

Smoke Free Newcastle

Tobacco Control Action Plan 2018-19 Quarters One -Four Monitoring Report 1 April 2018 – 31 March 2019



Monitoring Information

Progress is 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 but target will be achieved in due course.
- 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 evidence based strategic approach to reducing smoking prevalence in Newcastle

Objective	Initiatives and Actions	Accountable Lead	Monitoring metrics & Timeframe	Progress April - June 2018	Progress July - Sept 2018	Progress Oct - Dec 2018	Progress Jan – March 2019
1.1 To ensure an evidence based tobacco control programme is in place for SFN.	<ul style="list-style-type: none"> • Agree and produce an annual action plan for SFN, to support the vision of a 5% adult prevalence rate for smoking by 2030 and monitor progress on a quarterly basis. 	CC (JM)	Plan in place by 30/6/18 Quarterly reports	Green Plan in place. Quarterly monitoring undertaken.	Green Quarterly monitoring undertaken.	Green As Q1	Green As Q1
1.2 To continually develop and improve the performance of SFN	<ul style="list-style-type: none"> • Review the revised CleaR model of improvement and consider with SFN alliance, whether to undertake a self-assessment to support continual improvement. 	SFN members. CC (JM)	Plan and activity uses continuous improvement model.	/	Green Coordinator to attend refresher peer assessor training in Q3 and which will help inform local discussions at SFN.	Green Coordinator completed refresher peer assessor training and is more aware of current Clear. Some of the elements will be considered in developing 2019/20 SFN plan to improve and develop best practice. JM and DE commented on new proposed deep dive Clear standards on illegal tobacco for PHE.	Green As Q3 – elements of Clear to be considered in developing 2019-20 plan
1.3 To support the continued compliance with the terms of the 'LA Declaration	<ul style="list-style-type: none"> • Review the progress of CC in complying with the 'Declaration on Tobacco Control'. 	CC (EM)	NCC compliant	Green Fully compliant	Green As Q1	Green Successfully excluded PMI from Northern Powerhouse	Green Continued compliance.

Objective	Initiatives and Actions	Accountable Lead	Monitoring metrics & Timeframe	Progress April - June 2018	Progress July - Sept 2018	Progress Oct - Dec 2018	Progress Jan – March 2019
on Tobacco Control' or the new 'NHS Smoke Free Pledge' as relevant.	<ul style="list-style-type: none"> Review the progress of NUTH in complying with the new 'NHS Smoke Free Pledge for tobacco Control' via the NUTH public health group. www.smokefreeaction.org.uk Recruit NTW to sign the "NHS Smoke Free Pledge www.smokefreeaction.org.uk 	NUTH (KH)	NUTH signed up to pledge and compliant.	Green NUTH Has signed up to pledge and is compliant.	Green As Q1	sponsorship through concerted Tobacco Declaration action. Green As Q1	Green As Q1. Although pledge was signed some time ago it is not listed as such on the Smoke Free Action website.
		NTW (DR/SF)	NTW signed up to statement	Green NTW signed the NHS Smokefree Pledge on World No Tobacco Day 2018	Green As Q1	Green As Q1	Green As Q1

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 workplace smoke free legislation resulting in reduced exposure to secondhand smoke
- High compliance with smoke free cars legislation resulting in reduced exposure to secondhand smoke for those under 18.
- An increase in smoke free outdoor spaces in Newcastle.

Objectives	Initiatives and Actions	Accountable Lead	Monitoring Metric & Timeframe	Progress April - June 2018	Progress July - Sept 2018	Progress Oct - Dec 2018	Progress Jan – March 2019
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 undertaken at all commercial premises including those selling shisha. 	CC (AW)	Quarterly reports of no and outcome of visits undertaken.	Green 1 – non-labelled smoking substances confiscated	Green Commercial premises 156 Shisha - Non-labelled smoking substances removed x 2	Green Commercial premises 248	Green Commercial premises 176 Non-labelled smoking substances removed x 4 premises
	<ul style="list-style-type: none"> • Ensure compliance monitoring visits on taxis are carried out during all routine inspections. 	CC (AW)		Green Vehicles inspected 403 Number of drivers smoking 36 Some evidence of smoking 2 Premises without signage 10 Fixed penalties issued 36 Written warning / non-compliance 12 Including 2 valets required Verbal warnings 4 1 prosecution for smoking offence	Green Vehicles inspected 320 Number of drivers smoking 21 Some evidence of smoking 1 Premises without signage 6 Fixed penalties issued 21 Written warning / non-compliance 1 Verbal warnings 5 There were a number of prosecutions falling within this time	Green Vehicles inspected 355 Number of drivers smoking 20 Some evidence of smoking 3 Premises without signage 9 Fixed penalties issued 20 Written warning / non-compliance 8 Verbal warnings 4 There were a number of prosecutions falling within this time	Green Vehicles inspected 188 Number of drivers smoking 48 Some evidence of smoking 1 Premises without signage 4 Fixed penalties issued 48 Written warning / non-compliance 2 Verbal warnings 3 There were a number of prosecutions falling
	<ul style="list-style-type: none"> • Undertake complaint investigations, respond to requests for service and take appropriate enforcement action as required. 	CC (AW)					

Objectives	Initiatives and Actions	Accountable Lead	Monitoring Metric & Timeframe	Progress April - June 2018	Progress July - Sept 2018	Progress Oct - Dec 2018	Progress Jan - March 2019
				<p>taken as part of further offences. Although found guilty no separate penalty was issued against the driver</p> <p>Green 4 complaints 11 requests for information – increase in enquiries about shisha cafes</p>	<p>period: 3 x smoking in a smoke free place each fined £200 with associated costs. 1 fail to provide information (obstruction) £220 fine £157.50 costs and £30 victim surcharge 1 permitting to smoke fined £129 £165.50 Costs and the same person found guilty of smoking in a smoke free place – no separate penalty.</p>	<p>period; 3 x smoke in a smoke free place each fined £220 with associated costs. 1 x smoking in a smoke free place fined £30 with associated costs. 1 x fail to provide information (obstruction) £440 fine, £157.50 costs. 1 permitting to smoke fined £600 - Costs £544</p>	<p>within this time period.</p> <p>3 x smoke in a smoke free place each fined £220 with associated costs. 1 fail to provide information £120 fine £182.50 costs</p>
2.2 To maintain high litter enforcement activity related to cigarettes	<ul style="list-style-type: none"> Targeted smoking related litter enforcement activity using a reactive intelligence approach in City Centre. 	CC (AW)	Report smoking related litter offences quarterly	Green 1168	Green 1232	Green 890	Green 709
2.3 To ensure that all clients within the 0-19 service routinely receive a brief intervention on reducing secondhand smoke exposure to children and	<ul style="list-style-type: none"> Ensure that all frontline staff within the 0-19 service complete brief advice training on SHS and that they monitor progress. 	NUTH (AT)	No of staff trained.	Green All current staff trained. Ongoing programme to update new staff.	Green As Q1	Ongoing training programme for staff. Plan for PHSN to offer intermediate stop smoking advice into secondary. Training programme TBC	Green As Q3 Training of PHSN's in Intermediate advice completed. Developing Intermediate advice implemented in school drop ins.

Objectives	Initiatives and Actions	Accountable Lead	Monitoring Metric & Timeframe	Progress April - June 2018	Progress July - Sept 2018	Progress Oct - Dec 2018	Progress Jan - March 2019
measure success.	<ul style="list-style-type: none"> Continue to develop and improve the data collection system for all client contacts in relation to smoking including secondhand smoke. 		Quarterly data.	<p>Green</p> <p>Nos of clients receiving brief intervention.</p> <p>New baby check completed: 705. Smoker in household:172. Brief advice offered:120 Referral offered: 107.</p> <p>6 – 8 week checks completed: 660 Smoker in household: 150. Brief advice offered: 104. Referral offered: 96.</p> <p>3 -4 month checks completed: 753. Smoker in household:146. Brief advice: 96 Referral offered: 95</p> <p>12month checks completed: 719 Smoker in household: 193 Brief advice offered: 110. Referral offered: 92</p>	<p>Green</p> <p>Nos of clients receiving brief intervention.</p> <p>New baby check completed: 846 Mother smokes: 93(10.9%) Other Smoker in household:105. Brief advice offered:127 Referral offered: 59 Referral to SSS: 12</p> <p>6 – 8 week checks completed: 788 Mother smokes: 97 (12.3%) Other Smoker in household: 88 Brief advice offered: 130 Referral offered: 49 Referral to SSS:20.</p> <p>3 -4 month checks completed: 668 Mother Smokes 76 (11.3%) Other Smoker in household:74 Brief advice: 91 Referral offered: 64 Referral to SSS: 5</p> <p>12month checks completed: 780 Mother smokes: 92 (11.7%) Other Smoker in</p>	<p>Green</p> <p>Data recording systems now established on System One.</p>	<p>Green</p> <p>New baby checks completed: 734 Mother smokes: 84 (11.45%) Other smoker in household:81(11%) Brief intervention; 104 (14.1%) Referral to SSS: 4</p> <p>6 – 8 week check Completed: 755 Mother smokes: 77 (10.1%) Other smoker in household: 77 (10.1%) Brief Intervention: 81 (10.7%) Referral to SSS:8</p> <p>3 – 4 month check Completed: 800 Mothers smokes: 74 (9.2%) Other Smoker in household:78 (9.7%) Brief intervention: 97 (12.1%) Referral to SSS services:11</p> <p>12 Month Check Completed 717 Mother smokes:94 (13.1%) Other smoker:61 (8.5%) Brief intervention:</p>

Objectives	Initiatives and Actions	Accountable Lead	Monitoring Metric & Timeframe	Progress April - June 2018	Progress July - Sept 2018	Progress Oct - Dec 2018	Progress Jan - March 2019
					household: 81 Brief advice offered: 98 Referral offered: 64 Referral to SSS: 2 2.5 yr Checks completed: 716 Mother smokes 108 (15%) Other Smoker:59 Brief advice:98 Referral offered:71 Referral to SSS:0		96: (13.3%) Referral to SSS: 3 2.5 yr check Completed: 713 Mother smokes: 96 (13.4%) Other Smoker:67 (9.3%) Brief advice: 72 (10.09%) Referral to SSS:5
2.4 To embed the smoke free families programme within the Community Family Hubs.	<ul style="list-style-type: none"> Support the Community Family Hubs to implement their action plan on smoking, including reducing exposure to SHS; providing training, resources and advice as required. Ensure all CFH staff are trained in very brief advice in relation to secondhand smoke exposure http://www.ncsct.co.uk/publication_secondhand-smoke-training-module.php (TBC) 	VH (CFH)	Quarterly monitoring of plan	No report was received	No report was received	Amber Discussion with CGL re how CFH citywide may be able to support 'Stop Smoking' interventions. Meeting arranged in January 2019.	No report was received
2.5 To help support residents experiencing smoke drift in the home, through information and	<ul style="list-style-type: none"> React to enquiries about smoke drift in the home and provide appropriate advice, disseminating the SFN briefing paper to them and housing providers. Review results of ASH expert 	CC (JM, AW)	Quarterly monitoring	No enquiries received in Q1	Green No enquiries received in Q2	Green No enquiries received in Q3	Green One enquiry received and responded to.
		CC (JM)	Forward	/	Green Leader of NCC	Green ASH report	Green Results of ASH

Objectives	Initiatives and Actions	Accountable Lead	Monitoring Metric & Timeframe	Progress April - June 2018	Progress July - Sept 2018	Progress Oct - Dec 2018	Progress Jan - March 2019
advice	group on smoking and housing, due to report in Dec 2018 and consider the implications for practice.		plan agreed		wrote the introduction to the ASH report due out in Q3. SFN have endorsed the report.	published. SFN meeting in Q4 to include a focussed discussion on it and its recommendations for partners consideration within 2019/20 SFN plan.	report discussed at SFN Q4 meeting. Actions agreed to take forward work on smoking and housing in 2019-20. Meeting with Your Homes Newcastle to be set up to discuss further.
2.6 To increase the number of secondhand smoke brief intervention trained frontline staff within NUTH as part of the focus on the 'smokefree NHS'.	<ul style="list-style-type: none"> Encourage all relevant frontline staff to complete training on second hand smoke http://www.ncsct.co.uk/publication_secondhand-smoke-training-module.php or complete face to face briefing on secondhand smoke Raise awareness of secondhand smoke to all employees employed by NUTH through communications and publicity. 	NUTH (KHM)	Quarterly reporting	Green Discussed at Public Health Smoking Subgroup. Link available for staff to enrol for course. All staff have access to secondhand smoke training via ESR.	/	Green Link available for staff to enrol for course. All staff have access to secondhand smoke training via ESR.	Green As Q3
		NUTH (KHM)	Quarterly reporting of communications undertaken	Green Discussed at Public Health Group; Smoking awareness campaign via intranet.	Green Smoking awareness campaign for Stoptober at RVI Site	Green Smoking awareness campaign for Stoptober at RVI & FRH Site & planned for New Year.	Green Smoking awareness campaign held at New Year at RVI and FRH Site.
2.7. To extend the smoke free outdoor areas programme to other suitable outdoor spaces, to model non-smoking	<ul style="list-style-type: none"> Review PHE evidence on smoke free outdoor spaces Collate results of local survey and use to inform a paper on the potential of extending smoke free outdoor areas to include parks and school 	CC (JM)	Q1	Amber Evidence report still awaited from PHE. Local survey results analysed. Draft local paper complete but need to update in light of	Amber AS Q1. Paper on smoke free outdoor spaces updated but PHE paper still delayed. Q3 SFN meeting will include discussion on SF	Green PHE paper produced and shared. Local paper updated in the light of this. Focussed discussion on SF	Green As Q3 – work to be taken forward in 2019-20 plan.
		CC (JM)	Q1 paper produced				

Objectives	Initiatives and Actions	Accountable Lead	Monitoring Metric & Timeframe	Progress April - June 2018	Progress July - Sept 2018	Progress Oct - Dec 2018	Progress Jan - March 2019
behaviour within public areas frequented by children	<p>gates. Agree further action.</p> <ul style="list-style-type: none"> Subject to agreement and funding, develop a smoke free outdoor spaces programme in Newcastle, beginning with smoke free school/children's centre gates 	CC (JM)	Plan produced. Resources for schools produced.	PHE report. Local paper shared with SFN. Agreed to put on hold until PHE report produced.	outdoor spaces. /	outdoor areas took place in Q3 SFN meeting. Decisions made about progressing the agenda further in Q4 and 2019/20. Key areas for focus agreed are; SF playgrounds as part of the refurbishment programme, SF parks, SF bus stops, SF school gates.	
2.8 To increase the number of people from BAME groups who maintain a smoke free home and car	<ul style="list-style-type: none"> Provide tailor made training to BAME community leaders on secondhand smoke, stop smoking (cross ref section 3.8) and illicit tobacco (cross ref section 5.4) to encourage them to give appropriate advice to 'clients', making every contact count Identify a number of smoke free BAME community workers to become smoke free champions to drive work forward on secondhand smoke and stop smoking with 	CC (SN, JM)	Nos trained and active	Green 'Train the trainers' awareness session planned Q2 on secondhand smoke and illegal tobacco.	Green 'Train the trainers' awareness sessions on secondhand smoke and illegal tobacco undertaken. Discussions undertaken with key partners on targeting frontline staff working with BAME communities for training.	Green Work undertaken with partners on how best to target frontline staff working with BAME communities. Courses to take place following illegal tobacco training offer.	Green Two illegal tobacco training courses delivered to BAME workers. Second hand smoke training still to be progressed (Q1/Q2 2019)
		CC (SN)	No of champions. Profile of smoke free work increased	/	Amber Conversations taken place to identify potential BME volunteers in community venues	/	Amber Meeting taken place with Health Visitor linked to Eastern European women's group and

Objectives	Initiatives and Actions	Accountable Lead	Monitoring Metric & Timeframe	Progress April - June 2018	Progress July - Sept 2018	Progress Oct - Dec 2018	Progress Jan – March 2019
	their target audiences.				e.g. Riverside but not yet recruited or trained. Ongoing.		further meeting arranged for Q1 to progress some BAME champions.

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

Key Outcomes

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

Objectives	Activities and Actions	Accountable Lead	Monitoring metrics & Timeframe	Progress April - June 2018	Progress July - Sept 2018	Progress Oct - Dec 2018	Progress Jan – March 2019
3.1 To continuously develop, improve and monitor the provision of Stop Smoking Services within Newcastle.	<ul style="list-style-type: none"> • NCC to re-commission specialist stop smoking hub services in Newcastle for a potential Jan 2019 start date 	CC (LS)	Potential contract start date 1.01.19 (TBC)	<u>Green</u> Procurement process underway. Contract start date 1.01.19.	<u>Amber</u> Re procurement delayed. New contract start date to be 1.4.19.	<u>Green</u> Re-procurement evaluation completed. Award letter to successful 'bidder' to be issued by mid Jan 2019. New model to be based on the Ottawa model of stop smoking support. Contract start date 1.4.19	<u>Green</u> Re-procurement completed. Provider chosen for new hub model is CGL. 1 April 2019 commencement date of contract.
	<ul style="list-style-type: none"> • NCC to work with SSS hub provider to ensure implementation of the service model; delivering direct support in community settings and to specific agreed priority population groups (50%) and mentoring pharmacies and training (50%). 	CC (LS), RN (CGL)	Regular monitoring meetings.	<u>Green</u> Ongoing. Performance meetings held and regular liaison between provider and commissioner.	<u>Green</u> As Q1	<u>Green</u> As Q1	<u>Green</u> As Q1
	<ul style="list-style-type: none"> • Use Quit Manager/Pharm Outcomes (pharmacies) to monitor performance of all SSS providers; CGL, HWN, NUFC Foundation, 	CC (CT, LS), CGL (RN) HWN (CLB) NUF)	Quarterly data reporting.	<u>Green</u> Ongoing. NUFC currently not providing SSS. New contract for SS to include use	<u>Green</u> As Q1	<u>Green</u> As Q1. Planning of transfer of pharmacies to Quit Manager underway. New	<u>Green</u> In Newcastle, in Q1-Q3 2018/19, the rate of successful quitters (confirmed by CO

Objectives	Activities and Actions	Accountable Lead	Monitoring metrics & Timeframe	Progress April - June 2018	Progress July - Sept 2018	Progress Oct - Dec 2018	Progress Jan – March 2019
	<p>pharmacies</p> <ul style="list-style-type: none"> Review the pharmacies programme with the CGL SSS to ensure quality delivery of SSS with 	CC (LS), RN (CGL)	Increased quit rate. Increase in pharmacies	<p>of Quit Manager by pharmacies rather than Pharm Outcomes from 1.1.19.</p> <p>Amber 32% quit rate for Q1. 82 unrecorded quit</p>	<p>Amber 27% quit rate for Q2. Quit Manger to be introduced for</p>	<p>prescribing module on Quit Manager being purchased.</p> <p>Data not available until Q4</p>	<p>validation) was 1253 per 100,000 smokers which is an increase on the same time period in 2017/18 with 1108 per 1,000.</p> <p>Newcastle is below the NE (1,561 per 100,000 smokers) but is above the England average (965 per 100,000 smokers).</p> <p>There has been an increase in recorded quits from 2017-18 to 2018-19. The number of recorded quits by CGL rose from 382 in 2017-18 to 440 in 2018-19. (+58). The no of recorded quits for BME referrals who accessed CGL rose from 24 in 2017-18 to 30 in 2018-19.</p> <p>Green The pharmacy network has increased its no of</p>

Objectives	Activities and Actions	Accountable Lead	Monitoring metrics & Timeframe	Progress April - June 2018	Progress July - Sept 2018	Progress Oct - Dec 2018	Progress Jan - March 2019
	<p>behavioural support is guaranteed in specific pharmacies. Support their compliance with recording quit status</p> <ul style="list-style-type: none"> Review and improve the implementation of the pathways for stop smoking in partnership with NUTH to support the 'NHS Smokefree' agenda. Ensure those attending NHS Health Checks receive brief advice and are appropriately referred for group and 1-1 SS support where appropriate 	<p>CC (LS)</p> <p>HWN (CLB)</p>	<p>recording quit status at 5 weeks. No of active pharmacies delivering behavioural support</p> <p>Pathways consistently implemented. Quarterly meetings.</p> <p>Quarterly report</p>	<p>status for Q1. Quit Manger to be introduced for pharmacies form 1.1.19.</p> <p>Green Review underway, by department in NUTH, beginning with pre-op assessment and rheumatology. New pathways in community muscular skeletal and physio services in place.</p> <p>Green 592 individuals received brief advice received brief advice</p> <p>No of people achieving 4 week quit status:13 No of people achieving 12week</p>	<p>pharmacies from 1.4.19</p> <p>Green As Q1. New pathway being developed with Great North Children's Hospital/ paediatrics department working with teenagers.</p> <p>Green 339 individuals received brief advice received brief advice</p> <p>No of people achieving 4 week quit status:7 No of people achieving 12week</p>	<p>Green As Q1. New pathway being developed with Great North Children's Hospital paediatrician working with long term survivors of children cancer department working with teenagers. Potential of an NIHR research bid.</p> <p>Green 213 individuals received brief advice</p>	<p>recorded quits in 2018-19, from 325 (26% quit rate) in 2017-18 to 436 (quit rate 36% quit rate) in 2018-19 (data TBC)</p> <p>Green As Q3</p> <p>Waiting for quit manager outcomes before report can be updated.</p> <p>Provisional data shows an increase in number of recorded quits from 26 (35% quit rate) in 2017-18 to</p>

Objectives	Activities and Actions	Accountable Lead	Monitoring metrics & Timeframe	Progress April - June 2018	Progress July - Sept 2018	Progress Oct - Dec 2018	Progress Jan - March 2019
				status:6	status:6		40 (39% quit rate) in 2018-19.(TBC)
3.2 To increase capacity for the delivery of stop smoking interventions by frontline staff.	<ul style="list-style-type: none"> Organise and deliver very brief advice, brief advice and intermediate training on stop smoking as per contract specification. 	CGL (RN) until 31.12.18. Designated hub provider from 1.1.19	No of courses held/ nos trained. Reported quarterly	<u>Green</u> 1 x Brief Advice, 1 x Intermediate, 1 x 6 week follow up, 2 x annual update and 7 x smoking in pregnancy training	<u>Green</u> 2 x intermediate training, 1 x annual update, 8 x smoking in pregnancy training	<u>Green</u> 1 x brief advice, 9 x smoking in pregnancy, 2 x annual update training, 1 x follow up training and 6 events.	<u>Green</u> 2 x Brief Advice, 2 Intermediate, 2 annual update training, 9 smoking in pregnancy training sessions
3.3 To support the promotion of a harm minimisation approach for a tobacco free future	<ul style="list-style-type: none"> Promote the SSS as e-cigarette friendly for smokers wishing to quit 	CGL (RN) until 31.12.18. Designated hub provider from 1.1.19	Quarterly reports	<u>Green</u> Ongoing practice.	<u>Green</u> As Q1	<u>Green</u>	<u>Green</u> As Q1
3.4 To reduce the number of women smoking at time of delivery and post-partum	<ul style="list-style-type: none"> Implement and embed the smoking and pregnancy pathway within NUTH, ensuring that all pregnant women are routinely CO monitored, receive brief advice and are appropriately referred for SS support CGL to provide specialist SS support to women 	NUTH – maternity services CGL (RN) until 31.12.18. Designated hub provider from 1.1.19	Quarterly statistics on SATOD SS quits reported on quit manager	<u>Red</u> 50% quit rate. However, numbers are low.	<u>Amber</u> 70% quit rate but numbers remain low. 10 set quit date and 7 quit.	<u>Green</u> 73% quit rate. 15 set a quit date and 11 successfully quit	<u>Green</u> 36% quit rate. 22 set a quit date and 8 successfully quit. Overall the number of recorded quits for pregnant women who accessed CGL rose from 27 in

Objectives	Activities and Actions	Accountable Lead	Monitoring metrics & Timeframe	Progress April - June 2018	Progress July - Sept 2018	Progress Oct - Dec 2018	Progress Jan - March 2019
	<ul style="list-style-type: none"> Train and support maternity staff and health visitors to provide VBA, during pregnancy and post-natally Health Visitors to continue to offer brief advice to all pregnant women as part of their routine practice between 28 and 32 weeks (Antenatal contact) and refer for SS support. 	<p>CGL (RN) until 31.12.18. Designated hub provider from 1.1.19</p> <p>NUTH 0 – 19 service (AT)</p>	<p>Nos trained</p> <p>Quarterly monitoring.</p>	<p>Green 7 training session in total held. Referrals are predominantly from community midwifery staff.</p> <p>Green 578 ante natal contacts completed. Smoker in household: 112 Brief advice offered: 102 Referral offered: 63 (Current system does not record actual numbers referred to smoking cessation) Data collection under review.</p>	<p>Green 8 training sessions for maternity departments</p> <p>Green 565 ante natal contacts completed. Mother smokes:54 Smoker in household: 70 Brief advice offered: 52 Referral offered: Mother 15, Other smokers 16 (Current system does not record actual numbers referred to smoking cessation) Data collection under review.</p>	<p>Green 9 training sessions for maternity Departments</p> <p>Green 531 Checks completed. Smoking status recorded: 529 Antenatal mothers smoking:10.7 % (n57) Mothers who smoke referred to Stop Smoking: 8.7% (n5) Brief intervention offered to 98% (n56)</p>	<p>2017-18 to 31 in 2018-19.</p> <p>Green 9 training session for maternity departments</p> <p>Green 520 ante natal contacts completed. Mother smokes: 50 (9.6%) Brief intervention:16 (32%) Referral to SSS: 4</p>
3.5 To fully embed and implement in practice, the 'smoke free NHS' guidance	<ul style="list-style-type: none"> Implement Trust smoke free action plan, adding value to every clinical contact by treating tobacco dependence, utilising the experience and resources of Northumbria 	NUTH (KHM)	Quarterly monitoring of plan	<p>Green Smoke Free sub-group continues to develop/progress action plan. Trust Policy</p>	Green As Q1	Green As Q1	Green As Q1

Objectives	Activities and Actions	Accountable Lead	Monitoring metrics & Timeframe	Progress April - June 2018	Progress July - Sept 2018	Progress Oct - Dec 2018	Progress Jan - March 2019
on smoking within secondary care (PH Guidance 48)	Healthcare Trust as appropriate			currently being updated to include e-cigarettes.	.		
	<ul style="list-style-type: none"> Roll out E Records system across the Trust, including stop smoking advice/support. 	NUTH (KHM)	E records in place	<u>Green</u> Audit completed. E-record updated to record smoking status, prescription of NRT & referral to SSS. Band 6 appointed for 1 day per week for CQUIN target.	<u>Green</u> As Q1	<u>Green</u> As Q1. Data is collected as part of CQUIN each quarter.	<u>Green</u> As Q3.
	<ul style="list-style-type: none"> Encourage all frontline staff complete stop smoking VBA training (national training on Smoking Cessation (http://www.ncsct.co.uk/)). 	NUTH (KHM)	Quarterly monitoring of plan	<u>Green</u> All clinical staff are encouraged to complete VBA training. Audit of numbers of staff who have completed VBA training underway.	<u>Green</u> As Q1	<u>Green</u> As Q1. Additional training is available via ESR.	<u>Green</u> As Q1 and Q4
	<ul style="list-style-type: none"> Encourage all staff to complete the new e learning programme to support the implementation of the CQUIN of preventing ill health as part of the Making Every Contact Count programme https://www.e-lfh.org.uk/programmes/alcohol-and-tobacco-brief-interventions/ 	NUTH (FB, KHM)	Products available	<u>Green</u> All clinical staff are encouraged to complete VBA training. Band 6 appointed for 1 day per week for CQUIN target.	<u>Green</u> As Q1	<u>Green</u> As Q1.	<u>Green</u> As Q1.
	<ul style="list-style-type: none"> Ensure that shops within 	NUTH (FB,	No of	/	/	<u>Green</u> NRT is sold at	<u>Amber</u> NRT sold but plan

Objectives	Activities and Actions	Accountable Lead	Monitoring metrics & Timeframe	Progress April - June 2018	Progress July - Sept 2018	Progress Oct - Dec 2018	Progress Jan - March 2019
	<p>NUTH sell e-cigarettes as well as NRT to support harm reduction/cessation.</p> <ul style="list-style-type: none"> Identify a number of staff smoke free champions in NUTH to help embed NHS smoke free 	<p>KHM)</p> <p>NUTH (FB, KHM)</p>	champions	/	<p>Amber The Trust has Health Champions who support smoke free. Numbers will be collected for next quarter.</p> <p>Staff in wards and out-patients departments are incorporating MECC & providing VBA.</p>	<p>shops within NUTH. Approval needed by Public Health Group at next Public Health Meeting.</p> <p>Amber The Trust has Health Champions who support smoke free. A meeting is being arranged to develop a co-ordinated plan to utilise Health Champions and Clinical Educators</p>	<p>to sell e-cigarettes need discussions at next Task Force Group.</p> <p>Amber As Q3</p>
3.6 To monitor and evaluate the NTW smoke free policy, increasing the number of people within the Trust who stop smoking	<ul style="list-style-type: none"> Utilise the learning from the evaluation to embed smokefree policy across all trust sites. Coordinate and embed additional health improvement work/activities across NTW to promote the benefits of smokefree sites, along with smoking cessation in general, across the trust 	<p>NTW (DR, SF)</p> <p>NTW (DR, SF)</p>	Data on impact of smokefree sites at NTW	<p>Amber Reducing Harm from Smoking Group set up to refocus work around smokefree policy. Implementation plan is being developed in line with recommendations within evaluation report.</p> <p>Smokefree Policy</p>	<p>Amber Smokefree policy and all associated Practice Guidance Notes are under review. Looking to introduce more flexibility around use of e-cigs on trust sites. Trust participating in RCP QI Smoking Cessation Collaborative –</p>	<p>Amber Work ongoing regarding smokefree policy review.</p> <p>Patient Information Leaflet being updated utilising NHCFT 'we share clean air' branding. Possibility of rolling out further resources using this branding if it receives good</p>	<p>Amber Full review of smokefree and policy now out for consultation Trust wide.</p> <p>Consultation to close at end of May and hope to have ratified by mid-June. Planning for comprehensive awareness raising and preparation time with launch</p>

Objectives	Activities and Actions	Accountable Lead	Monitoring metrics & Timeframe	Progress April - June 2018	Progress July - Sept 2018	Progress Oct - Dec 2018	Progress Jan - March 2019
	<ul style="list-style-type: none"> Increase the number of staff in NTW who are delivering stop smoking support and support them in this role. 	NTW CGL (RN) until 31.12.18. Designated hub provider from 1.1.19	No of staff trained and active	<p>Task & Finish Group in operation to complete a full rewrite of Smokefree Policy and Practice Guidance Notes.</p> <p>Training process for inpatients staff to be reviewed</p> <p>Green Work in progress with Ncl LSSS & GH in community settings.</p>	<p>small team working on some change ideas within one ward at St Nicholas Hosp, including self-administration of NRT and use of patients own e-cigarette.</p> <p>Red CGL in discussions with NTW. Will attend Community Leads Team meeting in January 2019</p>	<p>feedback.</p> <p>Amber NUTH have set up an outreach respiratory clinic within Plummer Court (NTW) for drug users with respiratory problems. Two specialist nurses from NTW drug and alcohol service have been trained by CGL.</p>	<p>date of 1st October 2019 (in line with Stoptober). New policy includes greater flexibility around use of e-cigarettes and firmer position re smoking materials (i.e. not returning smoking materials for leave, not storing items repeatedly brought to wards following leave).policy has taken place</p> <p>Amber In process of standardising training approach with other MH Trusts in NE and Yorks/Humber. Train the trainer session in Brief Interventions specific to MH Inpatient settings complete. Planning rollout with cohort of NTW trainers asap for as many frontline staff as possible (with annual update required)</p>

Objectives	Activities and Actions	Accountable Lead	Monitoring metrics & Timeframe	Progress April - June 2018	Progress July - Sept 2018	Progress Oct - Dec 2018	Progress Jan - March 2019
	<ul style="list-style-type: none"> Develop a pathway from mental health into the specialist stop smoking service hub. 	CGL (RN) until 31.12.18. Designated hub provider from 1.1.19	Pathway in place	/	Green Referral pathway in place but expect referrals once CGL deliver brief intervention training to staff.	Green As Q2. Awaiting confirmation on training dates from NTW	Amber As Q3
3.7 To increase the number of workplaces proactively engaged in stop smoking activity	<ul style="list-style-type: none"> Recruit 8 workplaces to the Better Health @ Work Award and support all workplaces participating on the award to achieve respective award levels Promote stop smoking campaigns through the Better Health @ Work Award, and its advocates, particularly targeting RM smokers. 	CC (MMc) CC (MMc)	No of workplaces engaged in Award. No of workplaces engaged in SS related campaigns.	Amber Recruitment ongoing with 1 new employer signed up for 2019 Bronze assessment. Green Stop smoking campaign information sent to employers involved in the award.	Green Recruitment ongoing with 8 new employers signed up for 2019 Bronze assessment. Green Stop smoking campaign information sent to employers involved in the award.	Green Recruitment ongoing with 11 new employers signed up for 2019 Bronze assessment. Green Stop smoking campaign information sent to employers involved in the award. Tobacco control presentation at NOT Health Advocate event.	Green Recruitment ongoing with 13 new employers signed up for 2019 Bronze assessment. Green Stop smoking campaign information sent to employers involved in the award.
3.8 To increase the number of people from BAME communities accessing stop smoking services	<ul style="list-style-type: none"> Begin conversations with BAME communities known to have a higher than average smoking rate, about their beliefs and experiences of tobacco and explore barriers to quitting and potential 'solutions. 	CC (SN)	Short report produced	Amber Exploring existing links through HAREF/NCVS and other partners; some not responding - barriers to accessing certain BAME venues.	Green Questionnaire developed and being completed with BAME community groups/mosques. Ongoing so as to get a significant no. of responses.	Green Conversations/questionnaires completed and collated. Report to be completed in Q4 and findings presented/discussed at Q4 SFN meeting.	Green Report and presentation completed. Action complete.

Objectives	Activities and Actions	Accountable Lead	Monitoring metrics & Timeframe	Progress April - June 2018	Progress July - Sept 2018	Progress Oct - Dec 2018	Progress Jan - March 2019
	<ul style="list-style-type: none"> • Provide VBA stop smoking training to BAME community leaders which is tailored to the needs of their communities. Identify a number of community smoke free champions (cross ref sect 2.8) • Work with the community dental service to brief staff on oral tobacco use and VBA. 	CC (SN), CGL (RN)	No of staff trained. Nos of BAME engaging with SSS No of attendees. Positive evaluation	Questionnaire being developed. Ongoing Red 88% quit rate. However, numbers are low	Amber Conversations taken place to identify potential BME volunteers in community venues e.g. Riverside but not yet recruited or trained. Ongoing.	Amber As Q2 Amber Crib sheet produced on niche tobacco products for BAME professionals which is being disseminated via training. To share and progress with dental service in Q4.	Amber As Q3. Amber As Q3

Key Strand Four: Media, Communications and Education

Key Outcomes

- An increase in the number of Newcastle residents who are aware of and access Stop Smoking Services
- A high awareness of residents who engage in national and regional campaign messages on smoking
- A measured improvement in the quality and consistency of tobacco education in schools.
- A reduction in the number of accidental dwelling fires and injuries caused by cigarettes

Objectives	Activities and Actions	Lead	Monitoring metrics	Progress April - June 2018	Progress July - Sept 2018	Progress Oct - Dec 2018	Progress Jan – March 2019
4.1 To effectively communicate and support tobacco control campaigns and disseminate key messages	<ul style="list-style-type: none"> • Systematically embed communications activity into SFN’s work, for example; amplifying and proactively supporting key campaigns, advocacy work, publicising success and messages through relevant newsletters, publications, websites, social media and news media. 	CC (JM)	Ongoing. Activity monitored quarterly	<u>Green</u> Campaigns promoted widely through existing networks, newsletter articles, websites etc	<u>Green</u> As Q1	<u>Green</u> As Q1	<u>Green</u> As Q1
	<ul style="list-style-type: none"> • Support and contribute to the promotion and dissemination of regional and national campaigns at a local level including; 	CC (JM)	Publicity collated. Ongoing.				
	<ul style="list-style-type: none"> • PHE - Stoptober 	CC (JM), CGL (RN), NUTH (KH, AT)	Oct 2018	/	<u>Green</u> Stoptober widely publicised locally	<u>Green</u> As Q1 CGL undertook social media activity about Stoptober to encourage participation. NUTH ran campaign at RVI & FRH. Smoking campaigns promoted by Health	/

Objectives	Activities and Actions	Lead	Monitoring metrics	Progress April - June 2018	Progress July - Sept 2018	Progress Oct - Dec 2018	Progress Jan - March 2019
	<ul style="list-style-type: none"> Fresh – secondhand smoke 	CC (JM), NUTH (KH, AT), CFH (VH)	April 2018	<u>Green</u> Campaign promoted to contacts. Newsletter and web articles produced and disseminated to large network.	/	visitors and School Health <u>Green</u> NUTH discussed secondhand smoke within Stoptober campaign	<u>Green</u> NUTH supports all campaigns.
	<ul style="list-style-type: none"> Fresh – Health harms e.g. 1 in 2 smokers, 16 cancers. 	CC (JM), CGL (RN), NUTH (KH, AT)	Oct 2018, March 2019	/	/	<u>Green</u> 16 Cancers campaign supported and widely publicised. Resource materials distributed through networks.	<u>Green</u> NUTH supports all campaigns.
	<ul style="list-style-type: none"> PHE New Year One You campaign 	CC (JM), CGL (RN), NUTH (KH, AT)	Dec 2018- Jan 2019	/	/	<u>Green</u> New Year health Harms campaign publicised and hard copy resources made available for partners.	<u>Green</u> NUTH ran campaign at RVI & FRH. CGL promoted campaign on digital media
	<ul style="list-style-type: none"> No Smoking Day 	CC (JM), CGL (RN), NUTH (KH, AT), CFH (VH)	March 2019	/	/	/	<u>Green</u> NUTH ran campaign at RVI & FRH. CGL had high visibility.
	<ul style="list-style-type: none"> Fresh – Keep it Out campaign 	CC (DE, JM)	Nov 2018	/	/	<u>Green</u> Keep It Out campaign widely promoted and	<u>Green</u> As Q3

Objectives	Activities and Actions	Lead	Monitoring metrics	Progress April - June 2018	Progress July - Sept 2018	Progress Oct - Dec 2018	Progress Jan - March 2019
	<ul style="list-style-type: none"> Appropriate religious festivals such as Ramadan, where stop smoking is promoted Promotion through HWN of specific tobacco related campaigns including with Community Health Trainer, early Years Health Trainers and Breastfeeding Peer Support teams 	<p>CC (SN), CGL (RN)</p> <p>HWN (CLB)</p>	<p>Ramadan; 15.05.18 – 14.06.18</p> <p>Reporting each quarter on activity.</p>	<p><u>Green</u> Talks in mosques arranged via HAREF and CGL in run up to Ramadan.</p> <p>/</p>	<p>/</p> <p>/</p> <p><u>Green</u> Lung Cancer Awareness stalls and workshops in various community and workplace venues across the city</p>	<p>materials distributed city wide. Tobacco dog proposed for Q4.</p> <p>/</p> <p><u>Green</u> Stoptober promotion at both centres and on our social media</p> <p>Lung Cancer Awareness stalls and workshops various community and workplace venues across the city</p> <p>Fresh- Keep it out campaign at both centres and on our social media</p>	<p>/</p> <p><u>Green</u> No smoking day, stalls at both centres and on social media</p>
4.2 To improve communication s on smoking for BAME communities	<ul style="list-style-type: none"> Investigate and engage with media/communications channels used by key BAME communities to better promote campaign messages 	CC (SN)	Targeted messages	/	<u>Amber</u> Investigating different/popular BAME media channels to engage with re campaigns/key messages with BAME	<u>Amber</u> Taken forward with FRESH as well as translation of illegal tobacco materials looked into and quotes provided.	<u>Green</u> NCC translation via public health. Update from FRESH required as to progress with this.

Objectives	Activities and Actions	Lead	Monitoring metrics	Progress April - June 2018	Progress July - Sept 2018	Progress Oct - Dec 2018	Progress Jan - March 2019
	<ul style="list-style-type: none"> Produce bespoke information/key messages aid memoirs for BAME community workers on smoking for use within their work Consider producing bespoke materials about smoking for target BAME communities if a gap in the market is identified and the resources are requested by target audiences 	CC (SN, JM) CC (SN)	Materials in use from Q2 /	<u>Green</u> Draft information / crib sheets have been produced in process of getting finalised with JM and NCVS /	professionals e.g. SPICE FM <u>Green</u> As Q1 but need to get BAME leaders/ professionals' opinions on final draft version as part of SF BAME training <u>Amber</u> Exploring through training. Crib sheet for communities drafted.	<u>Green</u> As Q1. Views being sought with plan to have final document agreed Q4. <u>Amber</u> As Q2. Ongoing and getting feedback from professionals via training.	<u>Green</u> Complete. Final amended version (based on feedback) circulated around SFN members for use. <u>Green</u> See above. Amended version for the public (BAME communities) drafted.
4.3 To improve the quality of tobacco education in primary schools.	<ul style="list-style-type: none"> Through the Healthy School Programme continue to promote the Fresh Smoke Free Quality Standard to schools and support schools to progress through its stages Subject to demand, organise, facilitate and evaluate an in-service course on 'exploring tobacco issues with young people aged 11-18 years' for classroom practitioners, youth workers and public health school nurses. 	CC (JM) CC (JM)	Nos engaged Q4 course if demand. Nos attending. Positive evaluation.	<u>Green</u> Ongoing promotion but no school in 2017-18 chose to focus on smoking as their Healthy School Plus priority. /	<u>Green</u> As Q1 <u>Green</u> Course in Q4 advertised. Planning to commence in Q3.	<u>Green</u> As Q1 <u>Green</u> Planning undertaken for Q4 course. 8 people have applied to attend course.	<u>Green</u> As Q1 <u>Green</u> 9 Teachers, youth workers and youth workers completed the course in Q4. Very positive evaluations received.

Objectives	Activities and Actions	Lead	Monitoring metrics	Progress April - June 2018	Progress July - Sept 2018	Progress Oct - Dec 2018	Progress Jan – March 2019
4.4 To advocate for a range of tobacco control measures e.g. tobacco retail licensing, tobacco levy, bringing hand rolled tobacco taxation in line with other tobacco products and endorsing the ASH budget submission.	<ul style="list-style-type: none"> Coordinate responses to national and international consultations on tobacco control. Lobby MP's/MEPs, council members and other key stakeholders on the issues. Produce templates to assist groups and individuals to respond appropriately. 	CC (JM)	Responses produced and submitted. Ongoing	Green No national consultations have taken place to respond to.	Green ASH budget submission endorsed by SFN. ASH smoke free housing report endorsed.	Green No national consultations have taken place in Q3 to respond to.	Green As Q3
4.5 To increase public awareness of home fire safety, particularly in relation to smoking materials, targeting house fire hotspot areas and vulnerable groups.	<ul style="list-style-type: none"> Carry out minimum of 7200 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. Monitor the number of smokers identified during visits 	TWF (LL) TWF (LL) TWF (LL)	Quarterly reports Alarms fitted. No of smokers identified.	Green 1260 Home Safety Checks completed in the Newcastle area in Q1, with 698 smoke alarms installed	Green 2613 Home Safety Checks completed in the Newcastle area in Q1 & Q2, with a total of 1444 smoke alarms installed	Green 3988 Home Safety Checks completed in the Newcastle area in Q1 Q2 & Q3, with a total of 2243 smoke alarms installed	Amber 6261 Home Safety Checks completed in the Newcastle area in Q1-4, with a total of 3231 smoke alarms installed

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 and/or electronic cigarettes or devices to minors and proxy purchases.
- Reduction in illegal cigarette market

Objectives	Activities and Actions	Lead	Monitoring metrics	Progress April - June 2018	Progress July - Sept 2018	Progress Oct - Dec 2018	Progress Jan – March 2019
5.1 To collect intelligence on the availability and supply of illicit tobacco locally and take appropriate enforcement action.	<ul style="list-style-type: none"> • Undertake 30 inspection visits to retail premises assessing all tobacco/e cigarette products and identifying any non-compliances including illegal tobacco products using handheld scanner. 	CC (DE)	Targeted visits undertaken	Amber 11 visits undertaken 2 tobacco notices replaced.	Green All visits complete 2 tobacco notices replaced	Green As Q2	Green As Q2
	<ul style="list-style-type: none"> • Continue to promote the method of reporting intelligence on illegal tobacco and respond to all complaints received. 	CC (DE)	Quarterly data on number of visits & levels of compliance	Green The BWY Canine "illegal tobacco unit" visited Newcastle on the 24 & 25 April 2018. On 25.4.18, some 1000 illegal cigarettes were seized from premises in the west end of the city; see NCC Newspage and YouTube .	Green On the 11.07.18, some 6,960 illegal cigarettes were seized from residential premises in the city. On the 13.07.18, some 2,400 illegal cigarettes were seized from a business premises in the city. On 23.07.18 some 2,920 illegal cigarettes were seized from two business premises in the city. On the 26.07.18, some 11,700 illegal cigarettes and 1.35	Green On the 4.10.18, with the assistance of a tobacco sniffer dog, some 6,860 illegal cigarettes were seized from 3 business premises in the city. On the 12.10.18, some 1,200 illegal cigarettes were seized from a business premises in the city. On the 6.11.18, some 4,700 illegal cigarettes and 1 Kg of HRT were seized from residential premises and a business premises in the city.	Green On the 21.01.19, some 1,920 illegal cigarettes were seized from a business premises in the city. Related press coverage at Chronicle 23.01.19. On the 07.02.19, some 8,260 illegal cigarettes and 1.5 Kg's of HRT were seized from a residential premise and a business premises in the city. On the 13.02.19, 14.02.19 and 15.02.19, during Operation Beagle
	<ul style="list-style-type: none"> • Subject to support from DH and/or local funding carry out targeted local operation(s) utilising tobacco dog team. 	CC (DE)		On 2.05.18, with the assistance of a tobacco sniffer dog team, visits were conducted to 7 retail premises across the city. In 5 of the			

Objectives	Activities and Actions	Lead	Monitoring metrics	Progress April - June 2018	Progress July - Sept 2018	Progress Oct - Dec 2018	Progress Jan – March 2019
				<p>premises some 9,500 illegal cigarettes and 1 KG of HRT were seized by officers. On the 17.5.18, some 19,040 illegal cigarettes were found and seized from a car parked in the west end of the city. On the 22.5.18, some 1,660 illegal cigarettes and 32 packets of illegal chewing tobacco were seized from 2 premises in the west end. On the 24.5.18, some 3,400 illegal cigarettes were seized from 2 premises in the west end. On the 5.06.18, some 16,140 illegal cigarettes were seized from 3 residential premises. On the 7.06.18, some 1660 illegal cigarettes were seized from 4 business premises. On the 13.06.18</p>	<p>Kg's of HRT were seized from 3 business premises in the city. On the 1.08.18, some 32,860 illegal cigarettes and 8 Kg's of HRT were seized from residential premises in the city. To see the related press coverage on the seizure go to the Chronicle of 2.08.18. On the 28.08.18. some 760 illegal cigarettes were seized from a business premises in the city. On the 6.09.18, some 2,420 illegal cigarettes were seized from two business premises in the city. On the 27.09.18, a Northumbria Police PCSO seized some 4,220 illegal cigarettes and 0.55 Kg's of HRT from a suitcase in the possession of an individual in the street.</p>	<p>On the 14.11.18, some 8,600 illegal cigarettes and 0.5 Kg of HRT were seized from a parked motor vehicle in the city. On the 17.11.18, some 7,040 illegal cigarettes and 0.5 Kg of HRT were seized from 4 business premises in the city. To see related press coverage go to Chronicle of 20.11.18. On the 17.12.18, some 4,240 illegal cigarettes and 2.6 Kg's of HRT were seized from 2 public houses in the city. On the 18.12.18, some 137,000 illegal cigarettes and 7 Kg's of HRT were seized by Northumbria Police from residential premises in the city. To see the related press coverage go to the Chronicle of the 23.12.18.</p>	<p>XI with the assistance of a tobacco dog sniffer team, some 183,360 and 46.2 Kg's of HRT from 7 business premises in the city. Related press coverage at News and Talking Retail 21.02.19. On the 18.03.19, some 9,280 illegal cigarettes and 3.35 Kg's of HRT were seized from two business premises in the city. On the 28.03.19, some 1,720 illegal cigarettes and 1.95 Kg's of HRT were seized from a residential premise in the city.</p>

Objectives	Activities and Actions	Lead	Monitoring metrics	Progress April - June 2018	Progress July - Sept 2018	Progress Oct - Dec 2018	Progress Jan - March 2019
				some 1000 illegal cigarettes were seized from 2 business premises. On the 20.06.18, with the assistance of a tobacco sniffer dog team, visits were conducted to 7 retail premises across the city. In 5 of these retail premises some 20,000 illegal cigarettes were seized by officers.	To see an article where HMRC has taken action against individuals dealing with illegal tobacco products go to the Chronicle of the 22.08.18 and the Chronicle of the 24.09.18.		
5.2 To enforce age of sale legislation relating to tobacco products	<ul style="list-style-type: none"> Based on intelligence, respond to all complaints as received on access to age restricted tobacco products. 	CC (DE)	Quarterly data on number of complaints received and actions taken	<u>Green</u> No complaints received	<u>Green</u> No complaints received	<u>Green</u> No complaints received	<u>Green</u> No complaints received
5.3 To engage with national, regional, tobacco projects as developed by DH/CTSI	<ul style="list-style-type: none"> Continue to engage with tobacco projects as they develop. 	CC (DE)	Quarterly update on progress of any projects.	<u>Green</u> Responses provided to the DH&SC/CTSI national projects on e-cigarettes, shisha and blunts.	<u>Green</u> As Q1	<u>Green</u> As Q1	<u>Green</u> As Q1
5.4 To support the regional 'Keep it out' campaign and raise awareness in communities of how and where	<ul style="list-style-type: none"> Work with Fresh to support the regional 'Keep It Out' campaign 	CC (DE) CC (JM)	Ongoing	<u>Green</u> The BWY Canine "illegal tobacco unit" visited Newcastle on the 24 and 25 April 2018. See 5.1.	<u>Green</u> See 5.1	<u>Green</u> See 5.1	<u>Green</u> See 5.1

Objectives	Activities and Actions	Lead	Monitoring metrics	Progress April - June 2018	Progress July - Sept 2018	Progress Oct - Dec 2018	Progress Jan - March 2019
to report intelligence on illegal tobacco							
5.5 To increase awareness in the community of the problem of illegal tobacco	<ul style="list-style-type: none"> Provide bespoke short training sessions to community workers on illegal tobacco, particularly those working with BAME communities 	NCC (JM)	No of people trained. Increased intelligence.	Training offered but no take up in Q1	<u>Green</u> As Q1	<u>Green</u> Workshop on illegal tobacco for health at work advocates held. Approx. 40 attendees from across North of Tyne. See 3.8 – illegal tobacco training for frontline staff working with BAME communities planned at Riverside, with action for Children staff in Q4. Further bespoke course offered in Q4.	<u>Green</u> Two illegal tobacco training sessions for frontline staff working with BAME communities undertaken at Riverside, with action for Children staff. Positively evaluated.

Key Strands 6 and 7: Tobacco Regulation and Reducing Tobacco Promotion

Key Outcome

- Access to tobacco products is more difficult for young people
- High compliance with point of sale and standardised packaging legislation.
- Reduction in exposure of young people to tobacco promotion making cigarette packs less attractive to young people

Objectives	Activities and Actions	Lead	Monitoring metrics	Progress April - June 2018	Progress July - Sept 2018	Progress Oct - Dec 2018	Progress Jan – March 2019
6.1 To enforce the legislative provisions applicable to the advertising of tobacco, point of sale and standardised packaging.	<ul style="list-style-type: none"> • Carry out a minimum of 30 visits to retailers for compliance with statutory (under 18) notices. • Carry out 30 product warning label compliance visits to tobacco retailers to monitor compliance with POS and the standardised packaging regulations 	CC (DE) CC(DE)	Quarterly data on number of visits & levels of compliance	Amber 11 visits undertaken, 2 tobacco notices replaced.	Green All visits complete 2 tobacco notices replaced.	Green As Q2	Green As Q2
6.2 To advocate for any new regulatory measures on tobacco products.	<ul style="list-style-type: none"> • Respond to regulatory consultations on tobacco that emerge e.g. tobacco licensing regime, raising the minimum age of purchase and HRT taxation (cross ref 4.4) 	CC (JM), CC (DE)	Response(s) submitted	/	/	/	Green No regulatory consultations held in this quarter.

Key Strand 8: Research, Monitoring and Evaluation

Key Outcome

- Research, monitoring and evaluation measures embedded in practice to inform practice
- Reduced smoking prevalence, especially within target groups and communities

Objectives	Activities and Actions	Lead	Monitoring metrics	Progress April - June 2018	Progress July - Sept 2018	Progress Oct - Dec 2018	Progress Jan - March 2019
8.1 To monitor relevant public health data to track progress and measure the effectiveness of interventions Cross ref 1.1	<ul style="list-style-type: none"> • Collate, share and interrogate relevant data regularly such as; Smoking at the Time of Delivery (SATOD), Annual Population Survey (APS), Residents Survey, stop smoking data, PHE local tobacco profiles, to inform the Newcastle Future Needs Assessment, planning and targeting interventions and resources. 	CC (CT), CC (JM)	Data used to target interventions effectively	<p>Green <u>Smoking Prevalence (Over 18's) 2017</u> 15.2% Newcastle 16.2% North East 14.9% England Trend for Newcastle is downward.</p> <p><u>Smoking Prevalence Routine and Manual Groups (2017)</u> 27.5% Newcastle 26.1% North East 25.7% England Newcastle data is not on track.</p> <p><u>SATOD Year End 17/18</u> Data is for CCG area 15.1% N'cle/GH 10.8% England SATOD is showing an increase on previous year.</p>	<p>Green <u>Smoking Prevalence (Over 18's) 2017</u> 15.2% Newcastle 16.2% North East 14.9% England Trend for Newcastle is downward.</p> <p><u>Smoking Prevalence Routine and Manual Groups (2017)</u> 27.5% Newcastle 26.1% North East 25.7% England Newcastle data is not on track.</p> <p><u>SATOD Year End 17/18</u> Data is for CCG area 15.1% N'cle/GH 10.8% England SATOD is showing an increase on previous year.</p>	<p>Green <u>Smoking Prevalence (Over 18's) 2017</u> 15.2% Newcastle 16.2% North East 14.9% England Trend for Newcastle is downward.</p> <p><u>Smoking Prevalence Routine and Manual Groups (2017)</u> 27.5% Newcastle 26.1% North East 25.7% England Newcastle data is not on track.</p> <p><u>SATOD Q1&2,18/19</u> Data is for CCG area 14.7% N'cle/GH (Confidence level – lower CL: 13.4%, higher CL: 16.1%) 10.5% England 15.3% North East</p>	<p>Green <u>Smoking Prevalence (Over 18's) 2017</u> 15.2% Newcastle 16.2% North East 14.9% England Trend for Newcastle is downward.</p> <p><u>Smoking Prevalence Routine and Manual Groups (2017)</u> 27.5% Newcastle 26.1% North East 25.7% England Newcastle data is not on track.</p> <p><u>SATOD Q1-3,18/19</u> Combined date for Q1-3 2018/19 for CCG area; 13.7% N'cle/GH (Confidence level – lower CL: 12.7%, higher CL: 14.9%) 10.5% England 15.4% North East</p>

Objectives	Activities and Actions	Lead	Monitoring metrics	Progress April - June 2018	Progress July - Sept 2018	Progress Oct - Dec 2018	Progress Jan – March 2019
	<ul style="list-style-type: none"> Collate data related to BAME and smoking and assess the need to develop more intelligence on BAME and smoking to inform practice and development Review the smoking related questions for the 2019 Health 	<p>CC (SN, CT)</p> <p>CC (JM, CT)</p>	<p>Local intelligence improved</p> <p>Survey questions reflect info</p>	<p>Amber Meeting with CT taken place and work has started around collation of data.</p> <p>Green Early discussions underway.</p>	<p>Amber As Q1. No further update this quarter.</p> <p>Green Questions reviewed. Now</p>	<p>Discussions with NUTH maternity services have taken place about Newcastle smoking and pregnancy data. NUTH have agreed to share the data on smoking status at booking and at time of delivery for Newcastle residents in Q4. NCC to produce quarterly data intelligence reports in response to be shared with NUTH.</p> <p>Amber Some data/intelligence gained through questionnaire responses from Eastern European and South Asian communities but work still ongoing with PH analyst for more detailed overview.</p> <p>Green 72 schools have agreed to take part</p>	<p>NUTH are sharing their data on smoking status at booking and at time of delivery for Newcastle residents. Work underway to analyse the data with a report to be produced.</p> <p>Green Initial baseline data on prevalence / behaviours with South Asian and Eastern Europeans complete due to smoking Q'aires work. Reports/presentation of findings with recommendations for next steps/future work - completed.</p> <p>Green 69 schools completed HRBQ.</p>

Objectives	Activities and Actions	Lead	Monitoring metrics	Progress April - June 2018	Progress July - Sept 2018	Progress Oct - Dec 2018	Progress Jan - March 2019
	Related Behaviour Survey, and coordinate the recruitment of schools to undertake the survey in Spring 2019.		need. Survey period Q4	Questions to be reviewed in Q2, Survey is Q4	includes question on shisha. All schools invited to participate in survey in Q4. Recruitment of schools underway.	in the survey. Survey period is 15.1.19-15.3.19. Preliminary results due in Q1 of 2019/20.	Data being analysed and early findings expected in Q2 2019-20.
8.2 To monitor the implementation of the SFN plan, reviewing performance against agreed metrics	<ul style="list-style-type: none"> Produce quarterly monitoring reports and discuss performance at each SFN meeting. 	CC (JM)	Quarterly RAG reports	Green Performance considered at each SFN meeting. Regular updates given to SFN group.	Green As Q1	Green As Q1	Green As Q1
8.3 To achieve zero fire deaths and reduce accidental dwelling fires and resultant injuries caused by smoking related materials	<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 and learn from serious fire reviews 	TWFS (LL)	Monthly data analysis, quarterly and annual reports. No of smoking related fires, fire deaths, injuries	Green There were a total of 3 accidental fires due to careless handling of smoking materials in Q1	Green There were a total combined figure of 5 accidental fires due to careless handling of smoking materials in Q1 & Q2	Green There were a total combined figure of 10 accidental fires due to careless handling of smoking materials in Q1 Q2 & Q3. 488 premises identified where smokers are present in Q1-3	Green There were a total combined figure of 14 accidental fires due to careless handling of smoking materials in Q1-4. 616 premises identified where smokers are present in Q1-4.
8.5 To collaborate with research on smoking to achieve identified outcomes.	<ul style="list-style-type: none"> Support the local academic community in tobacco-related studies. 	CC (EM, LS)	Quarterly update on progress	/	/	Green Continued engagement – new paper on babyClear now accepted for publication. Looking at options for the new NHS	Green Substantial progress in establishing embedded research and support for community-based research.

Objectives	Activities and Actions	Lead	Monitoring metrics	Progress April - June 2018	Progress July - Sept 2018	Progress Oct - Dec 2018	Progress Jan – March 2019
						plan.	

Key

Organisations and Groups

CC	Newcastle City Council
SFN	Smoke Free Newcastle
SFNE	Fresh; Smoke Free North East
SSS	Stop Smoking Service
PHE	Public Health England
SF	Smoke Free
NUTH	Newcastle Upon Tyne Hospitals NHS Foundation Trust
TWFS	Tyne and Wear Fire and Rescue Service
NTW	Northumberland and Tyne and Wear Trust
CFH	Community Family Hubs
CGL	CGL – Stop Smoking Provider
HWN	Healthworks Newcastle

Personnel

JM	Judith MacMorran; Public Health, NCC
DE	David Ellerington; Directorate of Operations and Regulatory Services, NCC
EM	Eugene Milne; Public Health, NCC
AW	Angela Wallis; Directorate of Operations and Regulatory Services, NCC
MMc	Michael McMullen; Public Health, NCC
RN	Rachel Nichol; Stop Smoking Service, CGL
KHM	Karen Heslop Marshall, NUTH (Peter Towns from 3/19)
FB	Frances Blackburn; Nursing Service, NUTH (retired)

	from Oct 2018)
LL	Lee Logan; Prevention and Education, TWFS
AT	Ann Tulip; 0-19 Service, NUTH
VH	Val Hobson, CFH
CT	Claire Toas, Public Health Intelligence, CC
LS	Lynda Seery, Public Health, NCC
DR/SF	Damian Robinson/Sally Faulkner, NTW
CLB	Claire Layton Baptist, HW
SN	Suzanne Nicholson, NCC