fresh, Tobacco Free Futures, Smoke Free South West and others) will also be a useful tool to help with local planning and to help assess progress and areas of success and areas for further improvement. More details at www.ash.org.uk. This template here is not meant to duplicate the CLeaR model but to help now with action planning for 2012/13.

It would also be useful for the alliances to look at the FRESH regional delivery plan for 2012/13 which sets out the key priorities and focus for the year. This is available at www.freshne.com.

Key strand 1: Developing infrastructure, skills and capacity:

- Who chairs and sits on your alliance?
- Has membership of your alliance changed? If yes, how?
- When did the alliance last meet? When is the next alliance meeting?
- When did you last carry out a review of your alliance e.g. using the Fresh alliance toolkit?
- How is the alliance engaged with the Smoke Free North East network?
- Have you engaged with any new strategic partners and if so, how? E.g. briefings to elected members, chief officers, new organisations
- Has tobacco control been given a slot at any strategic meetings e.g. local authority cabinet meetings, local strategic partnership, health and wellbeing board?
- Has the locality developed a Joint Strategic Needs Assessment around smoking? Has the alliance been involved?
- Are there any specific locality infrastructure initiatives around tobacco control, on which the alliance is leading e.g. a geographic locality focus?
- Where does the alliance report into locally? How much profile does it have? Where does the accountability lie?
- What training and development plans are in place to help support the alliance and its members around tobacco control?
- What work is underway around building up champions for tobacco control?

Suggested monitoring metrics

Membership of the alliance

Dates set and held for alliance meetings

Engagement with Smoke Free North East Network

Tobacco control meetings held with decision makers and input to local strategic and decision making forums e.g. Health and Well Being Board

Key strand 2: Reducing exposure to secondhand smoke:

- What smokefree compliance activity has taken place e.g. complaints received, inspections carried out, advice given, warnings issued, fixed penalty notices given? What types of premises were involved and what has been the outcome of this activity? What work is being undertaken to monitor emergence of shisha and waterpipe usage in local premises and subsequent compliance with legislation?
- What is the current training capacity to deliver Smokefree Families training?
- How many training sessions have been delivered and to how many frontline staff? Where did these take place?
- Have there been any opportunities to promote Smokefree Families locally, e.g. in newsletters, at community events?
- What discussions, if any, are taking place around potential extension of smokefree regulations e.g. playgrounds? What work is being undertaken with Hospital Trusts around smokefree issues and compliance with Trust policies? Is there a proactive Trust focus on a holistic smokefree policy?

Suggested monitoring metrics

Complaints received around smokefree compliance

Inspections carried out and outcomes

Active Smokefree Families trainers

Smokefree Families local sessions held and number of frontline staff trained

Activity undertaken by NHS trusts around smokefree issues

Key strand 3: Helping smokers to stop:

- Does the local Stop Smoking Service have a dedicated delivery plan, and does this feed into alliance planning?
- Review of capacity and quality within Level One (brief intervention) and Level Two (stop smoking advisor) provision, and SSS delivery of training to support this activity
- What plans does the locality have to target stop smoking provision for key audiences e.g. Routine and Manual workers, areas of high deprivation, pregnant smokers, BME communities, mental health service users, etc, and what socio-economic mapping of SSS provision has been undertaken to inform this?
- Is there any strategic activity locally around smoking cessation or referrals which the alliance should be supporting (E.g. "Better health at work" programme activity, smoking in pregnancy locality plans, CQUINs)?
- Are there any specific initiatives in which the SSS is engaged, which the alliance can support (E.g. lung-age testing, secondary care pilots, etc)
- Monitoring of performance against 4-week quit targets and any other local SSS KPIs
- Is any work taking place with the Fire Service to encourage smokers to keep their homes fire safe?
- What policies do alliance member organisations have in place around encouraging and supporting staff to quit particularly within the local authority and NHS.

Suggested monitoring metrics

Dedicated delivery plan in place for the Stop Smoking Service with associated KPIs

Performance against 4-week quit targets

Key strand 4: Media, communications, social marketing and education

- How are current Fresh and national campaigns being uplifted across the local area?
- Have there been any opportunities to highlight tobacco control activity in the media, local newsletters, websites?
- Have any new spokespeople been identified?
- Is any field marketing activity taking place?
- Is the locality developing its own marketing campaign around tobacco issues? What are the details for this?
- What activity is taking place to deliver tobacco education to young people? What other youth focussed work is underway?
- Are you linked into the Fresh Smoke Free Quality Standard? How?

Suggested monitoring metrics

Local marketing plan in place

Uplift of current campaigns

Tobacco control articles in newsletters

Activity delivered through the Fresh Smoke Free Quality Standard

Other youth focussed activities

Key strand 5: Reducing availability and supply

- What activity has taken place to support the North of England Tackling Illicit Tobacco for Better Health programme?
- What intelligence has been received regarding the sale of illicit tobacco?
- What enforcement action has taken place, e.g. seizures, prosecutions? And which agencies did this involve, e.g. TS, HMRC, the police? What brands are being found?
- Have any inspections/test purchases taken place e.g. around underage sales? What were the results of these?
- Has any marketing activity been undertaken to raise awareness of illegal tobacco?
- What activity has taken place to monitor compliance with vending machine regulations?

Suggested monitoring metrics

Calls from Customs Hotline/Crimestoppers/Consumer Direct/other

Intelligence reports received (via RIO or other source)

Seizures: number of cigarettes, HRT by weight

Brands seized

Enforcement visits on illicit tobacco and outcome

Average sale price of illicit tobacco products

Vending machine compliance visits and outcomes

Underage sales compliance visits and outcomes

Key strand 6: Reducing tobacco promotion

- Have there been any reports of the tobacco industry carrying out promotional activities in your area e.g. cut price cigarette stands in newsagents?
- What activity has taken place to monitor compliance with point of sale regulations among large retailers and monitoring of small retailers for potential expansion of displays?
- What activity has taken place around compliance with statutory age of sale notices and pack label warnings?

Suggested monitoring metrics

Point of sale compliance visits and outcome

Outcome of monitoring tobacco displays of smaller shops

Outcome of other compliance checks

Key strand 7: Tobacco regulation

- What activity is taking place to support responses to the Government's consultation on standardised packaging? E.g. briefings circulated, meetings set up?
- What activity has taken place to ensure that tobacco control remains a priority amongst regulatory partners e.g. Trading Standards and Environmental Health as part of the alliance?
- What monitoring is underway around niche tobacco products and also emerging new novel nicotine delivery devices?

Suggested monitoring metrics

Consultation plan on standardised packaging in place

Meetings held on standardised packaging, presentations delivered, community engagement taking place

Any other enforcement visits on tobacco regulations and outcome

Monitoring of availability of new products locally

Key strand 8: Research, monitoring and evaluation

- Have any local studies been carried out to determine smoking behaviour or public opinion in your area e.g. with schools, workplaces?
- Have any local projects been evaluated? If so, what were the results of these?
- What routine (e.g. quarterly/annual) monitoring reports on tobacco control activity have been produced and for whom?

Suggested monitoring metrics

Regular tracking of Integrated Household Survey figures for locality (go to

http://www.lho.org.uk/LHO_Topics/National_Lead_Areas/NationalSmoking.aspx#Prevalence)

Local surveys carried out

Results of evaluations carried out

Routine monitoring reports on tobacco control activity produced with metrics set for all key activity areas.