

Report for the Health Partnerships O & S Committee

Progress report on the Brent Tobacco Control Strategy 2010 – 2013

1. Executive Summary

The Brent Tobacco Control Strategy (2010 - 2013) has been developed to reduce smoking prevalence in Brent. In line with the 'Healthy Lives, Healthy People: A Tobacco Control Plan for England' it is a comprehensive tobacco control programme that aims to deliver evidence based best practice through delivery of the following work streams:

- Stopping the inflow of young people recruited as smokers
- Motivating every smoker in Brent to quit
- Protecting families and communities from tobacco related harm
- Improving and maintaining partnership working

This report details progress that has been achieved, including the strategy launch and progress on the key initiatives in each of the work stream areas. The appendix provides a summary overview and status report on actions in the plan.

The action plan was officially due to begin on January 1st 2011 however, some officers were in a position to commence tasks prior to the official launch date.

The published strategy is now available online at:
http://www.brentpct.nhs.uk/html/NewsEvents_7043.htm

2. Strategy Launch

The Brent Tobacco Control Strategy was officially published and launched on 29th November 2010.

The following speakers outlined elements of the tobacco control strategy as part of the launch:

1. **Brent Tobacco Control Strategy**, Simon Bowen, Acting Director of Public Health and Regeneration, NHS Brent and London Borough of Brent
2. **Tobacco Use & Health Inequalities**, Ilaria Geddes, Research fellow for the Marmot Review, Fair Society, Healthy Lives Team, University College London
3. **Motivating & Assisting Every Smoker to Quit**, Robert West, Professor of Health Psychology & Director of Tobacco Studies, University College London.
4. **Young People and Tobacco Use**, Martin Dockrell, Director of Policy & Research, Action on Smoking and Health (ASH), London.
5. **Tobacco Control in London**, Andrew Hayes, Tobacco Policy Manager, Regional Public Health Group, London

Approximately 70 delegates from Brent and neighbouring boroughs attended the launch.

The strategy was developed jointly by NHS Brent and Brent Council using a collaborative approach. The end product gathered the input and expertise of a variety of relevant key stakeholders including Healthy Schools, Trading Standards, Environmental Health, Brent Stop

Smoking Service, London Fire Brigade, Health Promotion and various strategic youth officers and workers.

The result is the most well informed local strategy possible, deliverable within the framework of a SMART action plan that optimizes the limited available budget and resources.

3. Key Initiatives and Progress

Work Stream 1: Stopping the inflow of young people recruited as smokers

Reducing availability and affordability of tobacco to minors

▪ Underage Test Purchasing

Trading Standards agreed to allocate a minimum of 30% of all under age test purchases to tobacco products. The 2010 -2011 target was for 63 operations for tobacco.

This target has been exceeded and a total of 82 under age test purchases have been undertaken by Trading Standards in 2010/2011. These can be summarised in Table 1. Six attempts (7.3%) resulted in a successful sale to a minor.

In contrast to previous operations in Brent, the two attempts to test purchase via vending machines were successful. Despite the small sample size this result is in line with national studies that report increased accessibility to tobacco by minors through vending machines. Preliminary findings such as these suggest the need for further investigation of access to tobacco via this route.

There were no successful test purchasing attempts for tobacco paan. This may be attributed to the extensive work Trading Standards have carried out around through a 'Paan Project' in 2009.

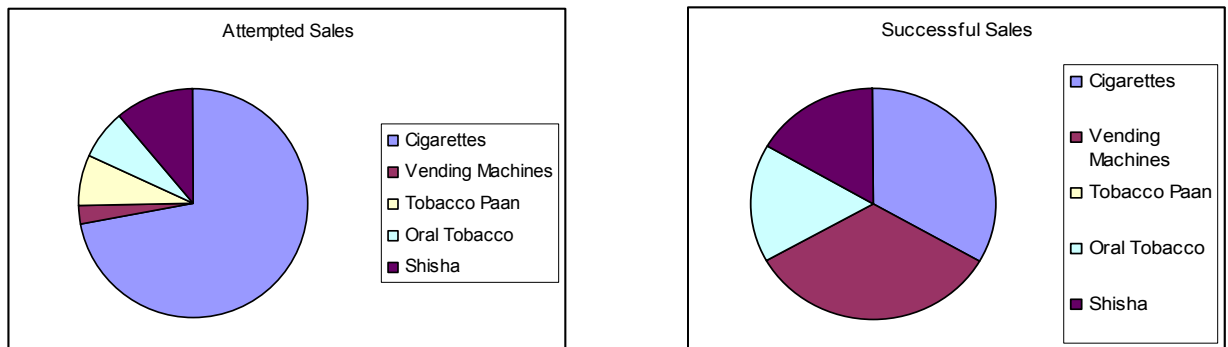
Although one third of all sales came from cigarette vendors, this was small in comparison with the total number of attempts.

Informal intelligence suggests that underage sales of tobacco shisha are probably quite common however test purchasing in shisha bars has been problematic. This is due to the fact that youth volunteers are exposed to second hand smoke. In addition, payment of shisha often doesn't happen until the end of the smoking 'session', and the vendors may become aware of the test 'purchase' attempt if payment is request up front. Trading Standards are currently investigating the possibility of alternative means of test purchasing shisha.

Table 1: Test purchasing for sale of tobacco to minors 2010/2011
(Source: Brent & Harrow Trading Standards)

Sale from	Attempt	Sale
Vending machine	2	2
Shisha bar	9	1
Tobacco Paan	6	0
Oral Tobacco	6	1
Cigarette vendors	59	2
Total	82	6

Figure 1: Breakdown of attempted and successful sales of tobacco to minors
(Source: Brent & Harrow Trading Standards)



- **Partnership days**

To facilitate joint working and maximum impact of operations, Trading Standards have carried out three partnership days this year. Each was carried out alongside the HMRC and two also included Environmental Health. These are detailed further in the report.

- **Duty unpaid tobacco operations & smokefree legislation compliance**

Trading Standards, in partnership with HMRC have seized 296Kg of duty unpaid tobacco from shisha bars in Brent in 2010/2011. During these operations, Environmental Health also inspected premises for compliance to smokefree legislation.

In 2010/2011 there were two fixed penalty notices served by Environmental Health, and two prosecutions for non-compliance to smokefree legislation. There are a further three prosecutions pending. These were all in shisha bars. In addition evidence for prosecution is currently being gathered in relation to a further ten shisha premises. The Food Safety Team is currently conducting a programme of smokefree compliance visits to all identified shisha bars in Brent.

There are over 40 shisha bars in Brent which appeal to the youth market. It is expected that a partnership approach to tackling them will reduce the appeal of opening new shisha bars and make it difficult for those currently operating to do so without considerable effort to comply with the laws around labelling, duty paid tobacco and smokefree legislation.

Success of these interventions will be measured by a drop in the number of shisha bars in Brent, in addition to documented compliance with all legal requirements around the sale of tobacco for those which continue to operate, by April 2012.

- **Labeling of niche tobacco products**

Trading Standards have produced health warning labels and advisory letters to inform shisha premises in Brent of the legal requirements around labelling and tobacco sales. These were delivered to all listed shisha premises in Brent in February/March 2011 and follow-up visits are in progress. Feedback has been received from 7 shisha bars all of which have asked for more health warnings. Ten premises have been visited, eight of which had the shisha labels present. The two that did not were asked to use the warnings.

- **Responsible Trader Scheme**

Trading Standards have carried out 45 Responsible Trader Scheme (RTS) audits so far in 2010/2011. Given the action plan was to start in January 2011, this represents good progress. Compliance has been positive and there has been a good awareness of the law

in relation to the sale of tobacco. However 1 RTS member recently sold cigarettes to a minor.

Reducing attractiveness of tobacco to young people

School based interventions

- **Tobacco awareness lessons**

Addaction have commenced delivery of dedicated tobacco awareness PSHE classes to 3 of the 10 schools they serve in Brent. These aim to increase awareness of health harms of tobacco in addition to social, historical, economic and physical aspects of smoking.

- **Promoting the use of tobacco awareness lesson plans to teachers in secondary schools**

Resource packs designed to facilitate tobacco education in secondary schools in Brent have been purchased and will be disseminated along with a short presentation, to all secondary schools, pupil referral units and colleges in Brent starting in late April 2011.

A master pack will also be housed in the Brent Health Promotion Resource Centre, and will be available for youth groups and others to borrow. These packs will also contain outline tobacco lesson plans and additional information on shisha awareness.

- **Improving Evidence Base and understanding of young peoples' smoking habits and prevalence**

Addaction have included questions on smoking and tobacco on the screening form for young people who visit the 'Clinic in a Box' roving school health programme. Their Quarter 3 data from 2010 (Oct/Nov/Dec), indicated that 19 out of the 198 students (9.5%) they saw were smokers. Whilst these numbers cannot be deemed representative of the entire youth population in Brent, it suggests much higher smoking prevalence among some groups than the general 'under 18' population which was estimated to be 2.5% in the 2008 TellUs survey. All smokers are referred to the Brent Stop Smoking Service, however a more robust referral pathway needs to be developed.

- **Smokefree Policy Template for schools**

An initial draft template for an exemplary smokefree school policy was sent to the Healthy Schools Board for feedback/comments. An amended template is in progress, to be disseminated to schools at the same time as the smokefree resource packs.

Peer led interventions

- **Poster Competition**

Brent Youth Volunteers hosted the 'Stub it Out' Smokefree Brent Poster Competition from December 2010 to February 2011. Brent Youth Volunteer members were trained in running tobacco awareness workshops and presentations to generate interest in the competition. The volunteers visited youth groups, schools and local events to promote the competition and attract participants. Over 100 entries were received.

The greatest number of entries came from the 12-15 year old age group. Winners were announced on No Smoking Day, 9th March 2011. Winning entries can be viewed at www.brentyouthvolunteers.org.uk. A short report detailing participants, process and learning outcomes is to follow. Pending funding, the winning designs may be used to create promotional items for local use.

- **Brent Smokefree Ambassadors and Brent Youth Parliament (BYP)**

An initial cohort of 12 young people received training to become 'Smokefree Ambassadors' for Brent in June 2010. A consistent program of work has been difficult to sustain without a dedicated youth project officer. However, one smokefree ambassador was officially elected as a Brent Smokefree Ambassador representative for Brent Youth Parliament. This has helped to raise awareness of the importance of the smokefree message among a well coordinated group of young people in Brent.

Promoting the prevention of smoking was chosen as the portfolio topic of choice for the 2011 cohort of BYP members sitting on the Health and Well Being portfolio group.

- **DVD to promote shisha awareness**

The BYP Health and Well Being portfolio group are commencing work on the production of a 5 – 7 minute shisha awareness DVD to be included in the secondary schools resource pack. Brent Smokefree Ambassadors including those who have been involved in the 'Stub it Out' poster competition are also able to participate.

Communications and Marketing

- **Shisha Awareness Campaign**

A two week shisha awareness campaign on JC Decaux billboards across Brent was launched in November 2010. The campaign attracted some media interest and verbal feedback from Smokefree Ambassadors indicated positive response. In addition, a recent study on shisha awareness materials conducted by NHS Harrow found Brent's materials were well received by their young focus groups.

The campaign is linked to the 'B MY VOICE' Brent Youth Parliament website. Laminated shisha posters will also be contained in the secondary school resource packs and schools will be encouraged to display them in prominent places and on notice boards.

The campaign also caught the attention of a 5th year medical student from Imperial College who has developed a shisha awareness Facebook page and who is keen to develop a study around attitudes and shisha smoking habits of young people in Brent. He is also keen to link in with the Brent Tobacco Control Alliance in educating young people in Brent particularly around the dangers of smoking shisha.

Work Stream 2: Motivating & Assisting Every Smoker in Brent to Quit

Improving the current Brent Stop Smoking Service

- **Building on the existing Brent Stop Smoking Service to achieve PCT 2010 target of 2360 4 week smoking quitters**

There have been significant improvements in Brent Stop Smoking Service compared to previous years. There has been a focus on improving engagement of GP's and improved systems to drive up provider activity and quality. These measures have supported the achievement of Quarter 1, 2 and 3 trajectories resulting in 1534 four week quits. Conversion rates from 'set quit date' to actual 'quit' have improved from 33% to 49% which is above the London average and in line with the national average.

- **Enhancing service support and delivery**

The service has been particularly focussed on:

- Increasing sign up to the scheme
- Bespoke training for GP's
- Programme of support visits to GP's and pharmacies
- Performance monitoring and provider feedback

- Targeted support for community and routine & manual workplace providers
- Developing administrative systems to support delivery

Tackling high smoking rates in disadvantaged communities

The service has conducted the following:

- Mapping of service provision across the borough
- Provision of additional clinics & services in deprived areas
- Programme of Face to Face Public engagement events
- Provision of bespoke training to frontline practitioners including community workers supporting disadvantaged communities

Delivering Strategic Marketing

- The Brent Stop Smoking Service has now developed a range of branded materials to raise awareness of the service. This includes a comprehensive booklet that details doctors, pharmacists and GP's where the Brent Stop Smoking Service can be accessed along with a guide to the different languages spoken by advisors in Brent.
- The Brent Stop Smoking Service led a programme of successful campaigns throughout Brent on national No Smoking Day, March 9th 2011. This included three leading campaigns in ASDA Wembley, the Alperton Bus Garage and Wembley Town Centre in addition to a number of smaller campaigns around the borough. The day yielded 144 referrals to the Stop Smoking Service compared to 77 referrals in 2010.

Improving Data Collection and Information Processing

- Improving 'sonar', the data collection and information processing system.
- Establishing more robust administrative protocols to facilitate audit

Workstream 3: Protecting families and communities from tobacco related harm

Conducting smokefree compliance visits

See update on Environmental Health in Workstream 1

Conducting Home Fire Safety Visits

'Smokefree Homes' door stickers and leaflets with Brent branding have been ordered and are awaiting delivery. The London Fire Brigade have proposed a reciprocal arrangement to incorporate the smokefree homes messages into their fire safety visits in exchange for Brent Stop Smoking Service providers promoting their home fire safety visits to clients. They have a target of reaching 2160 homes per year, many of which are likely to be located in wards with historically high smoking prevalence. Negotiations and appropriate training are pending.

Workstream 4: Improving and maintaining partnership working

Monitoring the Brent Tobacco Control Alliance through annual functionality review

The Brent Tobacco Control Alliance continues to meet quarterly. An annual functionality review of the Alliance was undertaken in February 2011. Most members felt stronger and more integrated lines of governance could improve the alliance functionality in addition to broadening of membership to include more non-NHS and non-council members.

Creating a shared database accessible to relevant key stakeholders

Environmental Health has produced a shared database accessible also by Trading Standards and Health Safety and Licensing. This operates a traffic light system flagging up vendors/premises that are non-compliant over a range of enforcement issues relating to tobacco and smokefree regulations. This system will help officers to target operations.

4. Risks

Current public sector changes will have an impact on the roles and funding streams for some key stakeholders. The following have already been identified:

- There is no longer a dedicated healthy Schools Coordinator in Brent, however the enhanced Healthy Schools Model will encourage all schools in Brent to choose the topic of tobacco as a key learning objective.
- Funding to some streams of Addaction's work have been reduced/cut which may impact on their ability to deliver
- Strategic commissioning for young peoples' substance misuse has suffered severe budget cuts
- General budgetary uncertainty

Despite potential risks, affected key stakeholders have shown commitment to the Brent Tobacco Control Strategy and contingency planning is in progress.

The strategy is in line with the new Healthy Lives, Healthy People: A Tobacco Control Plan for England, however a revision of some targets and priorities may be required.

Workstream 1 - Stopping the inflow of young people recruited as smokers

Focus Area (Key Actions)	Timeline	Lead Officer	Status
1.1 Reducing attractiveness of tobacco through both school based & peer led activities			
• Develop school lesson plans that increase awareness of harms as well as look into the social, historical economic & physical aspects of smoking & other tobacco use that appeal to young people	Sep-10	Addaction	Completed
• Integrate smokefree lesson plans into PSHE lessons at 10 Brent high schools served by Addaction	Commence Jan 2011	Addaction	In progress
• Promote use of lesson plans in PSHE schemes of work for remainder of schools not served by Addaction	Jul-11	Healthy Schools Lead	To be started
• Identify resources for Smokefree Communications & the most effective avenues for delivery in schools	Feb-11	Healthy Schools Lead	Completed
• Develop a committed team of 'Brent Smokefree Ambassadors'	Ongoing	Tobacco Control Alliance Coordinator	In progress
• Develop and disseminate tobacco awareness training (including shisha & Paan) for Smokefree Ambassadors	Jun-10	Tobacco Control Alliance Coordinator	Completed
• Conduct a debate at Brent Youth Parliament Session on youth smoking & the tobacco industry	Jun-10	Strategic Youth Engagement Officer	Completed
• Raise awareness & regular publicity of the Brent Smokefree Ambassadors through attendance at high profile events, articles in the local press & magazines and on the B My Voice website	Ongoing	Tobacco Control Alliance Coordinator	Ongoing
• Establish a smokefree youth campaign	Jun-11	Smokefree Ambassadors & Brent Youth Volunteers Officer	In progress
• Improve evidence base by integrating tobacco questions 'Clinic in a Box' screening tool	Quarterly reports	Addaction	In progress
• Use 'Clinic in a Box' screening tool to capture & monitor levels of tobacco use among 16 - 19 year olds at College of North West London	Quarterly reports	Addaction	In progress
• Develop an exemplary smokefree policy template for schools	Feb-11	Tobacco Control Alliance Coordinator	In progress
• Engage with 100% Brent schools to publicise, encourage & disseminate smokefree policy & link it to Healthy Schools Program	Aug-11	Healthy Schools Lead	To be started
• Offer advice to the school community on ways they can engage in activities that prevent smoking & the use of tobacco on school premises & surrounding area	Aug-11	Healthy Schools Lead	To be started
• Pilot targeted smoking cessation support in at least one Brent Secondary School	Apr-11	Healthy Schools Lead	To be started

Work Stream 1 - Stopping the inflow of young people recruited as smokers (con't)

Focus Area (Key Actions)	Timeline	Lead Officer	Status
1.2 Reducing Availability of Tobacco			
<ul style="list-style-type: none"> • Allocate 30% of Trading Standards annual under age test purchasing target to tobacco operations 	31st March each year	Trading Standards	Completed for 2010/2011
<ul style="list-style-type: none"> • Set up pathways with partner agencies such as Environmental Health , police & HMRC to share best practice & intelligence on tobacco related activity 	Aug-10	Trading Standards	Completed for 2010/2011
<ul style="list-style-type: none"> • Hold at least 2 partnership days each year 	31st March each year	Trading Standards	Completed for 2010/2011
<ul style="list-style-type: none"> • Promote & market 'Shop the Shop' campaign via JC Decaux Billboard Campaign & school follow ups 	May-10	Trading Standards	In progress
<ul style="list-style-type: none"> • Monitor effectiveness of 'Shop the Shop' text messaging service 	31st March each year	Trading Standards	In progress
<ul style="list-style-type: none"> • Maintain at least 170 Responsible Trader Scheme Members in Brent & carry out compliance visits on 50% of these 	31st March each year	Trading Standards	Ongoing
1.3 Reducing Affordability of Tobacco			
<ul style="list-style-type: none"> • Carry out & publicise enforcement action against traders who sell illicit, duty unpaid or counterfeit tobacco 	31st March each year	Trading Standards	Ongoing

Work Stream 2 - Motivating and assisting every smoker in Brent to quit

Focus Area (Key Actions)	Timeline	Lead Officer	Status
2.1 Improving the current Brent Stop Smoking Service (BSSS)			
• Significantly increase the number of pharmacists & GP's delivering stop smoking advice & support	Ongoing	BSSS	Completed
• Improve efficiency, flexibility, access to & capacity of core service clinics increasing the number of 4 week quits to 200 per annum	Ongoing	BSSS	Ongoing
• Empower & support inactive level 2 trained advisors in pharmacies & GP's to become active	Ongoing	BSSS	Ongoing
• Develop & monitor activity & performance of stop smoking support in secondary care pilot as per pilot evaluation recommendations	Sep-10	BSSS	Completed
• Develop, plan & action support visits to 100% of GPs & pharmacists that have signed up to the scheme	Ongoing	BSSS	Completed
• Establish registration points to recruit & register smokers into services	Ongoing	BSSS	Ongoing
• Improve capacity & capability of front line staff to identify smokers, offer brief intervention & specialist intervention	Ongoing	BSSS	Completed
• Improve administrative function to ensure all new contacts are followed up within 24 hours, & old contacts from previous campaign lists are followed up as a matter of weekly routine	Ongoing	BSSS	Ongoing
• Increase overall conversion rates of registrations to quitters from 33% to the London average quit rate of 51%	Aug-10	BSSS	Ongoing
2.2 Tackling high smoking rates in disadvantaged & vulnerable communities			
• Develop community provider & workplace schemes for contracted delivery of stop smoking support	Ongoing	BSSS	Ongoing
• Recruit champions from acute & community settings to reduce smoking rates in pregnancy	Ongoing	BSSS	Ongoing
• Provide level 1 training for midwives & contracted providers	Ongoing	BSSS	Ongoing
• Joint working with Brent Community Services developing clear referral pathways & agreed level of activity	Ongoing	BSSS	Ongoing
2.3 Delivering strategic marketing			
• Development and monitoring of a robust social marketing strategy	Ongoing	Health Promotion	Completed
• Delivery of weekly face to face campaigns; development of new branded marketing materials; billboard, mini-bus, Life channel and poster campaigns and other actions as set out in separate social marketing strategy	Ongoing	BSSS	Completed

Work Stream 2 - Motivating and assisting every smoker in Brent to quit (con't)

Focus Area (Key Actions)	Timeline	Lead Officer	Status
2.4 Improving data collection and information processing			
• Monitor, review & evaluate the new SONAR information system	Ongoing	BSSS	Completed
• Establish administrative protocols to facilitate audit	Ongoing	BSSS	Ongoing
• Establish & implement robust performance management	Ongoing	BSSS	Completed

Work Stream 3 - Protecting families and communities from tobacco related harm

Focus Area (Key Actions)	Timeline	Lead Officer	Status
3.1 Conducting smokefree compliance visits			
• Environmental health will make at least 50 visits to shisha bars per year to ensure compliance to smokefree legislation	March 31st each year	Food Safety Team	Ongoing
• Health Safety and Licensing will continue to enforce smokefree legislation in bars, pubs & clubs as a routine element of visits to venues	Quarterly reporting	Health Safety and Licensing	Ongoing
3.2 Conducting Home fire Safety Visits			
The London Fire Brigade will conduct a minimum 2160 home fire safety visits that deliver the smokefree message every year	March 31st each year	The London Fire Brigade	To be started 2011
3.3 Delivering Public Campaigns			
• The Tobacco Control Alliance will campaign for smokefree Olympic venues in Brent for the 2012 Olympics	Ongoing	Tobacco Control Alliance Coordinator	In progress
• Alliance partners will identify opportunities & promote smokefree communities through various community and workplace events	Feb-11	Tobacco Control Alliance Coordinator	In progress

Work Stream 4 - Improving and maintaining partnership

Focus Area (Key Actions)	Timeline	Lead Officer	Status
4.1 Monitoring the Brent Tobacco Control Alliance through annual functionality review			
<ul style="list-style-type: none"> Annual functionality review to be undertaken in February each year 	Annually in February	Tobacco Control Alliance Coordinator	Completed for Feb 2011
<ul style="list-style-type: none"> Action plan to be evaluated annually 	Annually in February	Tobacco Control Alliance Coordinator	To be started 2012
4.2 Creating shared database accessible to relevant key stakeholders			
<ul style="list-style-type: none"> Creation of shared internal database that will contain profiles on all premises in breach of smokefree legislation; progress made on compliance visits; warning letters & prosecution updates accessible to relevant Brent Council departments. 	Feb-11	Environmental Health	Completed
4.3 Creating clear intelligence pathways with named contact leads			
<ul style="list-style-type: none"> Pathways to be set up & named contact leads communicated in order to share information both within the alliance & within neighbouring boroughs 	Feb-11	Trading Standards & Tobacco Control Alliance Coordinator	Completed
4.4 Attending sector wide, regional & national meetings/events & feed back to Alliance			
<ul style="list-style-type: none"> Nominated members of the alliance to attend regional, sector wide & national meetings & conferences & feed back into the current alliance monitoring & progress 	Ongoing - quarterly reporting	Tobacco Control Alliance Coordinator	Ongoing