

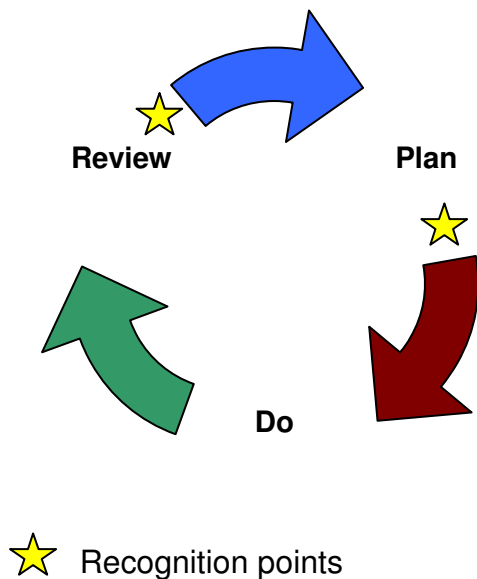


Fresh Smoke Free Quality Standard

Step-by-Step Guidance for Schools

Overview

- Schools will follow a 'Plan, Do, Review' improvement cycle to demonstrate that their whole school tobacco education programme is having a real and sustained impact on their school community. The 3 stages are ;
 1. Plan (Understanding need and planning change)
 2. Do (Developing change)
 3. Review (Understanding what has changed)
- The Quality Standard recognises existing good practice and challenges schools to improve further. It provides a structured framework which guides schools through a series of simple steps over a time period they determine (normally 2-3 years), helping them to identify and implement further actions which collectively demonstrate impact. By following this process schools will have demonstrated that they have embedded the quality standards into their practice in a sustainable manner. Tools to support this process are provided including a comprehensive resource bank.
- The Quality Standard will **significantly contribute** to the Enhancement Phase of the Healthy School Programme (also known as Healthy School Plus in some areas) for those schools that choose to focus on 'smoking' as their priority issue.



Plan Phase

1. Establish a health and wellbeing group to carry out the work
2. Undertake a needs analysis on smoking, identifying any gaps where action is required
3. Set a baseline from which progress can be measured
4. Agree the measurable outcomes the school wants to see in the next couple of years.
5. Select the activities to be undertaken
6. Agree the milestones to be used to measure progress.
7. Record on action plan and then submit this

Do Phase

8. Implement the plan, monitor progress regularly and record milestones

Review Phase

9. Review the whole process, evaluating with the whole school community the work undertaken. Ensure that the school meets the Fresh Quality Standard.
10. Prepare and submit a school 'story' case study demonstrating the impact of the work undertaken..
11. Schools are recognised as having met the Fresh Smoke Free Quality Standard following local quality assurance processes.

★ Recognition points; end of Plan phase and end of 'Review Phase'

Plan Phase

Step One – Health and Wellbeing Group

It is recommended that a small working group (e.g. **health and wellbeing group**) leads the work. This should consist of key individuals who work in the school or with the school on health improvement issues. Examples include;

- A member of the SMT
- PSHEe Coordinator
- Public Health School Nurse
- Children and young people – there must be linkage to the school council (or pupil consultation/participation group) to ensure that smoking issues are discussed and consultation with young people takes place
- Governor
- Parent
- Parent Support Advisor

Step Two – Undertake a Needs Analysis

The school should undertake a needs analysis to determine what actions the school needs to take to address smoking and meet the Quality Standard. This should be done in 2 parts;

- i. Look at national, local and school level information and data on smoking to establish the need for the work on smoking. It should be noted for example that family smoking behaviour is a key influence on the children’s future smoking pattern.

Data can be drawn from a variety of sources - links to useful sources are included in the ‘Needs Assessment’ folder of supporting materials.

Some examples of other available data are listed below

School Data	Perception Data	Public Health Data
<ul style="list-style-type: none"> • Attendance data • Punctuality data • Behaviour management incidents • Fixed term exclusions • Health related behaviour questionnaire results • Number of pupils accessing school nurse drop in sessions 	<ul style="list-style-type: none"> • Pupil/Parent/staff questionnaires * • Parent or pupil focus groups • School council discussions • Observations • One to one interviews • Draw and write activities * • * <i>Provided in the support materials</i> 	<ul style="list-style-type: none"> • Local public health information e.g. prevalence of smoking * • National public health information * <p><i>NOTE: In some instances data can only be provided by area or school cluster, not by individual schools.</i></p>

- ii. Undertake a quick **self assessment** of current practice using against the criteria for the Quality Standard. This will help schools to identify what is working well in their smoking prevention, education and cessation activities and which areas they need to take some action on. It is suggested that schools review the following to help them determine what actions need to be put in place to embed the Quality Standards in practice.;
- How are you doing?
 - What evidence do you have?
 - What will you do next?

A proforma checklist is provided in the ‘School Guidance’ section of supporting documents to assist in this process.

Step Three – Set a Baseline

Schools must set a **baseline measurement** on smoking behaviour/attitudes/experience/perceptions so that progress can be measured over time.

The ‘Needs Assessment’ folder includes examples of baseline surveys such as questionnaires and ‘draw and write’ activities.

Step Four – Define the Outcomes

The Health and Wellbeing Group needs to define the specific impacts the school intends to have on smoking (over a 2-3 year period). This involves setting **2 outcomes**; one quantitative and one qualitative. These should be specific, realistic, measureable and have a clear timeframe. For example;

- To decrease the percentage of pupils who report trying smoking/smoking from x% to y% by
- To decrease the number of pupils who report that they have never tried a cigarette from x% to y% by
- To increase the number of pupils who feel that they will definitely not be smoking when they are in secondary school from x% to y% by.....
- To decrease the number of smoking related behaviour incidents reported in school from x to less than y by
- To increase the percentage of pupils who can accurately report smoking prevalence levels for young people and adults from x% to y% by
- To increase the number of pupils seeking support to stop smoking via the Public Health School Nurse drop in sessions from x to y by
- To increase the percentage of pupils who report that they have received good quality tobacco education from x to y% by

- To increase the percentage of pupils who report living in a smoke free home from x% to y% by
- To increase the number of pupils who report that they have been consulted and involved in the development and delivery of the tobacco education programme of study from x to y by
- To reduce smoking related litter outside the school gates from x to y by
- To increase the percentage of pupils, staff and parents who report that they are aware of how to access local Stop Smoking Services from x% to y% by ...
- To increase from x% to y% the percentage of pupils who understand tobacco industry practices in recruiting and retaining young smokers

Step Five - Select Activities (Interventions)

The school needs to agree what **activities** it will put in place to meet the intended outcomes and the Quality Standards. The baseline audit already undertaken will help with this.

The 'School Guidance' section includes examples of activities (interventions) that may be put in place.

The 'Resource Bank of Classroom Activities' includes many lesson ideas to support curriculum delivery.

Step Six – Set Milestones/ Measure Progress

Once the activities (interventions) have been identified, the school needs to agree the **milestones** (or key points) it will use to measure progress towards these. It is important therefore that data that is relevant to measuring progress is recorded.

Step Seven – Action Plan

The school **must** record their intentions on a simple **action plan** which must be submitted to the local contact for your area, for their records and quality assurance procedures. The action plan will be considered through the quality assurance process and once approved the school will receive a certificate in recognition of its active engagement in the Fresh Smoke Free Quality Standard.

An Action Plan template is provided in the 'Application Forms' folder.

Local contact details are found in the 'Local Contacts' folder

Do Phase

Step Eight – Implement and Monitor Progress

The school will **implement** the Action Plan over the time period they have identified, **monitoring** progress at the agreed milestones

Review Phase

Step Nine – Review and Evaluate

Once the school is able to demonstrate that it has **embedded the Quality Standards** in its work it must conduct a **review** considering what it has achieved and whether this was what it set out to do. This review will provide valuable learning and must involve pupils, school staff, parents/carers and external agencies of relevance. The review should be a process of reflection and learning.

Step Ten – School Story

Once the review is complete the school **must complete** a '**school story**' case study to describe the process and outcomes achieved. This must be submitted to the local contact on the proforma provided. This will be used as part of the quality assurance process and also to share good practice with other schools and uploaded, with the school's permission, onto the www.freshne.com website. The school will be recognised as having met the Fresh Smoke Free Quality Standard (and in many cases the Healthy School Enhancement/Healthy School Plus programme) following regional quality assurance processes.

A school story case study template is provided in the 'Application Forms' folder.

Local contact details are found in the 'Local Contacts' folder.