

Regional Smoking and Young People Group
Notes of Meeting held on 4 June 2008

1. Present

Ceri Mather, Health Improvement Solutions
Darcy Brown, Darlington and County Durham PCTs
Dave Miller, North Tyneside PCT
Dawn Charlton, Newcastle PCT
Judith MacMorran, Newcastle PCT (Chair and Note taker)
Alison Nichol, Northumberland Care Trust (Representing Keith Bailey)
Lorraine Hughes, South of Tyne and Wear PCT
Lynn Nicholas, Northumberland Care Trust

2. Apologies for Absence

Ailsa Rutter, Fresh
Ann Johnson, Regional Healthy Schools
Barbara Gubbins, Childrens Foundation
Dianne Woodall, County Durham PCT
Gill Lumsden, Northumberland Care Trust
Kath Bailey, Northumberland Care Trust
Kim McGarry, County Durham PCT
Lisa Holland, Fresh
Melanie Brown, Darlington Council
Peter Wright, Gateshead Council
Rebecca Laidler, Redcar and Cleveland PCT
Sally Faulkner, North Tyneside PCT
Sue Barnard, Middlesbrough PCT
Sue Lewis, Durham University
Wendy Martindale, North Tees PCT
Gordon Craigs, Wansbeck District Council

As there were so many apologies at the last meeting, Judith asked that in future people give longer notice if they are sending apologies to ensure a quorum are present.

Action: All

3. Accuracy of Minutes from 7 March 2008

3.1 Lorraine asked that her organisation in future be recorded as South of Tyne and Wear PCT.

3.2 All other aspects of the minutes were felt to be accurate.

4. Matters Arising

4.1 NICE Guidance

It is anticipated that this guidance will be produced in the last week of July. It will cover mass media interventions and illegal cigarette sales. All areas will then need to ensure they implement these guidelines locally.

Action: All

4.2 Smoke Free School Awards

A meeting about how the awards can be rolled out regionally has not yet been held. Judith stated that planning for the 2009 awards North and South of Tyne and Wear is likely to start in September.

Action: Ann J and Ailsa to meet

4.3 Regional Smuggling and Counterfeit Cigarettes Strategy

Judith reported on behalf of Ailsa that there is to be a national strategy on this issue, therefore the regional strategy has been delayed until after the former has been produced. The regional consultation event on the national tobacco strategy on Wednesday 25 June, 9.30 – 15.30 will focus on tobacco regulation issues.

4.4 Scottish TV Advert

Judith has not managed to get a copy of the Scottish young peoples advert; 'Stinx'. It was agreed that Fresh may be able to source more easily via Fiona Dunlop.

Action: Ailsa

4.5 Engagement of Young People in Alliances

A discussion took place about how we can engage young people in alliances. It was felt that the best approach was to get smoking onto the agenda of existing young people's groups such as youth parliaments and then to have a representative on that group on the alliance. This representative may be an adult who works with young people or a young person themselves. The problem identified was that most young people's participation groups are led by the young person's agenda and if smoking does not feature on this, then it will not be discussed. Dawn described a school based project she was involved in which was adult led but which lead to young people proactively deciding the content of smoking education in their school. Judith mentioned that Fresh do have funding which can be accessed via local alliances, to undertake pilot youth advocacy. She will ask Lisa to clarify how the funding is accessed in terms of whether a proforma is required.

Action: Judith/Lisa

4.6 Smoking in the Movies Campaign

Judith reported on behalf of Ailsa, that Fresh are not supporting the approach currently being taken by Liverpool, regarding smoking in the movies. Instead the current priority for Fresh is the response to the national consultation on the tobacco control strategy. Within this the portrayal of smoking in the movies/media is an area covered, which respondents can highlight. UK evidence on smoking in the movies is due in March 2009. It was felt important to acknowledge that smoking in the movies should not be tackled in isolation. It must be part of the wider tobacco control strategy. The issue will be considered further by Fresh and this group once the NICE guidance, evidence and the final tobacco strategy are produced.

4.7 National Youth Advocacy Meeting

The meeting planned for April 2008 in Cardiff was postponed until after the tobacco consultation.

4.8 **Websites**

A section on the Fresh website on the smoking and young peoples group has been set up.

Ann was not present, to say if a similar section on the healthy schools website has been set up.

Action Ann

5. **Mapping Exercise**

5.1 Ceri gave an up date to the group on the mapping exercise. A second trawl for information had brought a poor response. Several extra responses however were sent which has helped to provide more information.

Action: Lorraine to chase Sunderland's response

5.2 There had been a disappointing response from the voluntary sector- only 4 responses from 29 requests.

5.3 Ceri had contacted Connexions Services by telephone to follow up. They reported that they were undergoing a decentralising exercise which may explain their non response. She suggested that local alliances may want to make contact with Connexions in the future.

5.4 The main evidence base used has been added to with 'Not Big and Not Clever' by No Smoking Day/ASH, the NICE website, CDC report.

5.5 Ceri felt that the scoping exercise has given us a picture of what is happening in the north east. It does highlight capacity and budgetary constraints.

5.6 Judith thanked Ceri for her work. A full copy of the report will be circulated in due course. She and Ailsa feel it is important to look at the mapping and its recommendations alongside the NICE guidance and national strategy, before agreeing the way forward for the region on smoking and young people. It was agreed that a consistent, quality approach, based on evidence needs to be taken. An action plan will need to be developed.

Action: Initially Judith/Ailsa to discuss way forward

5.7 Judith reported that the new key message from Fresh is "Let's make smoking history for our children". This emphasises the need to engage with groups and individuals working with young people to try to encourage them to give tobacco control greater priority.

Action: All

6. **National Tobacco Control Strategy Consultation**

6.1 Judith reported on behalf of Lisa that Fresh have organised several consultation events on the national tobacco strategy. Everyone was encouraged to circulate the information widely.

Action: All

6.2 The event related to children and young people is being held on 30 July, 9.30 – 15.30 at Hotel Bannatyne, Darlington. This is targeted at all those whose role

involves working with/for young people. Places for the free session and all the other consultations can be booked at www.fresh.ne.com-events

6.3 Alison did point out that the notice given for some of the consultation events is relatively short, although it was recognised that this may have been governed by the date of the release of the national consultation document. It was also felt by all that the event on the 30 July may be difficult to attract relevant professionals to due to it falling in the school holidays.

6.4 Discussion took place about how local areas intended to consult on the national document. No one present had any plans in place yet. Judith asked if anyone present felt it would be useful to engage groups of young people in the consultation through a film making project with Gibber. Lyn has a media group in Northumberland who are making a DVD on their stop smoking leaflet. She agreed to ask if they may be interested in a film making project.

Action: Lyn

Lorraine agreed to check with Sunderland colleagues to see if such a project may be developed there.

Action: Lorraine

Judith will discuss the idea further with Ailsa to see if it could be developed as a young people's response from the North East to the consultation.

Action: Judith/Ailsa

6.5 Judith reported that Fresh do have funds available via local alliances for local consultation events.

6.6 Everyone is asked to report at the next meeting their responses to the consultation in relation to young people.

7. Findings from the 'Truth'

Judith gave a powerpoint presentation on the 'Truth' theatre in education programme developed and piloted in 9 Newcastle secondary schools (copy attached). The evaluation reports have previously been circulated.

8. ASSIST Programme – A Stop Smoking in School Trial

The ASSIST programme, (paper previously circulated) was highlighted as a new peer led approach to tackling smoking which has produced some promising results. This will also be discussed in the future in terms of an action plan for smoking and young people. Local areas may wish to consider replicating ASSIST in the future.

9. Local Updates

9.1 Darlington – Darcy reported that the local college are still interested in doing a 'Truth' type campaign.

9.2 Northumberland – Lyn reported that the Teenage Health Demonstration pilot is holding some summer road shows and health days in schools in Ashington. The young people's media group are also producing a DVD on stop smoking.

9.3 South of Tyne and Wear – Lorraine reported that she has a meeting planned to look at youth advocacy. The Smoke Free School Award will now be picked up again in Sunderland after a gap in 2007. She has also arranged a meeting with youth networks to try to re-engage them. In Gateshead and South Tyneside there is a new agreement to mainstream effective work that is developed in the future.

10. Date and Time of Next Meeting

Wednesday 3 September 10am – 12 noon at Chester-le-Street Civic Centre