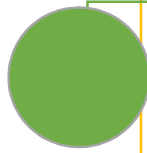


Tobacco Control Strategy Actions 2016

Progress of implementing actions

**Prevention;
Young
People**



Collaboration between CHYPS+ and Young Hackney Substance Misuse (YHSM) to allow **Single Point of Access** for young people accessing **smoking** and **substance misuse advice and support**

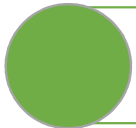


Young Hackney Substance Misuse trained up on **smoking prevention**; incorporated into existing **prevention & outreach**, targeting **last year of primary school**
Collaboration explored with **existing ELFT services** such as First Steps and EQUIP (the Early Intervention Team)
Ad hoc smoking prevention projects promoted by LBH through PSHE and the new CYP's Health and Wellbeing service
Smoking prevention project in schools; poster competition to promote **smokefree** areas around **school gates**; **parents as peer health. and wellbeing champions**



Incorporate smoking prevention or referral to SSS into **C&H Mind's** new **Transition** service (from CYP to adult mental health services)

**Protection from
second-hand
smoke & de-
normalising
smoking**



Smokefree Policy at **Greenhouse Practice**
Smokefree Policy at **St Leonard's**



Homerton Hospital commits to going **Smokefree**, in line with **NICE guidance 48**
Implementing a no-smoking **park**
Turkish, Turkish Cypriot and Kurdish **community-specific strategy** developed
Smokefree school gates



Parks used as a canvas for no-smoking campaign, including footage of Hackney residents in parks for anti-tobacco campaign
Tudor Road and **Homerton Row** facilities **Smokefree**

Assisting every smoker to quit

Training on **L1** for: Troubled Families outreach workers, health visitors, Job Centre/Employment staff, Gym/fitness staff, Community wardens, First Episode Psychosis team
GPs provide **summary sheet** about **prescribing** for patients with **SMI** who are trying to quit
Hackney Homes wellbeing day to include **signposting** to Stop Smoking **Service**
CQUINs on **CO screening** for all **pregnant** women by **midwives** agreed
SSS Outreach during Hackney Homes **Health and Wellbeing days**

ELFT Stop Smoking Champions in **outreach** teams, trained in L2 Smoking Cessation
NHS Health Checks used more effectively to motivate smokers to quit
GPC forums used as means of **sharing good practice** for nurses and healthcare assistants in **primary care**
Develop mindfulness groups

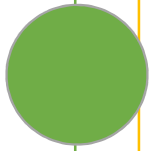
Training on **L1** for: Adult Treatment Services and Services for Carers, Hidden Harm Programmes, Wellbeing Network, Housing Staff, optometrists, Imams and Rabbis
Smoking as a topic area in **family relationships recovery** work
Level 1 training for **school pastoral staff**
'Superheroes' theme **holistic model** piloted with **children and young people**
Parents evenings in **schools** attended by SSS
Ensure smokers with a **mental health condition** in **secure units** are referred to **SSS**, and **data shared** with LBH PH
Teenage mother interventions, support to **quit during pregnancy** and **remain smokefree** afterwards

Educating & Communicating on the harms of tobacco

Localise national campaigns such as **Stoptober**, January Health Harms and **other ad hoc** comms opportunities
Different methods of **promotion** such as **Proud Hackney Quitters**

Different channels explored such as **beer mats**, **leaflets** in **community centres**, **bar/club smoking shelters**

Illegal Tobacco

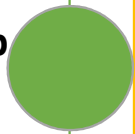


Collaborations between **Community Safety** team and **Public Health** and **Trading Standards** on tracing and understanding
Promotional material on the **dangers** of illegal tobacco for **shops**, general **public** and **SSS clients**
Duty line for **reporting** illicit tobacco by **police** and other providers
Ensure awareness of reporting mechanism by SSS providers
Partnership Tasking Meetings on **enforcement** to raise **awareness** of **roles** and **reporting process**
Licensing Operations Review Group to consider **what conditions** should be imposed on **offending license holders**
Publicise cases of **licenses lost** due to illicit tobacco sales



Press to share **social impact** of illicit tobacco
Secure **Police** officer **buy-in** through providing **evidence** of **links** between illegal tobacco and **other crime**

Ensure Stop Smoking Services are high quality and effective



Family Nurse Partnership nurses all **Level 2 trained**, with all relevant **equipment** provided
Pregnancy and post-partum **clinic** at **Shoreditch Maternity Centre** established




Homerton SSS moved to more **prominent location**
Regular SSS advisor meetings to **share learning** and best practice



Young People's Substance Misuse Service to locate in **ELFT setting** regularly
Smoking cessation **clinics** at **ELFT's Therapeutic Community Outreach** Service




**Tobacco
Regulation**



Ensure premises **abide by** tobacco regulation re: **advertising, underage sales and smoking indoors**



Other



Littering fines enforced and publicised for throwing away cigarette butts