

## Summary Report on Tobacco Control Strategy meeting

June 2017

### Introduction

Tobacco remains one of the most important risk factors for disease, disability and premature mortality in Hackney. This workshop, the second in a series of annual strategy workshops, brought key partners together to hear about what has been achieved since the workshop in 2016, discuss how to address this major cause of health inequalities through improved collaboration and commit to new actions over the next 12 months.

The workshop included presentations on the following key areas of tobacco control:

#### Maternity:

- Implementing CO screening for pregnant women at HUH - **Carolyn Bovelie, SSS Midwife, HUH**)
- Implementing CO screening for mothers at new birth visit - **Abi Alabi, Senior Health Visitor, HUH**)

#### Prevention:

- Smoking prevention within the Substance Misuse Service - **Shawn Bent, SMS Team Leader, Young Hackney**) and the CYP Health and Wellbeing Service - **David Wright, Team leader, CYP HWB service**)

#### Enforcement:

- Addressing the supply and demand of illegal or cheap tobacco – **Audrey Dembinski, Senior Trading Standards officer, LB Hackney**

#### Going smokefree:

- Homerton Grove: Hackney's first smokefree green space – **Bruce Irving, Parks Development officer, London Borough of Hackney**
- Future plans re going smokefree at HUH – **Iain Patterson, Associate Workforce Director, HUH**

The workshop also heard from:

- **Hazel Cheeseman, Director of Policy at ASH** on Smoking and Mental Health and the latest statistics on electronic cigarettes.
- **Jayne Taylor, Public Health Consultant, LB Hackney**, on Integrated Commissioning and Sustainability Transformation Plans

For the break-out sessions, participants were divided into groups and were asked to identify actions, both individually and collectively where support could be given according to the different elements of tobacco control. These are:

- Preventing young people from taking up smoking
- Protecting families & communities from second hand smoke and helping to de-normalise smoking
- Motivating and assisting every smoker to quit with a particular focus on high risk groups
- Reducing the availability and supply of cheap/illegal tobacco
- Providing high quality and effective Stop Smoking Services (SSS)
- Communicating and educating on the harms related to smoking and use of other tobacco products

The following action plan is what was discussed and agreed upon by participants during the workshop. Hackney Council's Tobacco Control lead will be responsible for monitoring implementation along with delivery leads identified at the meeting.

Effective Tobacco Control	Action	Organisations involved	Delivery lead(s)
<b>Preventing young people from taking up smoking</b>	<ul style="list-style-type: none"> <li>- Carry out an audit of all schools to determine which have smoking policies and where it sits (e.g., Wellbeing, Alcohol/drugs policy, etc)</li> </ul>	CYP HWB Service	David Wright
	<ul style="list-style-type: none"> <li>- Develop a framework to support schools to develop robust policies on smoking covering range of issues including:               <ul style="list-style-type: none"> <li>o Curriculum</li> <li>o Culture/Environment (e.g. school gates)</li> <li>o Signposting/provision to treatment<sup>1</sup></li> </ul> </li> </ul>	CYP HWB Service Learning Trust Cutfilms	David Wright James Wright Stacey Williams
	<ul style="list-style-type: none"> <li>- Explore provision of teacher training (Level 1)? – particularly supporting teachers to have an honest discussion with pupils about their own behaviour if they are smokers</li> </ul>	LBH PH, Hackney SSS (WH) CYP HWB Service	Miranda Eeles, David Wright and Robert Loton
	<ul style="list-style-type: none"> <li>- As part of CYP HWB service, Include messages on               <ul style="list-style-type: none"> <li>o resilience – for primary age</li> <li>o empowerment and defending rights of children and young people not to be manipulated by big tobacco or retailers</li> </ul> </li> </ul>	CYP HWB Service	David Wright
<b>Protecting families and communities from second hand smoke and helping to de-normalise smoking</b>	<ul style="list-style-type: none"> <li>- To train staff in HUH’s paediatric unit to deliver ‘Very Brief Advice’ on smoking cessation and second hand smoke. This could be done at an all staff meeting.</li> </ul>	HUH, LBH PH, Hackney SSS (WH)	Andreena Walton
	<ul style="list-style-type: none"> <li>- To consider procuring CO Monitors and Lung Age monitors for frontline staff to use during VBA. Eg alongside the new Baby pack</li> </ul>	LBH PH	Kate Heneghan?
	<ul style="list-style-type: none"> <li>- Build on smokefree pilot in Homerton Grove and increase number of areas that are voluntarily designated as smoke-free</li> </ul>	Hackney Housing, Parks and LBH PH	Miranda Eeles and David Padfield
	<ul style="list-style-type: none"> <li>- Train estate managers and concierge staff and use notice boards to remind people of the dangers of smoking and encourage use of the Hackney SSS</li> </ul>	Hackney Housing and LBH PH	Miranda Eeles and David Padfield
	<ul style="list-style-type: none"> <li>- Find out legality and cost of offering a discount to alcohol on-site license holders for making their outdoor spaces smoke-free – and develop an implementation plan if assessed to be feasible.</li> </ul>	LBH PH	Miranda Eeles Shivangi Medhi
<b>Motivating and assisting every smoker to quit with a particular focus on high risk groups (people</b>	<ul style="list-style-type: none"> <li>- Ensure that the specialist midwives on mental health and substance misuse are trained up on smoking and understand their role in helping those with mental ill health or substance misuse issues to quit smoking</li> </ul>	HUH	Tamsin Bicknell
	<ul style="list-style-type: none"> <li>- To develop a discharge template for inpatients at ELFT to ensure strong</li> </ul>	ELFT	Kate Corlett

<sup>1</sup> Incorporate findings from recent review of EU literature on this

<b>with SMI, pregnant women, Turkish speaking communities/Black Caribbean/White British/Vietnamese, travellers, homeless)</b>	referral pathways into community SSS		
	- Scoping out the options to deliver a clinic at the Recovery Centre for service users in particular homeless/people with SMI	LBH PH/Hackney SSS	Fred Agbah Miranda Eeles
	- Training to be adapted to suit different health professionals and front line staff according to their target audience (eg young people, people with SMI)	LBH PH/Hackney SSS	Robert Loton
	- To train the social prescribing team (who have Turkish members) in delivering Very Brief Advice	CCG, LBH PH Hackney SSS	Charlotte Painter and Miranda Eeles
	- Work more closely with Substance Misuse Service to integrate smoking cessation in service provision	Public Health, Young Hackney and WDP	Miranda Eeles, Helen Brock and Shawn Bent
	- To get all ACERS staff to do the NCSCT smoking cessation practitioner on-line module	Homerton	Debbie Roots
	- Engage with/support fathers who smoke, and encourage smokefree homes. This could be done in gyms, football clubs and stadiums.	LBH PH	Miranda Eeles
<b>Communicating and educating on the harms related to smoking and use of other tobacco products</b>	- Do more to reach parents and young people where you have a captive audience, e.g. stalls at leisure centres (during swimming classes), stalls at parents evenings, sports days. Work with schools, finding mechanisms to reduce additional 'asks' for the school	CYP HWB Service Hackney SSS	David Wright Fred Agbah
	- Engage with paediatric staff (see point above), school nurses, children's centres to deliver VBA to parents	LBH PH, Shoreditch Trust	Miranda Eeles Fred Agbah
<b>Reducing the availability and supply of cheap/illegal tobacco</b>	- Train midwives on the harm caused by cheap tobacco and how to report it.	Homerton	Tamsin Bicknell
	- Trading Standards to present to Young Hackney Drug & Alcohol advisors	Trading Standards and Young Hackney SM Team	Audrey Dembinski and Shawn Bent
	- Include illicit tobacco in awareness sessions with CYP	CYP HWB Service Hackney SSS	David Wright Whittington Health
	- Explore how reporting mechanisms for illegal tobacco can be made more relevant for young people e.g. using social media, reporting via text, stressing that all reports are in confidence, looking at whether incentives could be offered for reporting	Trading Standards Young Hackney	Audrey Dembinski David Wright
	- To cascade information on the harm caused by the illegal tobacco trade to different networks (eg Healthy workplace charter, LBH Comms, ELFT and HUH newsletters)	Public Health	Miranda Eeles
	- Publicize widely the consequences for licensees of potentially losing their alcohol license or having it suspended if they take the risk of selling illegal	Trading Standards and Public Health	Robin Jones and Miranda Eeles

	and illicit tobacco		
	- Postcode target an area with the new multi-skilled enforcement team	Trading Standards and PH	Robin Jones and Miranda Eeles
<b>Providing high quality and effective Stop Smoking Services (SSS)</b>	- Use of 'peer quitters', building on models of peer mentoring, particularly for marginalised groups e.g. homeless	LBH PH, Hackney SSS	Miranda Eeles
	- Scope out the options re having a stop smoking advisor within the ACERS team (Respiratory)	HUH, Shoreditch Trust	Debbie Roots Fred Agbah

## Appendix 1: participant list

	Name	Email	Organisation	Job title
1	<b>Abi Alabi</b>	abimbola.alabi@homerton.nhs.uk	Homerton Hospital	Senior Health Visitor
2	<b>Andreena Walton</b>	Andreena.Walton@homerton.nhs.uk	Homerton Hospital	Specialist Stop Smoking Advisor
3	<b>Anna Garner</b>	Anna.garner@nhs.net	C&H CCG	Head of Outcomes and Evaluation
4	<b>Audrey Dembinski</b>	Audrey.Dembinski@hackney.gov.uk	Hackney Council	Senior Trading Standards officer
5	<b>Bruce Irving</b>	Bruce.Irving@Hackney.gov.uk	Hackney Council	Parks Development Officer
6	<b>Caroline Millar</b>	caroline.millar3@nhs.net	GP Confederation	Lay member of GPC Board
7	<b>Carolyn Bovellev</b>	Carolyn.bovellev@nhs.net	Homerton Hospital	Stop Smoking Specialist Midwife
8	<b>Charlotte Painter</b>	charlottepainter@nhs.net	C&H CCG	Programme Board Manager
9	<b>Claire Ritchie</b>	Claire.ritchie@elft.nhs.uk	ELFT	Care Coordinator
10	<b>David Wright</b>	david.wright@hackney.gov.uk	Hackney Council	CYP Health and Wellbeing Team Leader
11	<b>Deborah Roots</b>	deborah.roots@homerton.nhs.uk	Homerton Hospital	Respiratory Nurse
12	<b>Donna Lee</b>	donna.lee@hackney.gov.uk	Hackney Council	Public Health Practitioner
13	<b>Fred Agbah</b>	fred@shoreditchtrust.org.uk	Shoreditch Trust	Stop Smoking Service Manager
14	<b>Gareth Wall</b>	Gareth.Wall@hackney.gov.uk	Hackney Council	Public Health Manager
15	<b>Genique Harrison</b>	genique.harrison@nhs.net	Whittington Health	Hackney Stop Smoking Service
16	<b>Hazel Cheeseman</b>	Hazel.cheeseman@ash.org.uk	ASH	Director of Policy
17	<b>Helen Brock</b>	helen.brock@hackney.gov.uk	Hackney Council	Public Health Strategist
18	<b>Iain Patterson</b>	Iain.Patterson@homerton.nhs.uk	Homerton Hospital	Associate Director, Workforce
19	<b>Jacqui Henry</b>	jhenry@shoreditchtrust.org.uk	Shoreditch Trust	Programme Manager
20	<b>James Wright</b>	James.Wright@learningtrust.co.uk	Hackney Learning Trust	Education Advisor
21	<b>Jayne Taylor</b>	Jayne.Taylor@hackney.gov.uk	Hackney Council	Public Health Consultant
22	<b>Joanna Eley</b>	joanna.eley@homerton.nhs.uk	Homerton Hospital	Transformation manager

23	<b>Jonathan McShane</b>	Jonathan.McShane@hackney.gov.uk	Hackney Council	Cabinet Member for Health and Social Care & Culture
24	<b>Kate Corlett</b>	kate.corlett@elft.nhs.uk	ELFT	Associate Director, Medical
26	<b>Katherine Korner</b>	Katherine.Korner@Hackney.gov.uk	Hackney Council	Public Health Intelligence Officer
27	<b>Marcus Pradhan</b>	Marcus.pradhan@homerton.nhs.uk	Homerton Hospital	Service Manager
28	<b>Mark Baker</b>	mark.baker15@nhs.net	Whittington Health	SSS Trainer / Specialist Advisor
29	<b>Miranda Eeles</b>	Miranda.Eeles@hackney.gov.uk	Hackney Council	Public Health Strategist
30	<b>Nadia Sica</b>	nadia.sica@hackney.gov.uk	Hackney Council	Public Health Manager
31	<b>Nicole Klynman</b>	Nicole.klynman@hackney.gov.uk	Hackney Council	Public Health Consultant
32	<b>Ophelia Chatterjee</b>	ophelia.chatterjee@hackney.gov.uk	Hackney Council	Public Health Graduate Trainee
33	<b>Penny Bevan</b>	Penny.Bevan@Hackney.gov.uk	Hackney Council	Director of Public Health
34	<b>Peter Byrne</b>	Peter.Byrne@elft.nhs.uk	ELFT	Lead Psychiatrist
35	<b>Raj Radia</b>	raj@springpharmacy.co.uk	Local Pharmaceutical Committee	Chair
36	<b>Rebecca Clarkson</b>	Rebecca.clarkson@hcvs.org.uk	HCVS	Director, C&H Together
38	<b>Rhiannon England</b>	rhiannon.england@nhs.net	C&H CCG	Mental health Lead
39	<b>Rosemary Gordon</b>	rosemary.gordon@homerton.nhs.uk	CHYPS Plus	Lead Nurse
40	<b>Shawn Bent</b>	Shawn.Bent@Hackney.gov.uk	Hackney Council	Substance Misuse Team Leader
41	<b>Shivangi Medhi</b>	Shivangi.medhi@hackney.gov.uk	Hackney Council	Public Health Practitioner
42	<b>Stacey Williams</b>	stacey@cutfilms.org	Cut Films	Head of Cut Films
43	<b>Tamsin Bicknell</b>	tamsin.bicknell@homerton.nhs.uk	Homerton Hospital	Public Health Consultant Midwife

## Appendix 2: Agenda and presentations

### Annual Tobacco Control Strategy workshop

Tuesday 13 June 2017, 1000-1300

**1000-1005:** *Introduction from Cllr Jonathan McShane:*



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**1005-1015:** Presentation: *Why are we here?* (Dr. Penny Bevan, Director of Public Health, LBH)

**1015 – 1025:** *Presentation on: Who's still smoking in Hackney* (Miranda Eeles, Tobacco Control lead, LBH)

**1025 – 1100:** Presentations on: *What we've been doing in Hackney around Tobacco Control:*

- Maternity: Carolyn Bovelle, SSS midwife and Abi Abiola, Health Visiting
- Prevention: Shawn Bent and David Wright, Young Hackney
- Enforcement: Audrey Dembinski, Trading Standards
- Going smoke-free: Bruce Irving, LBH Parks; Iain Patterson, Homerton Hospital



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**1100-11:15 Coffee break**

**1115-1130: Smoking and Mental Health: Hazel Cheeseman, Director of Policy at ASH**



PPT Smoking and  
Mental Health\_Chee

**1130-1215: Breakout sessions**

**1215-1225: Report back in plenary**

**1225-1250: Update on issues in Tobacco Control**

- **E-cigarettes:** Latest stats on use and regulation (Hazel Cheeseman, ASH)



PPT  
E-cigs\_Cheeseman.p

- **Integrated commissioning and STP:** What is it and how will it work in Hackney. (Jayne Taylor, PH Consultant, LBH)



PPT Integrated  
Commissioning JT.p

- **Stop Smoking Service Review:** What, why, when (Miranda Eeles, LBH)

**1250-1300: Wrap up:** *Councillor Jonathan McShane*