

## Stopping the inflow of young people recruited as smokers

Objective	Outcomes		Actions	Lead	Target/Outputs	Timescales
To offer all primary and secondary schools across Halton consistent and comprehensive Tobacco Education to enable all staff and pupils to be made aware of latest effective Tobacco Control measures to reduce smoking prevalence.	To reduce the prevalence and uptake of smoking amongst young people.	1	Increase the number of young people in Halton receiving Tobacco Control Education through the "Healthitude" programme.	Health Improvement Team Healthitude Coordinator	Number of primary schools Number of secondary schools Number of pupils	September 2017 – September 2018
		2	Identify and induct Youth Health Champions in schools to cascade information on Health Issues, including Tobacco Control, to peers.	Health Improvement Team Healthitude Coordinator	Number of Youth Health Champions	September 2017 – September 2018
		3	Promote Wellbeing Tobacco online magazine to all schools requesting Tobacco Control Education ensuring consistency in delivery of Tobacco Control messages.	Health Improvement Team Healthitude Coordinator	Number of primary schools Number of secondary schools Number of "hits" Accessing online mag.	September 2017 – September 2018

Objective	Outcomes		Actions	Lead	Target/Outputs	Timescales
		4	Deliver brief intervention training for all staff in schools (including teachers, teaching assistants, and school nurses) to encourage stop smoking referrals into the Stop Smoking Service for young people and their families.	Healthitude Coordinator Stop Smoking Service	Numbers trained Number of schools	September 2017 – September 2018
		5	Offer cessation support to all staff working within schools to provide children with non-smoking role models within the school environment.	Stop Smoking Service		September 2017 – September 2018
		6	Work in partnership with community groups e.g. youth groups, LGBT young people groups, young carers groups, groups for young people with special educational needs (SEN). Raise awareness and increase referrals into the stop smoking service and explore opportunities to deliver cessation within the Services and train staff to deliver smoking cessation advice.	Stop Smoking Service	Numbers trained Number of Referrals	September 2017 – September 2018

Objective	Outcomes		Actions	Lead	Target/Outputs	Timescales
		7	Work in partnership with the Youth Offending Services in Halton to raise awareness and increase referrals into the stop smoking service and explore opportunities to deliver cessation within the Services and train staff to deliver smoking cessation advice.	Stop Smoking Service	Number of Referrals Numbers trained	September 2017 – September 2018
		8	Work in partnership with the Children and young people mental health service in Halton to raise awareness and increase referrals into the stop smoking service and explore opportunities to deliver cessation within the Services and train staff to deliver smoking cessation advice.	Stop Smoking Service	Number of Referrals Numbers trained	September 2017 – September 2018
		9	Educate young people around the harms of e-cigarette through school based “Healthitude” programme and within community youth club settings.	Healthitude Coordinator	Number of primary schools Number of secondary schools Number of pupils	September 2017 – September 2018

Objective	Outcomes		Actions	Lead	Target/Outputs	Timescales
		10	Educate parents on the health harms of e-cigarette use by young people.	Healthitude Coordinator		September 2017 – September 2018
		11	Identify suppliers of e-cigarettes, check compliance with the labelling requirements and take appropriate action where non-compliance is identified. Also provide advice and information on due diligence systems to prevent the sale of e-cigarettes to under 18's.	Trading Standards		September 2017 – September 2018
		12	Develop a communications plan for the public to raise awareness that it is an offence to buy e-cigarettes for under 18 year olds.	Social Marketing and Communications	Plan Developed	September 2017 – September 2018

## Halton Stop Smoking Service

Objective	Outcomes		Actions	Lead	Target/Outputs	Timescales
To provide all smokers who live or work in Halton from the age of 12+ upwards an easily accessible service which includes motivational and behavioural support alongside pharmacotherapy products and follows national evidence based guidelines to aid successful quitting.	To reduce rates of smoking across Halton.	1	Provide 1-1 and "Drop In "cessation sessions for clients in a variety of venues across Halton for all smokers to easily access. Out of hours sessions will be made available for those clients unable to access the service during working hours.	Stop Smoking Service	Number accessing Number quit	March 2017 –April 2018
		2	Undertake home visits for clients unable to access venues due to ill health and text messaging and telephone support for clients when unable to attend appointments to aid prevention of relapse.	Stop Smoking Service	Number Home Visits	March 2017 –April 2018
		3	All clients who access the 12 week programme and are quit at 4 weeks are to be followed up at 26 weeks, and 52 weeks after original quit date to measure long term abstinence and support those who have relapsed.	Stop Smoking Service		March 2017 –April 2018

Objective	Outcomes		Actions	Lead	Target/Outputs	Timescales
		4	Promote the service to other Health Professionals in primary care and acute services e.g. GP's, Halton and Warrington Hospitals to increase referrals into service.	Stop Smoking Service	Number of Referrals	March 2017 –April 2018
		5	Deliver Brief Intervention (level 1) Stop Smoking Service training to Health Professionals and local community & voluntary sectors incorporating Making Every Contact Count (MECC) to increase throughput into the service.	Stop Smoking Service	Number trained Number of Referrals	March 2017 –April 2018
		6	Deliver Intermediate (level 2 ) training and support to Health Professionals e.g. pharmacies and local community & voluntary sectors when requested to increase capacity and access for clients wishing to stop smoking ensuring data collection and inputting from those services delivering cessation are included in Stop Smoking Service data.	Stop Smoking Service	Number trained	March 2017 –April 2018

Objective	Outcomes		Actions	Lead	Target/Outputs	Timescales
		7	Maximise opportunities to increase referrals into the service by promotion locally of national campaigns e.g. Stoptober, No Smoking Day through social media networks, partnership working and attending awareness events e.g. Vintage Rally.	Stop Smoking Service	Number of Referrals	March 2017 –April 2018
		8	Offer support to people who want to use electronic cigarettes (e-cigarettes) to help them quit smoking (In line with NCSCT Guidance).	Stop Smoking Service		March 2017 –April 2018

## Helping pregnant women to stop smoking

Objective	Outcomes		Actions	Lead	Targets/Outputs	Timescales
To ensure every pregnant woman who smokes in Halton is identified as early as possible before , during and after pregnancy and offered effective support to stop smoking and stay stopped	To reduce rates of smoking during pregnancy (measured at time of giving birth).	1	Appoint a dedicated Smoking in Pregnancy lead within the Halton Borough Council Stop Smoking Service.	Tobacco Control Coordinator supported by Public Health Consultant	Smoking in Pregnancy Lead established	April 2017
		2	Work closely with Halton Midwives to re-establish the Babyclear programme – A Systematic approach to CO monitoring and referral by midwives at first booking appointment.	Tobacco Control Coordinator Smoking in Pregnancy Lead	Monitor referrals/throughput	Ongoing
		3	Review and develop robust smoking in pregnancy pathways for local women, Community Midwives, and Stop Smoking Service to include seamless referral and follow up mechanisms including fast track referrals, 24 hour response rates, text messaging, telephone support, helplines, and home visits (where appropriate).	Tobacco Control Coordinator Smoking in Pregnancy Lead Administration	Pathways developed Resources developed	Nov 2017



Objective	Outcomes		Actions	Lead	Targets/Outputs	Timescales
		4	Work alongside Family Nurse Partnership to deliver cessation for young pregnant mums and their families at home visits.	Smoking in Pregnancy Lead	Monitor referrals/throughput	Ongoing
		5	Continue to deliver the Liverpool Poverty and Life Chances Commission Pilot - Providing stress management support sessions to help clients cope with the stresses associated with quitting smoking during pregnant and supporting all pregnant women to identify a "Quit Buddy" to support them through the quitting process.	Stop Smoking Service	Number of Quit Buddies Number of Pregnant Quitters	Ongoing
		6	Expand funding for established voucher scheme (financial incentive for pregnant women to quit smoking and to stay quit) to include added incentive for attendance and ensure further promotion of this programme via Midwives, Family Nurse Partnership (FNP) ,CGL, Breastfeeding Team and Health Visitors.	Smoking in Pregnancy Lead	Increase in referrals/throughput	Nov 2017

Objective	Outcomes		Actions	Lead	Targets/Outputs	Timescales
		7	Develop marketing and communication plan to promote stop smoking service for pregnant women to partners (to include GP, Pharmacies, Family Planning and Contraception Services).	Smoking in Pregnancy Lead Marketing Support	Increase in referrals	Nov 2017
		8	Work with Halton and Warrington Hospital Sonographers to promote referrals into Stop Smoking Service at scan appointments for pregnant smokers.	Smoking in Pregnancy Lead	Increase in referrals	Nov 2017
		9	Ensure Healthy Community Pharmacies provide cessation intervention or referral through to Stop Smoking Services upon purchase of pregnancy test kit.	Commissioning Manager Smoking in Pregnancy Lead Marketing Support	Increase in throughput to Pharmacy cessation /Stop Smoking Services Resources dev.	October 2017
		10	Review and enhance maternity service performance contract indicators related to SIP (to include use of CO monitor at booking appointment and referral).	Tobacco Control Coordinator CCG Commissioner	Performance indicators enhanced	Dec 2017
		11	Undertake an audit of accuracy recording of smoking status at time of delivery.	Tobacco Control Coordinator	Audit undertaken Accuracy of recording enhanced if appropriate	Dec 2017

## Supporting people with mental health conditions

Objective	Outcomes		Actions	Lead	Target/Outputs	Timescales
To target those smokers with mental health conditions and with high smoking prevalence who may require more support to stop smoking by providing easier access to the service which includes motivational and behavioural support alongside pharmacotherapy products and follows national evidence based guidelines to aid successful quitting	To reduce rates of smoking for people with mental health conditions.	1	Halton Stop Smoking Service to provide 1-1 cessation sessions for patients and staff residing and based in the Brooker Centre at Halton Hospital ensuring easy access.	Stop Smoking Service	Number accessing Number of quitters	April 2017 - March 2018
		2	Provide text messaging and telephone support for clients and staff when unable to attend appointments to aid prevention of relapse.	Stop Smoking Service		April 2017 - March 2018
		3	Support and work closely with North West Borough by attending monthly task and finish meetings to help promote and initiate smoke free environments and grounds within the hospital setting.	Stop Smoking Service	Meetings attended	April 2017 - March 2018

Objective	Outcomes		Actions	Lead	Target/Outputs	Timescales
			Work in close partnership and promote the service to other Health Professionals working in mental health services within community settings to increase referrals into the service.	Stop Smoking Service	Number of Referrals	April 2017 - March 2018
		5	Deliver Brief Intervention (level 1) training to those Health Professionals and local community & voluntary sectors in contact with mental health service users incorporating Making Every Contact Count (MECC) to increase throughput into the service.	Stop Smoking Service	Number trained	April 2017 - March 2018
		6	Deliver Intermediate (level 2 ) training and support to Mental Health Professionals when requested to increase capacity and access for clients wishing to stop smoking ensuring data collection and inputting from those services delivering cessation are included in Stop Smoking Service data.	Stop Smoking Service	Number trained	April 2017 - March 2018

## Reducing smoking among people with Long term conditions

Objective	Outcomes		Actions	Lead	Target/Outputs	Timescales
To target those smokers with long term health conditions e.g. COPD and with high smoking prevalence who may require more support to stop smoking by providing easier access to the service which includes motivational and behavioural support alongside pharmacotherapy products and follows national evidence based guidelines to aid successful quitting.	To reduce rates of smoking for people with long term conditions.	1	Provide weekly 1-1 cessation sessions in Halton Hospital for patients, staff, and Halton residents, also those smokers referred to the Respiratory Team with long term health conditions, ensuring easy access.	Stop Smoking Service	Number accessing Number of quitters	April 2017 - March 2018
		2	Deliver Health Days and promote national campaigns i.e. Stoptober, No Smoking Day and delivering COPD6 screening (Lung Age) at Halton Hospital to initiate referrals and raise awareness to Respiratory Health conditions resulting from smoking addictions.	Stop Smoking Service	Number of Referrals	April 2017 - March 2018
		3	Work with Warrington Stop Smoking Service to develop a robust pathway for pre-operative patients (incorporating 'Stop before the op' programme) to enable fast tracking into the service of acute patients.	Stop Smoking Service	Pathway Developed	April 2017 - March 2018

Objective	Outcomes		Actions	Lead	Target/Outputs	Timescales
		4	Deliver Brief Intervention (level 1 ) training to those Health Professionals within the Hospital setting incorporating Making Every Contact Count (MECC) to increase throughput into the service.	Stop Smoking Service	Numbers trained Number of Referrals	April 2017 - March 2018
		5	Attend Pulmonary Rehab, Cardiac Rehab and local Breathe Easy Group sessions to raise awareness to the harms of smoking and promote the Stop Smoking Service.	Stop Smoking Service	Number attended	April 2017 - March 2018
		6	Work with stop smoking leads from NHS community and acute trusts to implement and monitor performance related to the NHS Prevention CQUIN (This CQUIN focuses on identifying and, where required, providing advice and offering referral to specialist services for inpatients in community and mental health trusts (2017-19) and all acute trusts (2018-19)).	Stop Smoking Service	Number of Referrals	April 2017 - March 2018

Objective	Outcomes		Actions	Lead	Target/Outputs	Timescales
		7	Promote the Halton Stop Smoking Service at Primary Care protected learning time sessions and increase stop smoking delivery support within primary care settings.	Stop Smoking Service	Number of Referrals Number of sessions	April 2017 - March 2018

## Reducing smoking among routine and manual workers

Reducing smoking among routine and manual workers						
Objective	Outcomes		Actions	Lead	Target/Outputs	Timescales
To target routine and manual socio economic group smokers with high smoking prevalence via workplace settings, providing easier access to the service which includes motivational and behavioural support alongside pharmacotherapy products and follows national evidence based guidelines to aid successful quitting.	To reduce rates of smoking amongst routine and manual workers.	1	Halton Stop Smoking Service to provide 1-1 or group cessation sessions for smokers in workplace settings across Halton ensuring easy access.	Stop Smoking Service	Number accessing Number of quitters	April 2017 - March 2018
		2	Deliver Brief Intervention (level 1 ) training to Occupational Health staff and/ or HR staff in workplaces.	Stop Smoking Service	Numbers trained	April 2017 - March 2018
		3	Support workplaces by attending Health Days and promoting national campaigns i.e. Stoptober, No Smoking Day and delivering COPD6 screening (Lung Age) to initiate referrals and raise awareness to Respiratory Health conditions resulting from smoking addictions.	Stop Smoking Service	Number of referrals	April 2017 - March 2018



Objective	Outcomes		Actions	Lead	Target/Outputs	Timescales
		4	Support HR staff in workplaces through advising on No Smoking policy's and E-cigarettes in the workplace.	Stop Smoking Service	Number of workplaces	April 2017 - March 2018
		5	Work in partnership with the Halton Housing Trust to raise awareness and increase referrals into the stop smoking service and explore opportunities to deliver cessation within the Services and train staff to deliver smoking cessation advice.	Stop Smoking Service	Number of referrals Numbers trained	April 2017 - March 2018
		6	Work in partnership with the Halton Citizens Advice Service to raise awareness and increase referrals into the stop smoking service and explore opportunities to deliver cessation within the Services and train staff to deliver smoking cessation advice.	Stop Smoking Service	Number of referrals Numbers trained	April 2017 - March 2018

## Reducing smoking among people who misuse substances

Reducing smoking among people who misuse substances						
Objective	Outcomes		Actions	Lead	Target/Outputs	Timescales
To target those smokers recovering from drug and alcohol addictions and with high smoking prevalence who may require more support to stop smoking by providing easier access to the service which includes motivational and behavioural support alongside pharmacotherapy products and follows national evidence based guidelines to aid successful quitting.	To reduce rates of smoking for those smokers in high risk groups.	1	Halton Stop Smoking Service to provide weekly 1-1 cessation sessions for patients and staff attending CGL drug and alcohol recovery service in Runcorn base and Widnes base ensuring easy access.	Stop Smoking Service	Number accessing Number of quitters	April 2017 - March 2018
		2	Deliver Brief Intervention (level 1 ) training to Key Workers/Peer Mentors at CGL.	Stop Smoking Service	Number trained	April 2017 - March 2018
		3	Support CGL service by attending Healthy Lifestyle events for service users and deliver COPD6 screening (Lung Age) to initiative referrals into the Stop Smoking Service and raise awareness to Respiratory Health conditions resulting from drug, alcohol and smoking addictions Stop.	Stop Smoking Service	Number of Referrals	April 2017 - March 2018

## Smokefree places

Objective	Outcomes		Actions	Lead	Target/Outputs	Timescales
To work in partnership with key stakeholders to support and promote established and new Tobacco Control measures introduced to reduce smoking prevalence and denormalise tobacco in Halton.	To reduce rates smoking prevalence in Halton.	1	Work with NHS colleagues to support the implementation of Smokefree polices across all local hospitals and community clinics (to include e-cigarettes).	Tobacco Control Stop Smoking Service	Number of policies	April 2017 - March 2018
		2	Work with schools to develop and promote Smokefree policies for school environments (to include e-cigarettes).	Tobacco Control Stop Smoking Service	Number of policies	April 2017 - March 2018
		3	Work with employers to develop and promote Smokefree policies for work environments (to include e-cigarettes).	Tobacco Control Stop Smoking Service	Number of policies	April 2017 - March 2018

Objective	Outcomes		Actions	Lead	Target/Outputs	Timescales
		4	Develop and promote Smokefree homes and vehicles with a focus on families with young children.	Tobacco Control Stop Smoking Service Marketing support	Smokefree homes/vehicle scheme developed	April 2017 - March 2018
		5	Ensure compliance with Smokefree public places e.g. playgrounds and vehicles (including public transport)	Environmental Health		April 2017 - March 2018

## Reduce availability of tobacco products and e-cigarettes to person's under the age of 18

Reduce availability of tobacco products and e-cigarettes to person's under the age of 18						
Objective	Outcomes		Actions	Lead	Target/Outputs	Timescales
Work with tobacco traders and suppliers in Halton to reduce the availability of tobacco products and E Cigarettes to persons under the age of 18.	Reduce uptake of smoking in under 18 year olds.	1	Work with traders within the Borough to reduce the availability of tobacco products to persons under the age of 18 and promote due diligence by visiting every identified tobacco seller to inform them of current legal requirements, check compliance and offer advice or take enforcement action as appropriate.	Trading Standards	In first year 50% of traders will be visited and checked for compliance.  Number of enforcement actions taken	April 2017 - March 2018
		2	Check compliance with cigarette traders relating to point of sale signage and package labelling.	Trading Standards	Number of non-compliant premises	April 2017 - March 2018
		3	Undertake undercover test purchasing at traders of e-cigarettes and /or tobacco within the borough when and where intelligence is received using an underage volunteer.	Trading Standards	Number of attempted test purchases  Number of traders non-compliance recorded	April 2017 - March 2018

Objective	Outcomes		Actions	Lead	Target/Outputs	Timescales
		4	Improve awareness of the offence of proxy purchasing with traders and the public and develop and agree an enforcement approach where there is more persistent non-compliance.	Trading Standards	In the first year 50% of traders will be visited and advised. Resources developed. Number of non-compliance recorded	April 2017 - March 2018
		5	Where young people are found to be asking for tobacco from traders, to develop an approach, in consultation with the Health Improvement team which will enable the officer to offer support to the young person in stopping smoking.	Trading Standards Stop Smoking Service	Monitor referrals/throughput	April 2017 - March 2018
		6	Identify suppliers of e-cigarettes, check compliance with the labelling requirements and take appropriate action where non-compliance is identified. Also provide advice and information on due diligence systems to prevent the sale of e-cigarettes to under 18's.	Trading Standards	Number of suppliers visited Number of suppliers non compliance recorded	April 2017 - March 2018

Objective	Outcomes		Actions	Lead	Target/Outputs	Timescales
		7	Develop a communications plan for the public to raise awareness that it is an offence to buy e-cigarettes for under 18 year olds.	Trading Standards	Number of press releases, tweets, distribution of resources developed	April 2017 - March 2018

## Reduce availability of illicit and counterfeit tobacco

Objective	Outcomes		Actions	Lead	Target/Outputs	Timescales
Work with tobacco traders and suppliers in Halton to reduce the availability of illicit tobacco products to all smokers.	To reduce the rates of non-compliance amongst traders and suppliers in Halton in the sales of illegal and illicit tobacco.	1	Investigate all intelligence and complaints received in relation to illicit and counterfeit tobacco, using Wagtail sniffer dogs as appropriate.	Trading Standards	50% of traders visited in 1 <sup>st</sup> year. Number of traders non-compliance recorded	April 2017 - March 2018
		2	Improve the opportunity for residents to report intelligence relating to traders/sellers of illicit and counterfeit tobacco products by developing a communication/PR strategy.	Trading Standards	Communication and PR strategy Developed	April 2017 - March 2018
		3	Ensure information on Illegal and Counterfeit Tobacco is included in Tobacco Control Education delivered to schools.	Trading Standards	Number of schools	April 2017 - March 2018