

**Regional Smoking and Young People Meeting**  
**Notes of Meeting held on 1 December 2008**

**1. Present**

Amanda Wilkes, Hartlepool  
Andy Lloyd, Fresh  
Dave Miller, North Tyneside PCT  
Judith MacMorran, Newcastle PCT (Chair and notes)  
Mashid Turner, County Durham PCT  
Sherrin Esmail, South Tyneside PCT  
Sue Lewis, Durham University  
Martyn Willmore, Fresh  
Liz Parkes, Sunderland City Council

**2. Apologies for Absence**

Ailsa Rutter, Fresh  
Barbara Gubbins, Children's Foundation  
Darcy Brown, Darlington PCT  
Dawn Charlton, Newcastle PCT  
Kate Wilson, Hartlepool PCT  
Kerry Lynch, Northumberland Care Trust  
Lisa Holland, Fresh  
Lorraine Hughes, South of Tyne & Wear PCO  
Lynn Nicholas, Northumberland Care Trust  
Melanie Brown, Darlington Council  
Christine Jones, Darlington Council  
Sally Faulkner, North Tyneside PCT  
Theresa Henderson, County Durham PCT

**3. Accuracy of the Minutes from 3 September, 2008**

**3.1** Page 2, Point 4.3 should read [www.freshne.com](http://www.freshne.com)

**3.2** Other than this amendment the minutes were considered to be accurate.

**4. Matters Arising**

**4.1 North of England Action Plan on Cheap and Illicit Tobacco**

The plan has been signed off nationally. Fresh have appointed a Trading Standards Tobacco Control Manager who starts on 05/01/09. A group is being established to take forward the plan in the North East. Year one funds have been secured from the DH for the 3 regions involved; the north west, north east and Yorkshire and Humber.

**4.2 Fresh Local Alliance Funding Deadline**

The deadline for local alliance funding applications to Fresh is 17/12/08. Alliances will be informed during the first week in January if their bid has been successful.

**Action: Alliance Leads**

### 4.3 **National Tobacco Strategy Update and Progress**

Andy gave an update on the National Tobacco Strategy. The DH received 100,000 responses to the national tobacco strategy consultation, 90% of which supported the measures for the removal of point of sale advertising and vending machines. However on 28 November 2008, ASH learnt that there is now a strong possibility that these measures have been dropped from the Queen's Speech on 03/12/08 because the government fears alienating businesses in this economic climate.

Urgent lobbying of MP's is therefore necessary. Fresh has written and emailed all MP's and produced press releases about the issue. They are also liaising closely with the Regional DPH who can put pressure on. It is critical that as many people as possible email their MP by the end of 2 December 2008, if they support the removal of point of sale advertising and vending. This can be done simply at [www.freshne.com](http://www.freshne.com)

#### **Action: All**

The key messages are;

- Point of sale removal reduces smoking prevalence. In UK 2,800 fewer young people would smoke if it is removed.
- This measure will **not** impact on traders as smokers know which brands to ask for.

The National Tobacco Strategy is due at the end of January 2009.

### 4.4 **NICE Guidance**

The final scope for the NICE guidance on school based interventions to prevent the uptake of smoking among children and young people has been published. It has changed from the draft scope.

### 4.5 **Smoke Free School Awards**

Judith reported that districts in the south of the region have agreed to participate in a roll out of the SFSA in the next financial year. Judith will arrange a meeting with the key leads in due course.

#### **Action: Judith**

### 5. **Hear our Voice Premiere**

5.1 The Hear Our Voice premiere was held on 28/11/08. It went very well. The DVD produced is very powerful and features young people who may normally be excluded from consultations.

5.2 Roberta Blackman – Woods MP attended the event and showed her support for tobacco control activity.

5.3 All MP's have been sent the DVD in advance of the Queen's speech.

5.4 It was agreed that there is a need to publicise the views of young people's work and those working directly with young people, to ensure tobacco control is undertaken by them

#### **Action: All**

5.5 It was felt important to get the views of the Youth Parliament members who attended the premiere, to see if it is an issue that could be tackled by the Parliament.

**Action: Doug Hallam to feed back**

5.6 Fresh agreed to make the DVD available to the group once copies have been used in lobbying activity.

**Action: Andy**

## **6. Butt Out DVD Durham**

6.1 Mashid described a DVD and resource pack produced in Derwentside on smoking and young people. It was produced by young people for young people and has already won a citizenship award.

6.2 The DVD and resource pack for 10-14 year olds is being launched Durham wide on 25 March 2008. All are invited to attend. The pack can be used in community as well as school settings.

## **7. Sharing Key Local Developments**

### **7.1 North Tyneside**

- The Smoke Free School Awards (SFSA) are being heavily promoted and a training session for one school offered.
- The Healthy School Team submitted a response to the tobacco strategy consultation.

### **7.2 South Tyneside**

- The SFSA is being promoted and support offered.
- Some research on young people and smoking may be undertaken.
- The alliance hopes to be able to access funding for a roll out of 'The Truth'.

### **7.3 Hartlepool**

- Have secured funding for 'The Truth' to take place in all secondary schools.
- A powerpoint presentation has been produced to support schools work.

### **7.4 Newcastle**

- The SFSA are being heavily promoted and support offered.
- An in service course on effective methodologies for tobacco education for Key Stages 1 – 3 was well received by teachers.
- A bid has been submitted to Fresh to develop and roll out 'The Truth' to 7 secondary schools.
- A tobacco education course for Key Stage 4 will be run in the spring term.
- The Trading Standards department of the council is to undertake more targeted test purchases in conjunction with the police.

- A paper on tobacco control and young people is to be presented to a sub group of the Children and Young People's Partnership Board, to try to engage key decision makers more in the issue of smoking and young people.

## **7.5 Sunderland**

- A retailer information pack on age restricted goods has been produced.
- A half day seminar for retailers on how to 'say no' to underage people, funded by Fresh has been held and was well received.
- A test purchase exercise for vending machines resulted in 8 out of 8 successful purchases by a 14 year old. It highlighted the need for the removal of vending machines. The exercise resulted to changes in the venues about how they 'police' their vending machines.
- It was suggested that Liz contact NETSA to suggest that they undertake some similar work throughout the north east if they are not already doing so.

**Action: Liz**

## **8. Smoking and Young People Research**

**8.1** Sue has won some funding from Cancer Research UK for a piece of research on "the smoking narratives of young people in disadvantaged communities: exploring tobacco use among the potential smokers of tomorrow". The funding has yet to be confirmed officially.

**8.2** This six month research follows on from that undertaken with communities in Easington on smoking, which revealed some interesting narratives from young people. It will explore their experiences, perceptions and attitudes to smoking. It will be undertaken in 25 – 30 groups, beginning in April 2009.

**8.3** Key youth and community leaders will also be interviewed.

**8.4** Sue may wish to link into members of the smoking and young people group to identify groups and key contacts. Everyone's help is appreciated.

**Action: All**

## **9. Glasgow Youth Advocacy Project**

**9.1** Judith met with Sarah Lindsay from the Glasgow youth advocacy project recently. They are currently developing a youth advocacy project based on the D.Myst model. A copy of the reports and information gained to date are attached to the minutes.

**9.2** Sarah is keen to develop links with the smoking and youth advocacy projects. Her details are [Lindsay.Sarah@ggc.scot.nhs.uk](mailto:Lindsay.Sarah@ggc.scot.nhs.uk)

## **10. National Youth Advocacy Update**

**10.1** The ASH bid for funding for a national youth advocacy programme was not successful. No further update was available on a national advocacy programme

**10.2** At the next BAT AGM in April it may be possible to involve some young people from the north east to be a part of a lobbying activity being organised by ASH.

**10.3** Smoke Free Liverpool is hosting an event in February 2009, although no further information is available.

**10.4** It was noted that some members of the north east Youth Parliament attended the DVD premiere event and it was felt that this could be an avenue for future youth advocacy work.

**11. Sweet Cigarettes**

11.1 Peter Wright had circulated to the group some photos of sweet cigarettes currently on sale in some shops.

11.2 It was agreed that if anyone sees these on sale they will pass the information on to Judith who will compile a list, as it may be possible to put pressure onto the shops collectively to have them withdraw these sweets from sale.

**Action: All**

**12. AOB**

12.1 Fresh will be circulating a comprehensive update to all alliances in the next week. This will also be circulated to the group.

**Action: Judith**

12.2 Smoke Free Stockton have asked if any area has a stand alone smoking and young people action plan. Those present at the meeting reported that all action on smoking and young people in their areas is included in their general tobacco control plan.

12.3 Between Jan – March 2009, the DH are holding a campaign to support the SCIP package of brief interventions, targeting healthcare professionals.

12.4 A DH pregnancy and smoking campaign will be launched in January 2009, the first phase of which will target midwives and pharmacists. The second phase in February will target pregnant smokers and their partners.

12.5 The 'Around the Corner' campaign is currently running across the north east to highlight to the public the availability of local stop smoking services.

12.6 Martin highlighted a north east conference on smoking cessation to be organised in Spring 2009. If anyone has any issues they would like to see covered, please contact Martin at Fresh.

**Action: All**

**13. Date and Time of Next Meeting**

Tuesday 3 March 2009, 2pm – 4pm at Chester le Street Council Offices, Newcastle Road, Chester le Street.