

Report to Hackney Health and Wellbeing Board

Item No:		Date:	5 October
Subject:	Report update on Tobacco Control Action Plan		
Report From:	Miranda Eeles and Jayne Taylor LB Hackney Public Health		
Summary:	<ul style="list-style-type: none"> • Tobacco control (TC) remains one of the four strategic priorities in Hackney's Joint Health and Wellbeing (HWB) Strategy. • The HWB Board (HWBB) provides strategic oversight of Hackney's TC activity, which is led by LB Hackney Public Health team. • In September 2015, the HWBB committed a representative from their organisation to attend the TC strategy review workshop which took place in March 2016. • During the workshop, a TC action plan was developed which was then approved by all attendees and disseminated in May 2016 among HWBB members and workshop participants. • This paper describes the key strategic developments since the workshop including: <ul style="list-style-type: none"> - implementation of a smoking CQUIN which now includes maternity at Homerton Hospital - training on carbon monoxide (CO) testing for midwives at the Homerton and work on improving referral pathways for all pregnant and post-partum women who smoke - collaboration on enforcement with HMRC and the North Central and North East London Illegal Tobacco Group - collaboration with Tower Hamlets and Newham Public Health teams regarding supporting the East London Foundation Trust implement their smoke-free policy - promoting the Hackney Stop Smoking Service as an e-cigarette friendly service - collaboration with Haringey and Enfield Councils to engage the Turkish and Kurdish communities - commissioning of the new Children and Young People Health and Wellbeing Service which includes smoking prevention activities • Proposals for priority action over the next 12 months and 		

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	beyond are also set out in this report.
Recommendations:	<ul style="list-style-type: none"> • Members of the Board are requested to: <ul style="list-style-type: none"> - agree or amend the recommendations outlined in this paper regarding the focus of tobacco control work over the next 12 months and beyond - review their own organisation's actions over the last 12 months regarding reducing smoking prevalence in the borough - consider and discuss how their respective organisations can continue to support local action on tobacco control in the future (e.g. through smoke-free premises, workplace policies etc.) - commit to a representative from their organisation attending the second TC strategy review workshop planned for early 2017.
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1 Introduction

Although the prevalence of smoking is declining, more than 20% of Hackney's adult population still smoke and most of those come from lower socio-economic and disadvantaged groups (including people with mental health problems and people with long-term health conditions). Smoking remains the principal preventable cause of premature death and health inequalities and can only be tackled through a comprehensive tobacco control agenda, involving a wide range of partners with different fields of expertise to engage at multiple levels.

Tobacco control, with an emphasis on stopping people from starting to smoke as well as helping them to quit, remains one of the four strategic priorities set out in Hackney's Joint Health and Wellbeing Strategy.

Effective tobacco control programmes involve a range of work streams to help lower the prevalence of smoking, including:

- limiting the availability of tobacco
- restricting tobacco promotion
- preventing smoking uptake, particularly by young people
- eradicating sales of counterfeit and illegal products
- enforcing underage sales legislation
- educating the public about the dangers of tobacco use
- motivating and helping smokers to quit
- reducing exposure to second hand smoke and potential dangers from fire.

In March 2016, the first TC strategy review workshop was held. This brought together individuals from a wide range of organisations including enforcement, Parks, the Hackney Learning Trust, CHYPS Plus, local Stop Smoking Services (SSS), the CCG, mental health and secondary care. Participants developed an action plan according to work streams listed above and identified leads to take the work forward. The actions were then disseminated for comment and approval before sending to HWB Board members.

Some of the specific actions have been completed. Please see Appendix for the revised action plan.

2 Key strategic developments since September 2015

Here, we describe the key strategic developments since the last progress report to the Board. An update on other actions is provided in the appended action plan.

2.1 CQUIN on smoking

Public Health and the CCG worked together to develop a new smoking CQUIN for 2016-17 with Homerton hospital. In addition to setting performance targets on percentage of staff trained to deliver very brief advice, the CQUIN also aims to ensure a robust and consistent data collection system which can identify smokers and/or those at risk of CO exposure in the maternity service, in particularly providing a more reliable source of data on smoking status just before delivery. Performance targets include the proportion of pregnant women with smoking status recorded by a CO monitor at booking and between 36-38 weeks. It also includes targets on the proportion of women identified as smokers at time of booking referred to the SSS. The CQUIN for maternity starts in Q3 (October).

2.2 Carbon Monoxide training for midwives at Homerton Hospital

Two days of training for midwives on CO testing has taken place at Homerton hospital, led by Hilary Wareing from the Tobacco Control Collaborating Centre. Attendance was not as high as expected and so a further training session will be required as soon as possible in order to ensure all midwives can deliver CO testing at booking and at 36-38 weeks (in order to deliver the CQUIN). The referral pathway is also changing from an internal mechanism (opt in referral to specialist stop smoking midwife) to an external 'opt out' system, where all current smokers and e-cigarette users will be automatically referred to their local SSS.

2.3 Collaboration in enforcement within the NE NC London Illicit Tobacco Group and HMRC

The NE NC London Illicit Tobacco group which brings together Public Health and Trading Standards teams in Hackney, Camden, Islington, Waltham Forest, Tower Hamlets, Newham, Enfield and Haringey. The aim of the group is to coordinate work and share knowledge relevant to reducing the supply of and demand for illegal tobacco. Following the survey on illegal tobacco across seven boroughs last summer, the group planned their first joint operation with HMRC and Wagtail (company using sniffer dogs) in April 2016. A second joint operation has just taken place (in September 2016). In the first operation, illegal tobacco (and other illicit products) were found in 14 premises and involved 19,140 cigarettes, 7.9 kg of hand-rolling tobacco and 3.75 kg of other tobacco products seized. Results of the September operation are not yet known. The group will consider a joint communication strategy at the next quarterly meeting.

2.4 East London Foundation Trust (ELFT) smoke-free implementation

In January 2016, the two forensic units of ELFT went smoke-free. In March, the City and Hackney Centre for Mental Health also went smoke-free. In the period before and during implementation, both sites had staff members leading on the work although it is not clear if anyone is fulfilling these important roles at present.

The TC lead is a member of the Trust-wide Smoke-free Implementation Group, which meets monthly at the Trust's offices in Tower Hamlets. Concern has been raised by Newham, Tower Hamlets and Hackney Public Health teams regarding perceived lack of senior buy-in, engagement and leadership across all ELFT sites regarding effective implementation of the smoke-free policy. A meeting with ELFT borough directors and Public Health teams across the three areas is scheduled to take place in November 2016 to hopefully resolve some of issues and get the programme back on track.

2.5 Promoting the Hackney Stop Smoking Service as an e-cigarette friendly service

Over recent years, electronic cigarettes (EC) or vapourisers have become a very popular stop smoking aid in the UK. Evidence is still developing on how effective (and safe) they are, but many people have found them helpful for quitting.

In August 2015, Public Health England published a comprehensive review of the latest evidence on EC and concluded that they are 95% less harmful than smoking tobacco.¹ In April 2016, the Royal College of Physicians' Tobacco Advisory Group published a report that recommended that e-cigarettes should continue to be supported by government and promoted as a tobacco harm reduction strategy.²

Most EC users cite a desire to reduce the health risks of smoking either by stopping smoking completely or reducing consumption. Around 30% of all quit attempts in the past year have involved use of EC, substantially higher than any other aid to cessation. However, recent data suggests that only 3% of those accessing SSS are using these products. Based on the number of smokers now using EC in the general population, there is clearly a gap that needs to be addressed if services are to reflect the needs of local smokers.

Given these developments, a local decision was taken to promote Hackney's SSS as e-cigarette friendly. This does not mean we will supply EC as a form of treatment, but that we support clients who want to use an e-cigarette to help them quit smoking, and reach out to smokers considering using an e-cigarette to come to the service for behavioural support (to maximise their chances of a successful quit). It also means we encourage smokers not currently ready to quit to cut down with the aid of NRT or an e-cigarette, with a view to quitting at a later date.

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https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/457102/Ecigarettes_an_evidence_update_A_report_commissioned_by_Public_Health_England_FINAL.pdf

² <https://www.rcplondon.ac.uk/projects/outputs/nicotine-without-smoke-tobacco-harm-reduction-0>

In short, although we can't supply e-cigarettes because they are not regulated in the same way as Nicotine Replacement Therapy, Hackney's SSS can give the behavioural support that makes a big difference to success rates.

2.6 Collaboration with Haringey and Enfield Councils to engage the Turkish and Kurdish communities

Hackney, Haringey and Enfield all have large Turkish, Turkish Cypriot and Kurdish populations with very high smoking prevalence. Insight work has started to try and understand better the factors behind the high prevalence rate and to reach these audiences using their own preferred channels of communication. This year, as well as promoting the national Stoptober campaign through mainstream media, the TC lead worked with members of the Turkish community to adapt the campaign to suit their needs. For example, using different language, messaging and communication channels to promote the campaign and getting health professionals within the Turkish community to write articles in the Turkish press, exploring the links between smoking and culture, the context of people's lives, and social norms.

2.7 Smoking Prevention: Children and Young People's Health and Wellbeing Service

The contract with the Deborah Hutton Campaign and their youth anti-tobacco project, Cut Films, was decommissioned in January 2016. However, Hackney youngsters were still allowed to take part in the National Cut Films competition which closed in May 2016 and ended up coming away with four prizes - including Overall Winner, Popular Choice and Best Film award in the 12-15 year old category.

From October 2016, preventative work around smoking will be integrated within the new Children and Young People's Health & Wellbeing service, as well as within the Young People Substance Misuse service. A number of self-funded pilots by Cutfilms are also being considered in selected schools, including 'Super Heroes' which will work alongside 'Health Heroes' (a whole school approach to promoting healthy lifestyles and tackling obesity involving pupils, parents and staff) and an intergenerational smoking cessation project focusing on young people from the Turkish/Kurdish community.

3 Future priorities for tobacco control in Hackney

The following areas of work are proposed for priority action over the following 12 months:

- *Smoking in pregnancy and after child birth:* continuing the work on helping pregnant women who smoke to quit and remain smoke-free after child birth, facilitated through the Smoking in Pregnancy and after Childbirth Task and Finish group
- *Illegal tobacco and enforcement:* focusing on eradicating sales of cheap/illegal tobacco; raising awareness amongst the public about the harms related to the sale of cheap tobacco and encouraging the reporting of premises who sell it; increasing the perception of risk of getting caught amongst retailers who sell it in partnership with regional and pan London networks
- *Prevention:* implementing new approaches through integrated youth health and wellbeing services and local pilots

- *BME groups*: community engagement work with groups with high rates of smoking to better understand and address entrenched behaviours
- *Smoke-free policies*: supporting Homerton hospital become fully smoke-free by 2017 and working with Tower Hamlets and Newham Public Health to ensure proper implementation of the smoke-free policy at ELFT and improved referral pathways following discharge into the community
- *Targeted stop smoking support*: work with local SSS providers to target people with mental health issues and long term conditions.

These activities will help to achieve the TC outcomes set out in the Joint HWB Strategy which focuses on the following three broad areas:

- **smoke-free spaces**, with renewed commitment and support from HWBB members to implement smoke-free policies within their own, and partner, organisations
- **smoke-free futures**, developing new approaches to preventing smoking uptake, particularly by young people
- **smoke-free communities**, in particular ensuring the continued delivery of high quality easily accessible support to quit.

4 Engagement and Involvement

The TC Strategy Review workshop brought together a wide range of stakeholders including enforcement, Parks, the Hackney Learning Trust, CHYPS Plus, local Stop Smoking Services (SSS), the CCG, mental health and secondary care. Smoking prevalence is higher in lower socio-economic groups, certain minority ethnic groups (notably Hackney's Turkish and Kurdish, Vietnamese and white British communities) and people with mental illness. Insight work is taking place to understand better how to reduce prevalence in the Turkish and Kurdish communities. An effective tobacco control strategy will not only help to reduce smoking prevalence, but also reduce inequalities in smoking behaviour and smoking-related disease and mortality.

5 Equality Impact Assessment

Smoking prevalence is higher in lower socio-economic groups, certain minority ethnic groups (notably Hackney's Turkish and Kurdish, Vietnamese and white British communities) and people with mental illness. Other priority groups include pregnant women and patients with long term conditions. An effective tobacco control strategy will not only help to reduce smoking prevalence, but also reduce inequalities in smoking behaviour and smoking-related disease and mortality.

6 Financial Considerations

This paper provides an update to the Health and Wellbeing Board on tobacco control related activities in Hackney. There is £1,150,000 of funding earmarked from the Public Health ring-fenced grant in 2016/17 for commissioned tobacco control work, and all related initiatives will need to be managed from within this funding. Future plans will need to take into account anticipated reductions in Public Health funding.

7 Legal Considerations

The Health and Social Care Act 2012 (“2012 Act”) amended the Local Government and Public Involvement in Health Act 2007 (“2007 Act”) to introduce duties and powers for health and wellbeing boards in relation to Joint Strategic Needs Assessments (JSNAs) and Joint Health and Wellbeing Strategies (JHWSs).

The 2007 Act (as amended) requires a local authority and each of its partner CCGs to prepare a JSNA and JHWS. Section 116A (as amended by the 2012 Act) provides that these functions are to be exercised by the Health and Wellbeing Board. The 2012 Act provides that the preparation of the JHWS and JSNA are functions of the Health and Wellbeing Board and so they are not executive functions.

This Report seeks the approval of the Board to the recommendations regarding the Tobacco Action Control Plan for the Borough.

8 Attachments

Appendix: Tobacco Control Strategy Review workshop: action plan update.

Comments of the Corporate Director of Finance and Resources	James Newman Head of Finance - Health and Community Services Finance and Resources Directorate London Borough of Hackney 020 8356 5154 James.Newman@hackney.gov.uk
Comments of the Corporate Director of Legal, HR and Regulatory Services	Dawn Carter McDonald (Solicitor) Team Leader Children, Education and Community Services team For and on Behalf of the Director of Legal Tel 0208 356 4817 dawn.carter-mcdonald@hackney.gov.uk

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Appendix 1: Tobacco Control Strategy Review workshop action plan update

Effective Tobacco Control	Action	Organisations involved	Responsibility	Timeframe	Update
Preventing young people from taking up smoking	- To train up Young Hackney’s Substance Misuse (YHSM) team on smoking prevention to order to incorporate into their existing prevention and outreach work. If working in schools, to target the last year of primary school and to include resilience training in general.	Young Hackney, LBH Public Health	Shawn Bent, Miranda Eeles and Kate Wignall	ASAP	Done
	- For YHSM team to explore collaboration with CHYPS+ smoking cessation team so that children and young people can have a single point of entry for help with smoking as well as substance misuse.	Young Hackney, CHYPS+	Shawn Bent and Charity Kanotangudza	July 2016	On-going
	- To discuss how City and Hackney Mind’s new Transition service (from CYP to adult mental health services) can incorporate smoking prevention work and/or refer on to SSS for CYP provided by CHYPS+	Mind, LBH Public Health and CHYPS+	Sahil Patel, Kate Wignall and Charity Kanotangudza	June 2016	Initial discussions have taken place and action agreed.
	- To explore collaboration with existing ELFT services such as First Steps and EQUIP (the Early Intervention Team)	ELFT CAMHS and LBH PH	Miranda Eeles and Darren Baker	June 2016	No update
	- LBH to make full use of the PSHE providers and PSHE leads meetings to promote ad hoc smoking prevention projects and the new CYP’s Health and Wellbeing service to schools. HLT to support and advise on any schools that are still hard to access.	LBH PH and HLT	Kate Wignall, Nadia Sica and Helena Burke	Ongoing	New CYP’s service still being set up
	- To gauge interest with a number of schools on implementing a smoking prevention project which involves a poster competition to promote smokefree areas around school gates; parents as peer health and wellbeing champions.	LBH PH / HLT	Kate Wignall / Rebecca Wright, d (with support from Helena Burke)	Ongoing	In process

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Protecting families and communities from second hand smoke and helping to de-normalise smoking	- Commit to make Homerton Hospital fully smoke-free and implement NICE Guidance 48 ³ (eg remove smoking shelters, enforce smoke-free area around entrance and grounds)	HUH	Iain Patterson, Andreena Walton (via the Healthy Homerton Steering Group)	Oct 2017	HUH's Board of Trustees to meet on 28 Sept to decide on smoke-free policy
	- Explore implementing a no-smoking park	LBH Parks and PH	Bruce Irving and Miranda	Ongoing	Discussions on-going. Possible options include green space on Homerton Row next to children's adventure playground.
	- Use parks as a canvas for a no-smoking campaign – take footage of Hackney residents in parks for campaign on impact of tobacco	LBH PH	Bruce Irving and Miranda	Ongoing	No update
	- Develop a strategy for working specifically with the Turkish, Turkish Cypriot and Kurdish speaking communities (and potentially other high risk communities), targeting the relevant schools (including supplementary schools) and offering to do stop smoking outreach at parents' evenings and cultural events (which often involve parents).	LBH PH/ Cut Films/ support from HLT	Miranda Eeles/Kate Wignall, Helena Burke	June 2016	On-going. Meetings have taken place with a range of different organisations.
	- To make facilities on Tudor Road and Homerton Row Smokefree.	City and Hackney Mind	Sahil Patel	April 2017	No update
	- To find out the possibility of making the Greenhouse Practice smoke free.	LBH PH, AT Medics, NHS	Miranda and Tarek Radwan	June 2016	Discussions have taken place with one of the

³ Smoking: acute, maternity and mental health services, Public Health guideline, 2013 nice.org.uk/guidance/ph48

		England			GPs working at the Greenhouse Practice. Practice willing to consider it but would prefer to offer a SSS clinic to users first. GP Confederation willing to run a SSS clinic and will follow up with surgery once the new practice Manager has arrived.
	- Introduce a smoke-free policy for the whole of St Leonard's site	HUH, CCG	Iain Patterson, Andreena Walton (via the Healthy Homerton Steering Group), Rhiannon England	Oct 2017	No update
	- To explore making areas around school gates Smokefree. This could be done by organising a poster competition between schools.	LBH PH, HLT	Miranda Eeles, Kate Wignall and Helena Burke	TBC	This is likely to be incorporated in the intervention mentioned in prevention section above
Motivating and assisting every smoker to quit	- To train as many frontline workers in L1 (very brief advice). This includes: <ul style="list-style-type: none"> ○ Outreach workers in the Troubled Families programme ○ Adult Treatment Services and Services for Carers programme ○ Hidden Harm Programme ○ Wellbeing Network 	LBH Public Health and Children's Social Services; Whittington Health; YHSM	Miranda Eeles + Amy Wilkinson (PH); Shawn Bent; Sahil Patel; Sarah Webb; Fred Agbah; Peter Byrne	Ongoing	Several meetings with Troubled Families programme have taken place. Training dates have been circulated among TFP staff and extended to other

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	<ul style="list-style-type: none"> ○ Health visitors ○ Housing staff ○ Job Centre/Employment staff ○ Gym/fitness staff ○ Optometrists ○ Imams and Rabbis ○ Community wardens ○ First Episode Psychosis team 	<p>team; Mind; HUH; Job Centres; Housing; GLL; Local Optical Committee; Shoreditch Trust;</p> <p>Community Safety (LBH); ELFT</p>			<p>relevant CYPS staff. Contact has been made with the Carers programme. Three community wardens have attended L1 training.</p>
	<ul style="list-style-type: none"> - ELFT to identify Stop Smoking Champions on every ward and in outreach teams to motivate peers to quit. - To train up champions from the following groups in L2 Smoking Cessation: <ul style="list-style-type: none"> ○ Peer support workers ○ Community Practice Nurses 	<p>ELFT and LBH PH</p>	<p>Peter Byrne and Miranda Eeles</p>	<p>Ongoing</p>	<p>No update</p>
	<ul style="list-style-type: none"> - To add smoking as a topic area in family relationships recovery work 	<p>Mind; Shoreditch Trust (ST)</p>	<p>Sahil Patel; Fred Agbah</p>	<p>ASAP</p>	<p>No update</p>
	<ul style="list-style-type: none"> - To engage with GPs in Hackney and provide a two page summary sheet about prescribing for patients with SMI who are trying to quit or reduce. 	<p>ELFT</p>	<p>Peter Byrne</p>	<p>June 2016</p>	<p>No update</p>
	<ul style="list-style-type: none"> - Hackney Homes (now Hackney Housing) wellbeing day to include signposting to Stop Smoking Service 	<p>Hackney Homes and LBH PH</p>	<p>Kate Wignall</p>	<p>Ongoing</p>	<p>Completed.</p>
	<ul style="list-style-type: none"> - Offer Level 1 (VBA) training to pastoral staff in schools who will have contact with young people or their parents who may smoke. VBA trained staff could also signpost Stop Smoking Service to teachers who smoke. LBH to make 	<p>LBH PH with support from HLT</p>	<p>Kate Wignall / Rebecca Wright (with support from</p>	<p>June 2016</p>	<p>No update</p>

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	contact with inclusion managers / deputy heads to put this in motion through communication channels. HLT to support.		Helena Burke)		
	- Pilot a holistic model with children and young people (CYP) using the theme of 'superheroes'. CYP take lessons learned back home and involve parents in the project. Interested parents and or staff to be trained up in Level 1 (VBA) and become health champions	Cut Films	Emma Wrafter (with support from Kate Wignall)	Sept 2016	On-going
	- Use NHS Health Checks more effectively as a means to motivate smokers to quit. Potential to be enhanced now that the GP Confederation will be lead delivery organisation for both services.	GP Confederation	Janet McMillan	Sept 2016	No update
	- Share good practice around motivating smokers to quit in primary care through GPC forums for practice nurses and health care assistants	GP Confederation	Janet McMillan/Mary Clarke	Sept 2016	On-going
	- To explore opportunities for stop smoking advisors to attend parent evenings in schools to talk to parents/ guardians whilst they wait. Parent evenings could also be a time to showcase what the CYP have learnt in stop smoking projects, e.g. superheroes project	LBH PH, HLT support	Kate Wignall, Helena Burke	Sept 2016	No update
	- To ensure smokers with a mental health condition in secure units are referred to the most appropriate SSS and relevant data on their quit programme is captured and shared with LBH PH.	ELFT and LBH PH	Asha Sauboorah-domah and Miranda Eeles	Ongoing	Staff member at ELFT has left and has not been replaced.
	- To agree on smoking CQUINS on CO Screening for all pregnant women by midwives	LBH PH, CCG, HUH	Miranda Eeles, Marie Truman, Jenny Singleton, Joan Douglas, Mark Logan	April 2016	Completed
	- To ensure there are strong referral pathways for COPD patients from Homerton SSS to community SSS	HUH, ST and GPC SSS	Iain Patterson, Laura Graham, Andreena Walton, Fred Agbah, and Ela Rubilar	ASAP	On-going

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	- To explore a number of interventions to support teenage mothers to quit smoking during pregnancy and remain smoke-free afterwards (eg financial incentives)	WH	Jane Grant	April 2017	No update
	- To develop mindfulness groups to compliment smoking cessation programme	City and Hackney Mind; ST	Sahil Patel; Fred Agbah	Sept 2016	No update
Communicating and educating on the harms related to smoking and use of other tobacco products	- To publicise the harmful social and health impact of tobacco use and to promote the benefits of quitting; to localise national campaigns such as Stoptober, January Health Harms and any other ad hoc communication opportunity.	LBH Comms and PH	Andrew Wollard, Rebecca Wright and Miranda Eeles	Ongoing	Stoptober adapted for the Turkish and Kurdish communities.
	- To promote the local SSS through different methods such as featuring proud Hackney quitters	LBH Comms and PH	Miranda Eeles, Rebecca Wright and Andrew Wollard	Ongoing	On-going
	- To explore promoting the SSS via different channels such as beer mats, leaflets in community centres, smoking shelters in bars/clubs.	LBH PH	Miranda Eeles, Rebecca Wright	Ongoing	No update
Reducing the availability and supply of cheap/illegal tobacco	- To explore collaboration with Community Safety team around tracing/understanding cheap/illegal tobacco	LBH PH + TS + Community Safety team	Miranda Eeles, Robin Jones and Alun Goode	Ongoing	Meeting was held with Community Safety team. PH TC lead has presented at two Partnership meetings.
	- To ensure TS number for the public to use to report cheap/illegal tobacco is well advertised and easy to use	LBH TS	Robin Jones	April 2016	No update
	- To produce promotional material on the dangers of illegal tobacco for shops, general public and clients of SSS	LBH PH, TS, Comms	Miranda Eeles, Robin Jones, Andrew Wollard, Rebecca Wright	ASAP	No update

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- To set up a duty line for reporting of illicit tobacco by police and other providers	LBH TS	Robin Jones	April	Completed
- Ensure that SSS providers are aware of the mechanism for reporting premises that sell illegal tobacco – people trying to quit may be open to identifying places selling illegal/cheap tobacco	LBH PH, GPC, Shoreditch Trust, LPC, WH	Miranda Eeles, Fred Agbah, Ela Rubilar, Raj Radia, Mark Baker	June 2016	Illegal tobacco is raised at provider meetings and intelligence is now being received from SSS.
- PH to participate in Partnership Tasking Meetings on enforcement to raise awareness of roles and process in reporting illegal tobacco	Community Safety, TS and PH	Miranda Eeles, Robin Jones and Alun Goode	Ongoing	PH and TS officers regularly attend and brief at the Safety Partnership monthly meetings on matters related to illegal tobacco.
- Licensing Operations Review Group to consider imposing conditions, removing license where merited (quantity of illicit tobacco found, history of premises – repeat offender, other criminal offenses)	Met Police	Guy Hicks	Ongoing	On-going work. Currently one premise is under review.
- Press work – to share social impact of illicit tobacco (to dissuade residents from buying it)	Comms and PH	Andrew Wollard and Miranda Eeles	ASAP and ongoing	No update
- Publicise cases where premises have lost licenses due to illicit tobacco sales	LBH Comms, TS and PH	Andrew Wollard and Miranda Eeles	Ongoing	No update
- To provide evidence of links between illegal tobacco and other crime in order to secure Police officer buy-in	LBH Trading Standards and PH	Robin Jones and Miranda Eeles	ASAP	No update
- Consider if there is basis to bring cases against premises based on Action on Proceeds of Crime – this could pay for itself if successful	LBH Trading Standards	Robin Jones	Ongoing	No update

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Providing high quality and effective Stop Smoking Services (SSS)	- Encourage the Young People's Substance Misuse Service to locate in ELFT settings regularly, and for them to offer reciprocal advice and referrals to young smokers who might also have mental health problems	YPSM and ELFT	Shawn Bent and Dermot Ryall	ASAP and ongoing	No update
	- To run smoking cessation clinics at ELFT's Therapeutic Community Outreach Service (TCOS)	ELFT, Shoreditch Trust and LBH PH	Miranda Eeles, Fred Agbah and ELFT (Emma Janes?)	TBC	No update
	- To train up all Family Nurse Partnership nurses as Level 2 Smoking Cessation Practitioners; to provide the relevant equipment (CO Monitors, D-pieces etc); to register the nurses on the SONAR data management system and to provide Letters of Recommendations in order for them to be able to offer up to 12 weeks of behavioural support and recommend medication.	LBH PH, Whittington and FNP	Jane Grant, Miranda Eeles, SONAR.	ASAP	Completed
	- To explore moving the SSS at HUH to a more prominent location where there is higher footfall	HUH	Andreena Walton	Ongoing	No update
	- To organise regular SSS adviser meetings to share learning and best practice	LBH PH, Shoreditch Trust, GPC and LPC	Miranda Eeles, Fred Agbah, Ela Rubilar, Raj Radia	Ongoing	No update
	- To start a pregnancy and post-partum clinic at Shoreditch Maternity Centre, 172 Pitfield Street, N1 6JP	ST	Fred Agbah	ASAP	Completed. This takes place on Wednesdays 1000 - 1700
Tobacco regulation	- To ensure premises abide by the tobacco regulation re advertising, underage sales, smoking indoors	LBH Trading Standards and Environmental Health	Robin Jones	Ongoing	Ongoing

Other	- Enforcement of littering fines for throwing away cigarette butts by wardens (and Comms to publicise)	LBH Community Safety and Comms	Alun Goode and Andrew Wollard	ASAP	No update
	- For commissioning organisations to include reference to smoking and tobacco control in method statements as part of the procurement process. Even when tobacco control or smoking cessation is not part of the specification this would be a good test of additionality available from bidders	LBH PH and CCG	Gareth Wall and Richard Bull	From now on	No update

Appendix 2: Infographic on smoking data in Hackney

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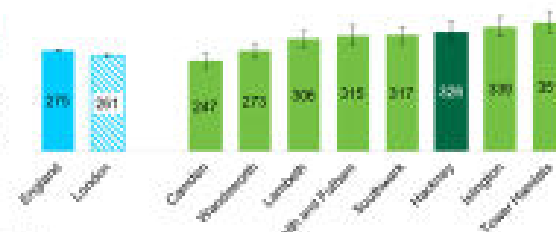
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Smoking in Hackney

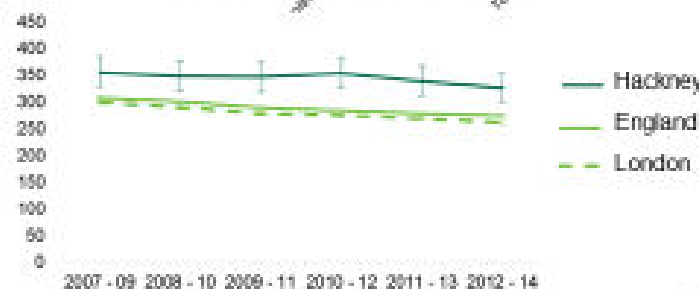
21% of adult Hackney residents smoke
 This is higher than London (16%) and England (17%) and to the higher end of our statistical neighbours.

6% of Hackney fifteen-year-olds smoke
 This is lower than England (8%) and similar to London (6%). Hackney is in the middle of our statistical neighbours.

Smoking-related mortality is high for Hackney and similar boroughs...



...but may be declining, following national and regional trends.



Inequalities:

Groups who are more likely to smoke in Hackney include...

...people with mental ill health and/or substance misuse issues

In City and Hackney, people with severe mental illness are twice as likely to smoke as those without.

...people in more deprived areas

Nationally, the most deprived decile are nearly two thirds more likely to smoke than the least deprived decile.

...men of all ethnicities

In City and Hackney, men have higher smoking prevalence than women in every ethnic group where data is available

...Black Caribbean, Turkish and Irish men

In City and Hackney, 40% of Irish men, 42% of Turkish men and 36% of Black Caribbean men smoke