



Summary Report of Local Alliance Activity 2006/07

Name of Alliance	Smoke Free Derwentside
Membership of Alliance	Please contact Sandra Waters on (0191) 374 4213 for group email list of members. Includes Local Authority Officers from various departments and members, PCT staff across public health, private industry and community health projects.
<p>Delivery</p> <p>Please give an overview of what tobacco control work has been delivered through the local alliance in 2006-07.</p>	<p>General progress of what has been delivered through the local alliance includes the following activity:</p> <ul style="list-style-type: none"> • There were 6 Smoke Free Derwentside meetings, • Discussions were held with teaching staff at Tanfield Comprehensive to gain support for encouraging involvement of pupils in developing a youth advocacy campaign. A meeting was also held with the Roy Castle Foundation to look at linking their youth advocacy website to the smoke free Derwentside website. The outcome of both of these meetings was a group of media studies students working to produce a flyer to circulate to all Secondary schools in Derwentside, encouraging involvement in issues relating to tobacco control. A draft was tabled at the Smoke Free Derwentside meeting in September 06 but further work needed to be undertaken. This has not produced any results and a different tact is been taken to address youth issues. Contact was made with the SPICE project to take this work on to the next level and further meetings have been held with Theatre Cap-a-Pie to enable the production of a resource that can be used in schools to raise awareness of Tobacco Industry tactics in attracting young people to start smoking. • The Smokefree Childminders initiative, launched by Smoke Free Derwentside in December 2005, was seen as an example of good practice and launched at a County Durham and Darlington level on the 25th April 2006. There are around 40 Childminders from the Derwentside area signed up to this award which ensures the protection of children in their care from SHS whether in the home, in the car

	<p>or out in public places.</p> <ul style="list-style-type: none"> • Smoke Free Derwentside was represented at the Action Packed Futures event in Stanley on the 18th June 2006. This is organised by Durham County Council and its venue rotates around the County on a yearly basis. This was an opportunity to engage people from Stanley and the wider community on issues in relation to Stop Smoking Services and Tobacco Control issues. • An awards ceremony for the local National Clean Air Award winners was organised for the 3rd May 2006 at the Lamplight Arts Centre Stanley. It had been planned as a celebration of the achievements of businesses in protecting their customers, the public, from SHS. Unfortunately we had to cancel, as there was little response from around a hundred invitations sent out. • As well as local developments, members of Smoke Free Derwentside were represented at various Smoke Free North East events or networks and attended meetings of the Prisons / Youth Offender Institute working party. A policy and protocol were developed for use by all Regional Units and this group continues to meet to track progress. The alliance was also represented at SFNE Practice sharing event at which local alliances showcased good practice, a Varenicline / Champix briefing meeting from Pfizer, a SFNE Network meeting. These meetings have replaced the SFNE Alliance meetings as a forum for local tobacco alliances to discuss specific initiatives and look at ways to shape the thinking of SFNE in relation to the tobacco control agenda. • The level of Tobacco Control work that is being delivered in Derwentside was recognised by the Healthcare Commission when they published their provisional results of the Tobacco Control review. On a scale of 1 to 4 with 4 equaling excellent, Derwentside PCT scored a 4. This is down to the partnership work of Smoke Free Derwentside, who without the support of other agencies such as the Council would make the task impossible to achieve.
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	<ul style="list-style-type: none">• A Job Description / Person Specification were drafted for the post of Smoke Free Homes – Health Educator. This person will take forward the initiative being piloted by Smoke Free North East in 3 areas of the north East at present. Once this post has been banded then it will be able to go out to advert in Quarter 3 with the post available until 31 March 2008. This was put on hold and a post of Specialist Smoking Cessation Advisor for Out of Hours services and targeting deprived wards was recruited to and is in employment.• Smoke Free Derwentside sent in responses to consultation on new legislation on Picture Warnings on cigarette packets and also raising the legal age for the sale of tobacco to 18 years. Both can be accessed on the website, www.smokefreederwetside.org The Alliance has also responded to the draft regulations on smoke free workplaces which was submitted on Monday 9th October 2006.• Various presentations have been made to PCT committees in relation to Tobacco issues and these include Clinical Governance and Professional Executive Committee. These will be the last of these meetings as from 1st October 2006 the Primary Care Trust has now amalgamated with 4 others in County Durham to form County Durham Primary Care Trust.• An awards ceremony was held on Wednesday 18th of October 2006 in partnership with Smoke Free Durham and Chester-le-Street. This was organised to recognise and reward local businesses that protect public health by providing a smoke free working environment, give personal achievement awards to smokers who have successfully stopped through accessing the NHS Stop Smoking Services and finally to start to raise awareness among local businesses of the forthcoming legislation in relation to smoking in public places. The event was well attended with 9 businesses receiving National Clean Air Awards and 6 people receiving personal achievement awards. The event was chaired by the Director of Public Health, Tricia Creswell.
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	<ul style="list-style-type: none">• The smoke free Derwentside website at www.smokefreederwentside.org was updated during the year to include information in relation to the forthcoming legislation on smoking in public places and to include links to Smoke Free England www.smokefreeengland.co.uk where members of the public and organisations can find out more about what the legislation means for them. This website is still being used to promote the smoke free agenda and encourage public participation in Smoke free Derwentside.• Following on from the public opinion survey of March 2005 and as part of the strategy to generate public support for smoke free legislation a repeat public opinion survey was commissioned and conducted in March 2007. This survey, as per 2005, covered the main shopping areas in the district including Stanley, Consett, and Dipton The opinions of 1,000 local people were collected and the results are being collated and will be used to assess progress regarding knowledge attitudes and behaviour and also to promote the issue more widely in the local news outlets once the findings are collated.• Also on the back of the health Equity audit findings an initiative is being developed with targeted GP Practices to send letters to all smokers asking them if they would like to access support in stopping. Group sessions will be run for positive respondents. The practices targeted are Queens Road, Blackhill and Moorside and Dr Rahmans practice in Stanley.• To ensure that people were aware of the wider range of Stop Smoking Services that were available for them and to again raise awareness of the forthcoming smoke free legislation, a wrap for the Derwentside Advertiser on the week of Thursday 8th February 2007 was purchased. This goes to 33,000 homes in the Derwentside district. A further page in a March edition, supporting the work of the NRF work on Alcohol, also promoted the range of Stop Smoking Services available to the public and advertising space has also been purchased in the Derwentside Partnership calendar and guide
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for 2007 / 2008.

- There has been continued support and promotion of smoke free public places through the National Clean Air Awards (NCAA) in partnership with 2 other local authorities, Durham City and Chester-le-Street District Councils as well as County Durham PCT. In Derwentside there were a total of 175 National Clean Air Awards, 153 Gold and 25 Silver. This equates to 16% of the Regional total and 4.5 % of the national awards. If we take into account all the work undertaken in the North Durham area this equates to 46% of all North east awards and 12% of national awards. The funding for this partnership has been secured for a further year and the worker will help prepare businesses for the 1st July 2007 and then work with the local authority in ensuring compliance with the smoke free legislation once it is introduced.

Note: On the 21st March 2007 the partnership achieved their 500th Award.

- To promote the good practice that this partnership represents an abstract was submitted for the UK Public Health Conference being held in Edinburgh in March 2007. The abstract was accepted for a poster presentation and this was commissioned and shown by the Smoke Free Public Places Project Worker at the event.
- There has been continued support of Smoke Free North East and the Regional tobacco control strategy through the districts financial contribution being met by funding made up of 50% match funding agreement between NRF and the PCT. This contribution has enabled the District to benefit from the Regional work undertaken by the office. The amount of the contribution, £23,800 for the year, could not have achieved the Regional coverage that being a part of this initiative does and will pay dividends with the move to Smoke Free England in July 2007, as the level of awareness is high and the spend on public awareness raising is building. On top of the

	<p>communications strategy within the office the district also benefits from key people accessing regional meetings and practice sharing events.</p> <ul style="list-style-type: none"> • With the SFNE alliance grant the partnership who oversees the work of the Smoke Free Public Places Project Worker, including Smoke Free Derwentside, planned a series of information events for the 25th April 2007. Letters were sent out to all businesses in the Derwentside area during March 2007 offering the opportunity to attend one of three events on the 25th April. Enclosed with the letters were fact sheets answering possible questions employers may have on the forthcoming legislation. At the events businesses were able to set questions to Environmental Health staff, Planners, Stop Smoking Service leads and the Smoke free Public Places Project Worker. Again this will help to ensure that businesses will be prepared for the 1st July 2007. There were a total of 55 people attending one of the three sessions with a further 41 businesses from the Derwentside area asking for further information to be sent.
<p>Fresh SFNE Alliance Grant</p> <p>How was the £3,000 alliance grant fund utilised locally?</p>	<ul style="list-style-type: none"> • An awards ceremony was held on Wednesday 18th of October 2006 in partnership with Smoke Free Durham and Chester-le-Street. • A series of information events on the 25th April 2007 in partnership with Smoke Free Durham and Chester-le-Street.
<p>Key Highlights / Achievements</p> <p>Please share any key highlights/achievements experienced by the local alliance.</p>	<p>Many and these are highlighted above. The fact that the Smoke Free Places Project Worker achieved the success he did in helping businesses go smoke free would be one with the 500th award achieved earlier in the year. Work is progressing towards 800 awards by 1st July 2007.</p>
<p>Challenge</p> <p>What has been the biggest challenge for the alliance in 2006-07?</p>	<p>Maintaining members' attendance at meetings. This will continue to be the challenge in the coming year. However those people who do attend ensure that the tobacco control action plans for both NRF and in line with the Regional strategy are met.</p>

Additional information e.g. action plans, partnership working etc.	There will be challenges in the coming year in relation to alliance working in the County Durham area. It will be difficult to maintain a Smoke Free Derwentside and a Smoke Free Durham and Chester-le-Street when both are serving the PDA area of the PCT.
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