



Smokefree Sunderland Partnership Action Plan

Refreshed December 2019

(High Level Plan)

“Moving towards a society free from tobacco, supporting smokers to quit and young people not to start.”

Key Strand One: Developing Infrastructure, Skills and Capacity (Lead – Public health)

Objective	Initiatives and Actions	Lead	Monitoring metrics & Timeframe	September 2019 to March 2020
1.1 Ensure an evidence-based approach for tobacco control is in place locally via annual tobacco action plan	Monitor progress against the action plan and update annually	All	Annually by end of Qtr. 1 each year	
1.2 Review Clear self-assessment recommendations on an on-going basis	Arrange a Peer Review of the CLear Tobacco self-assessment	SCC –(JPW) All members	July 21	
1.3 Promote and deliver brief intervention level 1 training through the Sunderland Health Champions Programme to adults and children	Arrange Brief Intervention (BI) training dates and promote training through different media/ events.	SCC– (KEM)	Qtr. Report numbers attended.	
1.4 Commit to national, regional and local commitments that support Tobacco Control	Sign up to the Local Government Declaration for Tobacco Control	SCC (JPW/ YM)	By December 19	
	Support a levy on the tobacco industry through expected government consultation.	SCC (JPW/ YM)	TBC	

Key Strand Two: Reducing Exposure to Secondhand Smoke – (Lead - Trading Standards, TfC, O to 19 Service)

Objective	Initiatives and Actions	Lead	Monitoring metrics & Timeframe	September 2019 to March 2020
2.1 Trading Standards enforcement of existing legislation	Share outcomes of smoking compliance visits/investigations demonstrating appropriate enforcement action has been implemented.	SCC (CG/LB)	Qtr. report of no. /outcome of visits	
2.2 Local delivery of smokefree family messages and training	Ensure a training programme for Smokefree Families is available	SCC (KEM)	April 2020	
	Sunderland College, 0-19 services, TFC to promote smokefree messages in educational programmes	College (NW) SCC – (LC)	Qtr. update	
	Ensure best start in life initiatives, including maternity, deliver Smokefree family messages and all staff are Brief Intervention (BI) trained in the relation to the harms of second harm smoke exposure	SCC (WM, JH), Maternity (CAG)	Qtr. update	
2.3 Explore smokefree areas	Support all anchor organisations – starting with partners in the Smokefree Partnership – to implement smoke free policies in their settings.	SCC – (YM)	on going	
2.4 Work with HWBB Best Start in Life Partnership to ensure that reducing smoking and secondhand smoke is being promoted in household where there are young children	Ensure that all practitioners working with families of young children receive and deliver information on smoke free homes to parents/carers	SCC - (KLG)	June 20	

Key Strand Three: Helping smokers to stop (Lead Sunderland Specialist NHS Stop Smoking Service)

Objective	Initiatives and Actions	Accountable Lead	Monitoring metrics & Timeframe	September 2019 to March 2020
3.1 Support the local implementation of Smoking in Pregnancy pathway	Review the effectiveness of the Smoking in Pregnancy pathway and implement any changes required.	SSSS – (GK)	April 2020	
3.2 Support the implementation of NHS Smokefree with clear pathways for secondary and primary care to maximise opportunities and address health inequalities.	ST&CHS FT and CNTW to establish pathway to ensure a seamless stop smoking journey for inpatient and outpatient patients covering maternity, respiratory, cancer, elective surgery	SRH (AD), SSSS – (GK) - SCC (YM)	Dec 19	
3.3 Working with schools to ensure they support smokefree agenda	Ensure relevant staff in the 0-19 service are trained in level 2 stop smoking including Very Brief Advice	SSSS (GK)	By March 20	
	Increase provision of Stop Smoking Services within youth organisations and schools using a targeted approach	0-19 service – (DJ/SF/KLG)	By March 20	
3.4 Target identified areas with high rates of smoking	Work collaboratively with VCS organisations, SCC, TfC, CCG to educate and inform priority wards of the harms of smoking. The target wards are Redhill, Pallion, Hendon, Southwick, St Anne's, and Millfield wards	SSSS/SCC (GK, AP, LD)	Report by qtrs. Qtr. Report	
	All public sector organisations, Workplace Health Alliance organisations and Better Workplace Health Award businesses are supported to implement smokefree work spaces and Smokefree policies.	SSSS (GK) PCP (CH)	Sept 19 onwards	

Key Strand Four: Media, Communications and Education (Lead SCC Comms and Fresh)

Objective	Initiatives and Actions	Lead	Monitoring metrics & Timeframe	September 2019 to March 2020
4.1 Amplify national and regional media campaigns locally through PR (e.g. FRESH campaigns, Stoptober).	Promote national and regional tobacco reduction campaigns across a range of media	SCC - (LD) Fresh (AL)	Qtr. report	
	Develop clear messages about tobacco harms to increase quits by working with key partners including VCS, businesses and public sector organisations	SCC - (LD) SSSS (GK)	Qtr. report	
4.2 Enhance existing comms and marketing highlighting the harms of smoking and discuss tobacco control issues with the media	Map existing communications channels and consider wider opportunities, ways to cascade materials locally so it's reaching grassroot communities.	SCC (LD)	Jan 20	
4.3 To increase public awareness of home fire safety particularly in relation to smoking materials, targeting house fire hotspot areas	Carry out 3000 home safety check visits to higher risk premise, advising the public on how to reduce fire risks, and providing brief advice on smoking as required	TWFS – (KB)	Qtr. reports	

Key Strand Five: Reducing the availability and supply of tobacco products; licit and illicit and addressing the supply of tobacco to children (Lead: Trading Standards)

Objective	Initiatives and Actions	Lead	Monitoring metrics & Timeframe	September 2019 to March 2020
5.1 To collect intelligence on the availability and supply of illicit tobacco	Undertake inspection visits to retail premises searching for illicit tobacco products.	SCC – (LB,CG)	Qtr. Report	
	Collect local intelligence on illicit tobacco sources in Sunderland, targeting activity to hotspot areas, working in partnership with HMRC, Northumbria Police and Borders Agency.	SCC – (LB,CG)	Qtr. Report	
5.2 Maintain focus on reducing access to tobacco for young people (e.g. test sales)	Carry out test purchase exercises of cigarettes from retailers and report findings.	SCC – (LB,CG)	Qtr. data on number of visits	
5.3 To heighten public awareness of illicit tobacco	Engage citywide partners in the Keep It Out campaign and raise awareness of the harms of illicit tobacco	SCC – (LD)	Qtr. report	

Key Strand 6: Tobacco Regulation (Lead: Trading Standards, Public Health)

Objective	Initiatives and Actions	Lead	Monitoring metrics & Timeframe	September 2019 to March 2020
6.1 To enforce tobacco advertising and brand sharing regulations	Carry out visits to retailers for compliance with statutory (under 18) notices.	SCC – (CG/LB)	Qtr. report	
	Carry out product warning label compliance visits to tobacco retailers	SCC – (CG/LB)	Qtr. report	
6.2 Advocate around importance of tobacco taxation/ price	Continue to advocate tobacco control issues as they arise	SCC – (CG, LB, JPW, YM)	Ad hoc	
6.3 Develop policies around electronic cigarettes that support the overall smokefree vision.	Develop a policy that clearly sets out the Smokefree Partnership's position on vaping, taking in to account national guidance	SCC – (YM) (JH)	March 2020	

Key Strand 7: Reducing Tobacco Promotion (Lead: Trading Standard, Environmental Health)

Objective	Initiatives and Actions	Lead	Monitoring metrics & Timeframe	September 2019 to March 2020
7.1 Develop local guidelines setting out how we will work with the tobacco industry	Establish clear guidelines on ways the partnership will work with the Tobacco industry adhering to Article 5.3 of the World Health Organisation Framework Convention on Tobacco Control (FCTC).	SCC – (MD)	June 20	
7.2 To continue focus around compliance with Point of Sale in shops	Brief retailers on the measures to remove Point of Sale advertising	SCC – (MD)	March 2020	

Key Strand 8: Research, monitoring and evaluation (Lead: Public health)

Objective	Initiatives and Actions	Lead	Monitoring metrics & Timeframe	September 2019 to March 2020
8.1 Collate data and intelligence on key smoking related data sources and keep JSNA up to date.	JSNA is kept up to date and published.	SCC – (YM)	Annual	
	Information on smoking from Health Related Behaviour Survey/ Adult Lifestyle Survey to inform practice.	SCC (LC)	Annual	
8.2 Ensure Tobacco education is made accessible	Develop a baseline of tobacco education delivered in secondary schools, colleges and University	SCC PH – (LC, YM)		
	Engage with schools, colleges and University to support priorities identified through their health profiles	SCC PH – (YM/LC)		
8.3 To achieve zero fire deaths and reduce accidental dwelling fires and resultant injuries caused by smoking related materials	Produce and analyse data on dwelling fires caused by smoking materials and use to target hotspot areas.	TWFS (KB)	Monthly data analysis, Qtr. and annual reports	

Abbreviation List

Organisations and Groups		Personnel
SCC	Sunderland City Council	YM – Yusuf Meah
PH	Public Health	JPW – Julie Parker-Walton
FRESH	North East Office for Tobacco Control	WM – Wendy Mitchell
SSSS	Specialist NHS Stop Smoking Service	LC – Laura Cassidy
SSS	NHS Stop Smoking Service	KLG – Karen Lightfoot-Gencli
TfC	Together for Children	JH – Joanne Hunt
TWFS	Tyne and Wear Fire Service	LD – Louise Darby
VCS	Voluntary Community Sector	GK – Gillian Kelly
CCG	Clinical Commissioning Group	MD – Marion Dixon
0-19 Service	0-19 services	KEM – Kayleigh Eckersley-Morris
EH	Environmental Health	AP – Allison Patterson
TS	Trading Standards	AD – Allyson Duncan
SRH	Sunderland Royal Hospital	DJ – Diane Jones
UoS	University of Sunderland	SF – Suzanne Fraser
College	Sunderland College	RM – Rachel McDonald
PCP	Pioneering care Partnership	LS – Lisa Surtees
GH	Grace House	AL – Andy Lloyd
ICOS	International Community Organisation Sunderland	NW – Nicola Warburton
HDFT	Harrogate Foundation Trust	CG – Catherine Green
YA	Youth Almighty	LB – Laura Brooks
SNCBC	Sunderland North Community Business Centre	JS – Jamie Scott
		MR – Marie Roberts
		KB – Kevin Burns
		CAG – Claire Adams-Graham
		SM – Shivam Maini
		CH – Craig Hodgson

