

**North Yorkshire Tobacco Control Implementation Plan 2015 - 2017**  
**Version 1**

Action(s)	Priority and related evidence	Organisational Lead	Supported by	New Funding required?	Actions and timeframe	Indicator	Outcome
<b>Priority 1: Prevention for children and young people</b>							
1.1	Explore offering evidenced based peer led interventions aimed to prevent uptake of smoking (such as ASSIST), targeting high smoking prevalence schools across North Yorkshire	<a href="#">NICE guidance 23: School based interventions to prevent smoking (2010) Recommendation 3- peer led interventions</a>	Emma Davis, NYCC (Public Health)	Clare Barrowman: NYCC, (CYPS) and Carly Walker, NYCC (Public Health)	Yes approx. £150,000 per annum over 3 years	A business case to be submitted to Public Health Business Meeting	N/A at this stage  Approach and investment agreed on a peer led intervention in schools
1.2	Encourage and support all North Yorkshire schools to develop a smoke free school policy in consultation with young people and staff. This should include smoking prevention activities (led by adults or young people) and staff training and development. The policy should take account of children and young people's cultural, special educational or physical needs. Ensure the policy forms part of the wider healthy school or healthy further education strategy on wellbeing, sex and relationships education, drug education and behaviour. Ensure the policy supports smoking cessation in addition to prevention, by making information on local NHS Stop Smoking Services easily available to staff and students. This should include details on the type of help available, when and where, and how to access the services.	<a href="#">NICE guidance 23: School based interventions to prevent smoking (2010) - Recommendation 1: organisation-wide or 'whole-school' approaches</a>	Clare Barrowman, NYCC (CYPS)	Emma Davis, NYCC (Public Health) Laura Henry, New You Smoke Free Service (HDFT)	No - delivered as part of a Service Level Agreement between Public Health and CYPS	On-going support  % of NY schools with a policy	Gold standard policies schools
1.3	Encourage and support all schools to integrate information about the health effects of tobacco use, as well as the legal, economic and social aspects of smoking into the curriculum.	<a href="#">NICE guidance 23: School based interventions to prevent smoking (2010) - Recommendation 2: Adult led interventions</a>	Clare Barrowman: NYCC, CYPS	Emma Davis: NYCC Public Health	No - delivered as part of a Service Level Agreement between Public Health and CYPS	On-going support  Number of schools reporting having received satisfactory support annually	High quality PHSE (tobacco control)
1.4	Smoke free services to incorporate second-hand smoke messages and advice when in contact with parents and parents to be who smoke	<a href="#">NICE guidance PH10: Smoking Cessation Services (2008) Specific Groups-Recommendations 8 &amp; 9.</a>	Laura Henry, New You Smoke free service (HDFT)	Emma Davis, NYCC (Public Health)	No	On-going support  Number of parents who receive Very Brief Advice (VBA) and onward referral, quit success	VBA, referrals and quits recorded
1.5	Ensure smoking pathways are established within the Healthy Child Programme into the local NY services	<a href="#">NICE guidance 23: School based interventions to prevent smoking (2010) - Recommendation 1: organisation-wide or 'whole-school' approaches</a>	Emma Thomas: NYCC, (CYPS/PH)	Emma Davis, NYCC (Public Health)	No	On-going support  Service Specification HCP KPIs	Pathways established
1.6	Explore working with children in care and children with Special Educational Needs, prevention, identification and pathways into Stop Smoking Service	<a href="#">Promoting the health and well-being of looked-after children (2015)</a>	Clare Barrowman: NYCC (CYPS)	Emma Davis, NYCC (Public Health)	No	To develop - Jan 16 onwards  To be established	To be established
1.7	Integrate a smoke free programme into community programmes and activity e.g. children's centres, family nurse partnerships.  Increase numbers of staff able to offer skilled advice to promote smoke free homes and zones.	<a href="#">NICE guidance 45: Tobacco: harm reduction approaches to smoking (2013) - Recommendation 11: commissioning stop smoking services. Recommendation 12: education and training for practitioners</a>	Health Improvement Officer, NYCC (Public Health)	CYPS, New You smoke free service	TBC	Promote smoke free environments - voluntary code to be established  Staff trained in key areas Sign up and support in communities and organisations	Number of homes pledge to be smoke free. Establish a baseline.  NCSCT training.
<b>Priority 2: Normalise a smoke-free lifestyle</b>							
2.1	Increase community engagement so that local people can become advocates to promote smoke free as the norm in their community		Emma Davis, NYCC (Public Health)	All	No	Develop a community programme for local champions  Number of established champions in each locality	
2.2	Continue to develop the piloting of smoke free playgrounds across 3 sites in the Harrogate Borough Council with roll out across more of North Yorkshire		Harrogate BC (Parks & Recreation) Health Improvement Officer, NYCC (Public Health)	Community champions & young people	TBC	Develop project with HBC  number of smokefree sites established	HBC survey results, signage developed with young people, launched smokefree
2.3	Co-ordinate effective delivery of the NY tobacco control strategy and implementation plan and report on progress to the HWB		Katie Needham/Emma Davis: NYCC, (Public Health)	NY Tobacco Control Steering Group	No	On going monitoring of actions and targets  Performance dashboard to be developed	Arrangements for monitoring tobacco control implementation plan progress and

2.4	Continue to strengthen the North Yorkshire Tobacco Control Steering Group to maximise influence on national and local activity		Emma Davis, NYCC (Public Health)	North Yorkshire Tobacco Control Steering Group	No	Review steering group and invite wider network of organisations, local champions.	N/A	Monthly Tobacco Control Steering Group meetings.
2.5	Use of the CLeaR Self-assessment tool to assess the effectiveness of North Yorkshire Tobacco Control activity	<a href="#">CLeaR Self assessment</a>	Emma Davis, NYCC (Public Health)	North Yorkshire Tobacco Control Steering Group	No	To repeat assessment in 2016 and review progress from 2014, consider peer	CLeaR assessment to be undertaken in 2016	CLeaR baseline 2014 assessment. Repeat biannually.
2.6	Develop an advocacy programme and coordinate responses from the North Yorkshire Tobacco Control Steering Group to support legislation on tobacco control e.g. plain packaging, smoking in cars, age of sale of e-cigarettes.	<a href="#">NICE guidance 45: Tobacco: harm reduction approaches to smoking (2013) - Recommendation 1: raising awareness of licenced nicotine containing products</a>	Emma Davis, NYCC (Public Health)	North Yorkshire Tobacco Control Steering Group	No	On going - as and when tobacco control related consultations are released	To respond to 100% of tobacco control related national/regional consultations	Submitted consultation responses to all tobacco control proposals.
2.7	Develop a gold standard workplace smoke free policy, supported by good referral systems to smoke free services to be utilised by partners.	<a href="#">NICE guidance 5: Workplace interventions to promote smoking cessation (2007) NICE guidance 45: Tobacco: harm reduction approaches to smoking (2013) - Recommendation 9 &amp; 10: people in closed institutions, staff working in closed institutions.</a>	Health Improvement Officer, NYCC (Public Health)	NYCC Workforce development	No	Research workplace policies and develop a NY template	N/A	NY gold standard policy in place
3		<b>Priority 3: Reduce illegal tobacco within the community</b>						
3.1	Increased partnership working between Trading Standards and Environmental Health teams to share information and intelligence		David Miller, NYCC (Trading Standards)	All District Councils	No	On-going communication with counterparts	Quarterly reports to be discussed at steering group.	Good information sharing channels established
3.2	Support retailers to comply with the Tobacco display provisions and respond to complaints concerning alleged breaches	<a href="#">NICE guidance 45: Tobacco: harm reduction approaches to smoking (2013) - Recommendation 13: Point-of-sale promotion of licenced nicotine containing products.</a>	David Miller, NYCC (Trading Standards) & Community Safety Partnerships.	Emma Davis, NYCC (Public Health)	No	Visit a cross section of shops and localities across North Yorkshire. Support provided where necessary.	% of visits completed (out of 50 agreed completions by 1/6/15) - % of compliance - % of non compliance brought into conformity.	100% large retailers no longer displaying tobacco products. 100% smaller retailers no longer displaying tobacco products- April 2015
3.3	Respond to specific allegations relating to the advertisement and promotion of tobacco and tobacco accessories	<a href="#">NICE guidance 45: Tobacco: harm reduction approaches to smoking (2013) - Recommendation 13: Point-of-sale promotion of licenced nicotine containing products.</a>	David Miller, NYCC (Trading Standards)	District Councils, Environmental Health, Community Safety Partnerships	No	Respond to 100% of complaints and intelligence reports	% of complaints and intelligence reports addressed	Intelligence led, 100% response to specific allegations.
3.4	Raise awareness amongst the general public of the social, health and economic impact of illegal sales of tobacco		David Miller, NYCC (Trading Standards)	Community Safety Partnerships	No	Release of social media messages each week.  Press releases at every "significant" milestone	Increased level of awareness of the social, health and economic impact of illegal sale of tobacco (unsure how this can be measured?)	Release of a minimum of 2 social media messages per week and press releases at every "significant milestone".
3.5	Respond to all complaints in relation to underage sales of tobacco and undertake test purchasing where appropriate	<a href="#">NICE guidance 14: Preventing the uptake of smoking by children and young people. (2008) Recommendation 5: Illicit Sales.</a>	David Miller, NYCC (Trading Standards)	Community Safety Partnerships	No	Respond to 100% of all complaints.  Carry out test purchases to follow up when proportionate.	% of complaints addressed.  % of sales and non sales  Number of test purchase visits undertaken  Number of educational activities provided	Reduction in the number of retailers selling tobacco to under 18's.
3.6	Respond to specific allegations relating to illicit tobacco and seek additional resource to undertake a more proactive strategy (see below).	<a href="#">NICE guidance 14: Preventing the uptake of smoking by children and young people. (2008) Recommendation 5: Illicit Sales.</a>	David Miller, NYCC (Trading Standards)	District Councils, Community Safety Partnerships, HMRC	See below	Respond to 100% of complaints and intelligence.  Engage all retailers susceptible to supply of illicit	Number of complaints of responses	Intelligence led, 100% response to ensure tobacco sales are legal and action is taken where illegal sales take place.
3.7	Undertake a county wide survey on the scale of the illicit problem in North Yorkshire to gauge supply and demand	<a href="#">NICE guidance 14: Preventing the uptake of smoking by children and young people. (2008) Recommendation 5: Illicit Sales.</a>	David Miller, NYCC (Trading Standards) Emma Davis, NYCC (Public Health)	Emma Davis, NYCC (Public Health)	Yes approx. £16,000	Undertake NY survey to quantify extent of problem	To be established	Comprehensive survey undertaken and action plan in place to tackle illicit tobacco across NY
3.8	To attend community safety partnership groups to build community links and intelligence on illicit tobacco		David Miller, NYCC (Trading Standards)	CSP's Police HMRC	No	Representation at all CSP meetings	% of meetings attended	Meetings intelligence
4a		<b>Priority 4: Support smokers to quit</b>						<b>Action Plan</b>

4.1a	Increase choice and availability of cost effective stop smoking interventions in line with evidence and best practice that motivate, empower and support smokers who wish to quit	<a href="#">NICE guidance 45: Tobacco: harm reduction approaches to smoking (2013) - Recommendation 6: Supplying a nicotine containing product</a>	Laura Henry, New You Smoke free service (HDFT)	Emma Davis, NYCC (Public Health)	No	Service specification	Service Specification - Smoke free service KPIs	Service KPIs
4.2a	Assure evidence based stop smoking services across a variety of settings in North Yorkshire		Laura Henry, New You Smoke free service (HDFT) Emma Davis, NYCC (Public Health)	Emma Davis, NYCC (Public Health)	No	Service specification	Service Specification	Service KPIs
4.4a	Support tobacco control activity in line with NICE guidance in secondary care settings e.g. stop before your op	<a href="#">NICE guidance 48: Smoking cessation in secondary care, acute, maternity and mental health services (2013) Recommendations 1-16.</a>	All CCG's Trusts TEWV	NHS Clare Beard & Emma Davis, NYCC (Public Health) Laura		To work with CCG's to identify key areas of action in line with NICE guidance in	To be established	Smoke Free sites
4.5a	Increase awareness of impact of second-hand smoke on children.	<a href="#">NICE guidance 45: Tobacco: harm reduction approaches to smoking (2013) - Recommendation 1: raising awareness of licenced nicotine containing products</a> <a href="#">NICE guidance 26: Quitting smoking during pregnancy and following childbirth (2010) - Recommendation 7: partners and other people in the household that smoke.</a>	CYPS Targeted prevention teams	All	No	To be established	To be established	Smoke Free
4.6a	Improve effective referral pathways to enhance the delivery of stop smoking interventions in a range of settings	<a href="#">NICE guidance 45: Tobacco: harm reduction approaches to smoking (2013) - Recommendation 11: Commissioning stop smoking services</a>	Laura Henry: New You Smokefree service (HDFT)	Emma Davis, NYCC (Public Health)	No	Service specification	Service Specifications	Service KPIs
4.7a	Increase the ability of front line staff to identify smokers who may wish to quit and provide advice and signposting to services		Primary Care Secondary Care Laura Henry: New You Smokefree Service (HDFT)	Emma Davis, NYCC (Public Health)	No	Service specification	Service specification KPIs	Service KPIs
4.8a	Increase the number of workplaces in North Yorkshire with effective workplace tobacco control policies	<a href="#">NICE guidance 5: Workplace interventions to promote smoking cessation (2007)</a>	David Miller, NYCC, Trading Standars	Emma Davis, NYCC (Public Health)	No	Enquire if smoking policies exist for a premises when carrying out high risk food production inspections.  Provide a toolkit for traders who wish to engage	% of inspections undertaken where enquiries were made and outcomes recorded of existing smoke free policy at that premises.  % of traders engaged	Workplace policies audited and effective practice shared.  Best practice criteria for different categories of employers developed.  Partner organisations review own policies and develop and deliver action plans to meet best practice criteria.  10% of the top 100 businesses have reviewed current
<b>4b</b>		<b>Reduce smoking in pregnancy</b>						
4.1b	Reduce the levels of smoking and exposure to second-hand smoke amongst pregnant women and the wider family network. Consider introduction of Baby Clear initiatives.	<a href="#">NICE guidance 26: Quitting smoking during pregnancy and following childbirth (2010) - Recommendations 1- 8</a>	Laura Henry: New You Smokefree service (HDFT)	All CCG's NHS Trusts- Scarborough, York, Harrogate and Northallerton	BCF - SRCCG	Test Baby Clear with S&R CCG 2015/16	To reduce smoking at time of delivery (SATOD)	100% of community midwives trained annually. 100% of community midwives receive training in the use of CO monitors. Number and success rates of pregnant women accessing smoking services is increased.
<b>5</b>		<b>Priority 5: Carry out marketing and communication programmes</b>						
5.1	Develop annual tobacco communications plan		NYCC Communications	All	No	Plan developed by October 2015 detailing key stakeholders and key messages.	See Plan (Stoptober, NSD, World No Tobacco Day, Health Harms, One You)	Established plan in place outlining key actions and responsibilities
5.2	Work with Breathe 2025 Y&H regional tobacco control office supporting marketing and communications outputs	<a href="http://www.breathe2025.org.uk">www.breathe2025.org.uk</a>	Emma Davis, NYCC (Public Health)	All	None required at present	On-going support for Breathe 2015 locally, official launch Nov 15	To increase NY pledges for Breathe 2015	Inspire a smoke free generation

**Key**

PH Public Health  
CCG Clinical Commissioning Groups  
AT Area Team (NHS England)  
PHE Public Health England  
NHSE NHS England  
CYPS Children and Young Peoples Services (NYCC)  
CSP Community Safety Partnerships  
GP Individual GP practices  
A/E Accident and Emergency  
Local Alcohol Action Area LAAA  
NYCC North Yorkshire County Council  
PCU Partnership Commissioning Unit