

Progress Report for the Health Partnerships O&S Committee

Tobacco Control

July 2012

Executive Summary

The Brent Tobacco Control Strategy 2010 - 2013 was published and officially launched on 29th November 2010. The last progress report to the Health Partnerships O&S Committee was in April 2011. This paper aims to update the committee on 2011-2012 progress and plans for 2012-2013. The aim of the strategy and action plan is to reduce smoking prevalence in the borough through the following work streams:

- *Stopping the inflow of young people recruited as smokers:* 18 actions 'completed' or 'completed & ongoing', 2 actions completed but sustainability is threatened, 1 action not started.
- *Motivating every smoker in Brent to quit:* All actions either 'completed' or 'completed & ongoing'
- *Protecting families and communities from tobacco related harm:* 3 actions completed and ongoing, 2 actions in progress
- *Improving and maintaining partnership working:* All actions 'completed' or 'completed and ongoing'

Excellent progress has been made against the action plan, and 88% of the original initiatives have been achieved. However as a part of annual functionality review, the Brent Tobacco Control Alliance participated in a rigorous peer assessment process, aiming for excellence in tobacco control. This was achieved using the CLear improvement model self assessment template and by inviting the CLear team of expert peer assessors to a challenge workshop in April 2012. This provided an external perspective on progress thus far. The CLear report, which highlights both strengths and areas for improvement accompanies this report. Headline challenges and new work areas will include:

- Sustaining youth led interventions
- Building commitment to tackling tobacco across the council without losing the Alliance's connections with primary and secondary care
- Monitoring total spend on comprehensive tobacco activities
- Increasing supra-local working to achieve greater economies of scale in areas such as marketing, advocacy and improvement

- Development of a cross cutting communications strategy (including tobacco control website)
- Maintaining an openness and enthusiasm for change

Key Initiatives and Progress: 2011-2012

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

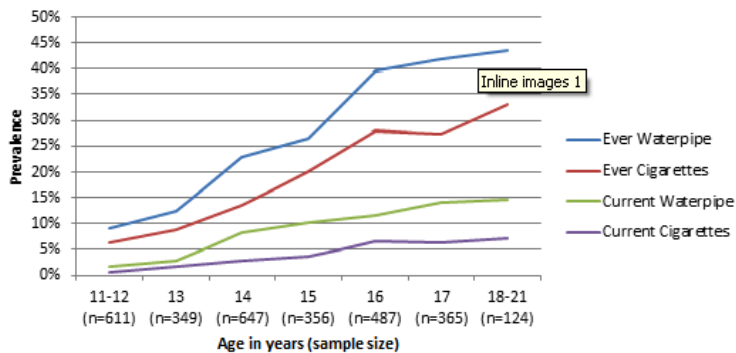
Improving the evidence base and understanding of young peoples' smoking prevalence and tobacco habits

A comprehensive body of work to better understand smoking both cigarette and shisha prevalence and attitudes among young people in Brent was conducted by Amanda Wilson and Mohammed Jawad (Imperial College), with the support of The Applied Research Unit and Health Improvement at NHS Brent and Imperial College.

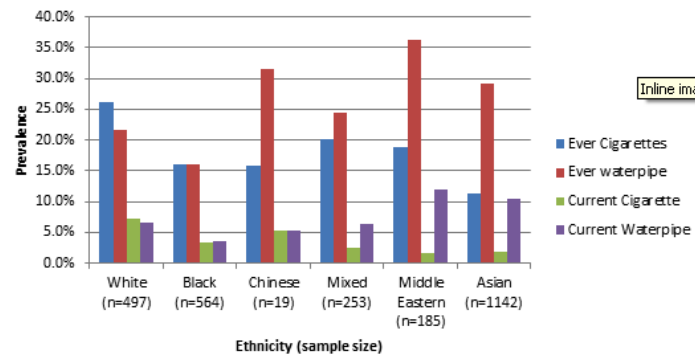
- The aim was to investigate smoking (cigarette & shisha) prevalence and attitudes in Brent in addition to investigating exposure of young people to second hand smoke in the home.
- Approximately 3,000 young people in Brent (out of a possible 9,000) participated
- Validated 96 – item questionnaire
- 15 out of 22 schools approached agreed to participate
- Carried out between October 2011 and March 2012

Headline preliminary (unpublished) results for Brent, 2012:

Prevalence of current and ever cigarette and waterpipe smoking



Prevalence of current and ever cigarette and waterpie smoking



Detailed analysis in progress. Results of the *Young Persons' Cigarette and Shisha Questionnaire* will be used both to inform future work plans and act as a baseline measure. Capacity to repeat this exercise in the future will require additional resource input.

Increasing awareness of the harms of tobacco among young people in Brent through school based and peer led initiatives

- Brent Youth Parliament in conjunction with Brent Youth Volunteers, the Brent Tobacco Control Alliance and Shishaware developed a DVD on shisha awareness called '*Shisha – Don't Be Fooled*'. This was launched at a Brent Youth Parliament session and disseminated to Brent secondary schools as a part of a bespoke shisha awareness teaching pack. This was included in a broader Smokefree Resources teaching pack, offered to all secondary schools in Brent. The DVD was also uploaded to You Tube. To date this has received 37,635 hits (www.youtube.com/watch?v=sWTqzJGzGv4).
- 14 out of 18 secondary schools in Brent accepted a comprehensive Smokefree Resources teaching pack developed by the Tobacco Control Lead, Shishaware, Brent Youth Parliament and Addaction. This also included teaching materials purchased from GASP and an exemplary whole schools smokefree policy template developed by the Tobacco Control Lead. These were delivered face to face to schools by a fixed term project officer. Delivery of the packs was accompanied by a presentation on the importance of tobacco education in schools and demonstration of the tools. Schools that received the packs made a pledge as to how they would use them. Audit of effectiveness to be conducted in 2012-2013.
- Brent Youth Volunteers ran a peer-led tobacco awareness poster competition. Youth volunteers underwent training to deliver workshops in schools to raise awareness of topics such as 'what is in a cigarette', 'why young people smoke' and 'alternative ways of spending money that an addicted smoker spends on cigarettes'. The competition attracted 101 entries over four age groups (between 5 -19) in Brent from various schools. The project provided a two-fold opportunity to up skill young volunteers and increase tobacco awareness among Brent's youth. Some comments from participants in the workshops included:
 - '*Smoking is really bad for you isn't it?*'
 - '*I'm not ever going to smoke*',
 - '*I am going to tell my friends not to start smoking*',
 - '*I think we should tell our teacher about how bad it is, she smokes you know*'
 - '*Smoking is so expensive!*'
- Funds have been secured to employ a colleague part time on a fixed term contract in 2012, whose remit will include the enhanced healthy schools model. Tobacco is one of Healthy Schools Enhanced Model named priority topics. One action that has not been delivered due to the absence of a healthy schools lead is piloting a targeted smoking cessation support in one secondary school. Data from the *Young Persons Cigarette and Shisha Questionnaire* will provide tobacco profiles for participating schools and assist in targeting an appropriate school. The pilot may include offering support to also stop smoking shisha if indicated.

- Addaction continued outreach to young people through Clinic in a Box and bespoke tobacco awareness lessons in 10 Brent schools.

Reducing Availability of tobacco to minors

- Trading Standards continued a programme of underage test purchasing for tobacco. Table 1 below outlines test purchasing results year on year. In 2011-2012, a total of 33 test purchases were carried out. 27 of these were attempts to buy cigarettes. These resulted in one sale to an under-aged person. An additional 6 attempts to buy shisha didn't result in any successful purchases, however the approach for under-age test purchasing of shisha requires re-thinking due to a number of operational constraints.

Table 1: Year on year test purchasing for tobacco results in Brent

	2010-2011	2011-2012	2012-2013
Target	57	57	45
Actual	82 test purchases resulting in 6 sales	33 test purchases resulting in 1 sale	Ongoing

Preliminary results from the *Brent Young Persons Cigarette and Shisha Questionnaire* indicate that approximately half of the respondents who smoked cigarettes stated they buy them in a café, shop or from a street vendor. Of those who bought shisha almost 75% stated they bought it from a café, shop or street vendor. Approximately 60% stated that nowadays, a shisha café is where they usually smoke shisha. These figures indicate that innovative ways of test purchasing for both shisha and cigarettes must be developed for use in 2012-2013.

- Trading Standards held 3 partnership days throughout 2011, two with Environmental Health and all three with the HMRC. 296kg of duty unpaid tobacco was seized (mainly shisha). In 2012-2013 Trading Standards have held 3 enforcement days and evenings for shisha. Only small amounts of tobacco have been seized. Vendors have been advised of their legislative duties and they have been risk rated. Cafes will receive follow up visits throughout 2012-2013.
- Trading Standards conducted a 'Statutory Warnings for Shisha Pipes' project. This included production of a 'sale of shisha tobacco advice' guidance leaflet, production of durable, wash proof labels with statutory health warnings and a letter from Trading Standards to 37 then known shisha cafes. Follow up visits were made to 25 cafes and only 5 were compliant. Follow up calls were made to the remaining cafes. Warning letters were sent again. Follow up planned for 2012.

- In 2012- 2013, seven night time operations in shisha bars to see if statutory health warnings that were previously supplied to shisha bars are being displayed on pipes as requested will be carried out. Each operation will require four officers. If possible these operations will also deliver underage test purchasing of shisha tobacco and will take note of if smoking is taking place in enclosed premises [to feed back to the shared database].
- Trading Standards conducted a proxy sales of tobacco survey, outside (not inside) shops to get an indication of how willing members of the public were to buy tobacco for young people that they did not know. 29 adults were approached and 10 sales were made. The results were forwarded via London Trading Standards (LoTSA) to the Department of Health.
- In 2012-2013, 'By Proxy' tobacco sales inside a shop in the knowledge of the sales assistant to understand if they tend to also be complicit in proxy sales will be carried out. Eight 5-hour operations each requiring four officers will be carried out.
- Trading Standards distributed LoTSA's 'Trading Standards Tobacco Control Newsletter' to over 600 retailers who sell tobacco in Brent. This magazine informed retailers to be extra-vigilant during the long school summer holidays around underage sales, raised awareness that there would be increased Trading Standards activity during this period, gave information on counterfeit products and how these affect business and advised to avoid 'single' cigarette sales.
- Surveyed 8 paan sellers to investigate sale of tobacco paan without statutory health warnings. Six were found to sell paan without statutory warnings. This resulted in 2 simple cautions; 1 prosecution and 2 with no further action due to legal complications

Workstream 2: Motivating and Assisting Every Smoker in Brent to Quit

- Brent Stop Smoking Service (BSSS) exceeded targets in 2011-2012 and progressed from being one of the poorest performing to the highest performing Local Stop Smoking Services in London in the past 12 months. Services are aligned to demand based on information from performance monitoring of providers. Significant progress has been made in developing targeted support for smokers with mental health needs, DAAT, routine and manual workers and pregnant women. Separate report attached.

Workstream 3: Protecting families and communities from tobacco related harm

Conducting Smokefree Compliance Visits

- Food Safety Team (Brent Council) continued surveillance of smokefree legislation implementation in food premises, with particular emphasis on Shisha bars. The Licensing Team also monitor smokefree compliance in pubs, clubs and venues with late night licences. Appropriate action is taken to deal with offending premises. Current statistics:

Number of shisha cafes = 45

Number of shisha cafes ceased trading = 11

Number of non-compliant shisha cafes = 20

An updated map of shisha bars and proximity to schools has been produced. Results from the *Young Persons' Cigarette and Shisha Questionnaire* suggest that current and ever shisha smoking in each school was strongly, positively correlated with the number of shisha cafes in its 0.5 mile radius. This correlation was strongest for Year 10 students, and weakest for Sixth Form students.

- Food Safety Team, Mohammed Jawad (Imperial College) and Tobacco Control Lead designed and conducted a shisha pipe sampling exercise to understand cleaning practices of shisha pipes, produce best practice guidance on how to clean shisha pipes and undertake a swabbing exercise to identify if micro-organisms are present.

Conducting Home Fire Safety Visits

- A Smokefree Homes campaign is not yet fully developed, however links are being re-established with the London Fire Brigade following their internal restructure, and verbal commitment to delivering the smokefree homes message on home fire safety visits has been agreed. The North West London Cluster is also keen to develop a region wide smoke free homes campaign which will link into this initiative. It is expected this will achieve greater economies of scale and a consistent smokefree homes message for the Outer North West London region.

Workstream 4: Improving and maintaining partnership working

Monitoring the Brent Tobacco Control Alliance through Annual Functionality Review

- Annual functionality review for 2011-2012 was conducted via participation in the CLear assessment model in April 2012, and consisted of the completion of a self assessment and a peer challenge workshop. CLear is a new approach to improving local tobacco control, specially designed for councils in England as they take on their new responsibilities for public health. The model was designed by a multi-disciplinary team of experts including NHS, local government officers, professional groups and national charities nation wide. Brent was invited to participate in both the creation and pilot of the model. Upon completion Brent received an award for Excellence in Local Tobacco Control and CleaR accreditation, including membership in the CleaR Partnership and the Smokefree Action Coalition. The full CleaR report is attached. It includes a summary of weaknesses, strengths, areas for improvement and suggested actions. More information on the CleaR model can be found at: <http://www.ash.org.uk/CLear>

Creating shared database accessible to relevant key stakeholders

- A shared database as set out in the action plan was created by the food safety team. This is held in a shared location on the Brent Council shared drive. Review of effectiveness will be carried out in 2012.

Attending sector wide, regional and national meetings/events and feedback to the Alliance

- The tobacco control lead actively participates in local, national and regional tobacco control events in the capacity of both sharing the Brent experience as well as learning from others. This has included co-chairing the London Smokefree Youth Network and attending and speaking at two tobacco control conferences throughout 2011 – 2012. Intelligence is fed back to alliance partners both on a one to one level (where appropriate) and through quarterly tobacco control meetings.

Brent Tobacco Control Strategy Action Plan 2010 - 2013

Summary Status Report on Brent Tobacco Control Action Plan – April 2012

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			
<ul style="list-style-type: none"> 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
<ul style="list-style-type: none"> Integrate smokefree lesson plans into PSHE lessons at 10 Brent high schools served by Addaction 	Commence Jan 2011	Addaction	Completed & Ongoing
<ul style="list-style-type: none"> Promote use of lesson plans in PSHE schemes of work for remainder of schools not served by Addaction 	Ongoing	Healthy Schools Lead	Completed & Ongoing
<ul style="list-style-type: none"> Identify resources for Smokefree Communications & the most effective avenues for delivery in schools 	Feb-11	Healthy Schools Lead	Completed
<ul style="list-style-type: none"> Develop a committed team of 'Brent Smokefree Ambassadors' 	Ongoing	Tobacco Control Alliance Coordinator	Completed however membership is transient & sustainability requires funding for dedicated youth lead
<ul style="list-style-type: none"> Develop and disseminate tobacco awareness training (including shisha & Paan) for Smokefree Ambassadors 	Jun-10	Tobacco Control Alliance Coordinator	Completed
<ul style="list-style-type: none"> Conduct a debate at Brent Youth Parliament Session on youth smoking & the tobacco industry 	Jun-10	Strategic Youth Engagement Officer	Completed

<ul style="list-style-type: none"> ● 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	Completed & Ongoing
<ul style="list-style-type: none"> ● Establish a smokefree youth campaign – Shisha Don't Be Fooled Campaign 	Jun-11	Smokefree Ambassadors & Brent Youth Volunteers Officer	Completed
<ul style="list-style-type: none"> ● Improve evidence base by integrating tobacco questions 'Clinic in a Box' screening tool 	Quarterly reports	Addaction	Completed & Ongoing
<ul style="list-style-type: none"> ● 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	Completed & Ongoing
<ul style="list-style-type: none"> ● Develop an exemplary smokefree policy template for schools 	Feb-11	Tobacco Control Alliance Coordinator	Completed
<ul style="list-style-type: none"> ● Engage with 100% Brent schools to publicise, encourage & disseminate smokefree policy & link it to Healthy Schools Program 	Aug-11	Healthy Schools Project Officer	Completed & Ongoing
<ul style="list-style-type: none"> ● 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 Project Officer	Completed & Ongoing
<ul style="list-style-type: none"> ● Pilot targeted smoking cessation support in at least one Brent Secondary School 	Apr-11	Healthy Schools Lead	To be started–no dedicated Healthy Schools Lead

Workstream 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 & Ongoing
<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
<ul style="list-style-type: none"> ● Hold at least 2 partnership days each year 	31st March each year	Trading Standards	Completed & Ongoing
<ul style="list-style-type: none"> ● Promote & market 'Shop the Shop' campaign via JC Decaux Billboard Campaign & school 	May-10	Trading Standards	Completed

follow ups			
• Monitor effectiveness of 'Shop the Shop' text messaging service	31st March each year	Trading Standards	In progress
• Maintain at least 170 Responsible Trader Scheme Members in Brent & carry out compliance visits on 50% of these	31st March each year	Trading Standards	Completed & Ongoing
1.3 Reducing Affordability of Tobacco			
• Carry out & publicise enforcement action against traders who sell illicit, duty unpaid or counterfeit tobacco	31st March each year	Trading Standards	Completed & Ongoing

Workstream 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	Completed & Ongoing
• Empower & support inactive level 2 trained advisors in pharmacies & GP's to become active	Ongoing	BSSS	Completed & 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	Completed & 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	Completed & Ongoing
• Increase overall conversion rates of registrations to quitters from 33% to the London average quit rate of 45%	Aug-10	BSSS	Completed & 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	Completed & Ongoing
• Recruit champions from acute & community settings to reduce smoking rates in pregnancy	Ongoing	BSSS	Completed & Ongoing
• Provide level 1 training for midwives & contracted providers	Ongoing	BSSS	Completed & Ongoing
• Joint working with Brent Community Services developing clear referral pathways & agreed level of activity	Ongoing	BSSS	Completed & Ongoing
2.3 Delivering strategic marketing			
• Development and monitoring of a robust social marketing strategy	Ongoing	Health Promotion	Completed & Ongoing
• 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 & Ongoing

Workstream 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	Completed
• 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	Completed & Ongoing

<ul style="list-style-type: none"> 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	Completed & 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	In progress – not yet implemented
3.3 Delivering Public Campaigns			
<ul style="list-style-type: none"> The Tobacco Control Alliance will campaign for smokefree Olympic venues in Brent for the 2012 Olympics 	Ongoing	Tobacco Control Leads on Olympic Committee & regulatory services	In progress
<ul style="list-style-type: none"> Alliance partners will identify opportunities & promote smokefree communities through various community and workplace events 	Ongoing	Tobacco Control Alliance Members	Completed & Ongoing

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 & Ongoing
<ul style="list-style-type: none"> Action plan to be evaluated annually 	Annually in February	Tobacco Control Alliance Coordinator	Completed & Ongoing
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	Completed & Ongoing
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