

Regional Smoking and Young People Meeting
Notes of Meeting Held on 3 March 2009

1. Present

Amanda Wilks, Hartlepool PCT
Andy Lloyd, Fresh
Ann Johnson, Regional Healthy Schools
Dave Miller, North Tyneside PCT
Francesca Tutt, Durham Young Person's Group (Visitor)
Judith MacMorran, Newcastle PCT (Chair and Minutes)
Kate Watson, Hartlepool PCT
Kerry Lynch, Northumberland Care Trust
Kim McGarry, County Durham PCT
Kirk Green, Gateshead PCT
Liz Parkes, Sunderland City Council
Lorraine Hughes, NHS South of Tyne and Wear
Louise Wilson, Detached Youth Worker Durham (Visitor)
Mahshid Turner, County Durham PCT
Peter Brown, Sunderland Healthy Schools
Rebecca Laidler, Middlesbrough and Redcar and Cleveland PCT's
Sue Lewis, Durham University
Theresa Henderson, County Durham PCT
Steve Barratt, Newcastle PCT
Suzanne Irvine, Darlington PCT

2. Apologies

Ailsa Rutter, Fresh
Christine Jones, Darlington Council
Sherrin Esmail, South Tyneside PCT
Sue Barnard, Middlesbrough and Redcar and Cleveland PCT

3. Accuracy of Minutes from 1 December 2008

- 3.1 Two names had been recorded inaccurately. They should read Kate Watson and Mahshid Turner.
- 3.2 With the exception of these two points the minutes were accepted as a true record.

4. Matters Arising

4.1 Smoke Free School Awards

Judith explained that the presentation event for the Northumberland and Tyne and Wear Smoke Free School Awards will be held on Wednesday 11 March at 4pm at the Village Hotel, North Tyneside. All are welcome to attend if they wish. Please email Judith if you wish to attend.

Action: All

Judith will arrange a briefing meeting from leads in the remainder of the region about the awards in the summer 2009.

Action: Judith

4.2 Hear Our Voice DVD

Doug Hallam was not present at the meeting so it was not possible to get feedback via him on the Youth Parliament's reactions to the DVD.

Andy explained that Fresh are currently using the DVD to lobby Lords and MP's.

4.3 Butt Out Durham Initiative

Mahshid reported that the Butt Out Initiative is to be launched in Durham and Darlington on 25 March. It has already won a citizenship award. The resource pack to accompany the DVD is currently being finalised. It is copyrighted but it may be possible that it could be made available across the north east in due course. Evaluation is built into the programme, with 6 months follow up to take place.

4.4 Vending Machine Test Purchases

Liz outlined the work Sunderland City Council have been doing on test purchasing from cigarette vending machines with NETSA. A recent initiative had resulted in 9 out of 10 sales being made to a young person under the age of 18. All the test purchases were conducted in pubs. The premises involved have now taken action to prevent this happening again, some removing the machines and others introducing remote controls.

Sunderland is working with Fresh to publicise the work and it is also being used in lobbying activity.

NETSA are also looking to roll out this work.

4.5 Smoking and Young People Research

The funding for Sue's research/collecting smoking narratives from young people has been officially confirmed. It will begin in April 2009. Sue explained that it will initially focus on Durham. The research proposal is attached for information.

Kim said that she recently undertook a survey at Derwentside College which revealed a 37% prevalence rate for 16 – 19 year olds. The Sunderland Health Related Behaviour Questionnaire revealed 30% of 14 and 15 year olds in the city are smoking.

4.6 Smoking and Young People Plan

In response to a request last time from Stockton about local areas having stand alone plans on smoking and young people, Rebecca explained the position in Middlesbrough, Redcar and Cleveland.

This area does have a stand alone smoking and young people plan which feeds into the local alliance plan. Rebecca offered to share this with the group.

Action: Rebecca/Judith

The area also has a young people's smoking group which feeds into the alliance.

5. Update on the Health Bill and National Tobacco Strategy

- 5.1 Andy updated the group on progress with the Health Bill. This is currently going through the House of Lords Committee stage. Eventually it will go to the Commons.
- 5.2 Andy stressed the importance of as many people as possible lobbying their MP for measures to remove point of sale advertising, cigarette vending and plain packaging. This can be done via the Fresh website; www.freshne.com
- 5.3 Fresh are considering writing to all those people who completed a postcard last year to encourage them to lobby their MP.
- 5.4 They are working with the media to highlight local issues. Andy mentioned that there is the potential for young people involved in Hear our Voice to go to the House of Lords to speak to peers. He asked Lorraine and Kim to speak to the youth workers involved to see if this is possible.

Action: Lorraine and Kim

- 5.5 The National Tobacco Strategy is not likely to be produced until much later in the year.
- 5.6 Fresh are holding an Alliance Building Day on 28 April to which everyone is invited. It will look at the role of alliances and action planning and will include workshops.

Action: All to register via Fresh website

6. Report on the D-Myst Young People's Advocacy Conference

- 6.1 Kim explained that County Durham were able to provide funding for 2 youth workers and 3 young people to attend this youth advocacy workshop in Liverpool. Those young people selected were asked to commit 2 hours per month to develop youth advocacy work on smoking and be champions for it.
- 6.2 Louise Wilson was one of the youth workers who attended. She tabled a report on the event which was discussed. The conference was divided into two sections running concurrently; one for adults and one for young people. The adult section looked at how to set up a successful youth advocacy project and also explored the tobacco industry.
- 6.3 Francesca Tutt was one of the young people who attended. In the young people's group she looked at the tactics of the tobacco industry and smoking in the movies.
- 6.4 The work in Durham is being funded from Durham County Council, the Stop Smoking Service and other sources. Local youth opportunities funds exist which young people can access locally.
- 6.5 Kim stressed that the work fits into the County Durham youth work standard programme. Excellent links with the youth service already exist which help to get tobacco onto the agenda locally. Others present explained how they have difficulty engaging youth workers in the tobacco agenda.
- 6.6 A discussion took place about youth advocacy work on smoking. In Middlesbrough and Redcar and Cleveland the 'To Hell with the Butt' programme involves Year 9 pupils becoming peer educators for primary school children. In Sunderland youth

workers are keen to develop advocacy work in the long term and it is included in alliance plans for 2009/10.

6.7 Discussion took place on the effectiveness of stop smoking interventions for young people. Differences across the region with regard to engaging school nurses as brief advisors exist and it was felt important that providing intermediate advice should be part of the core offer from school health. Judith suggested the 'You're Welcome' initiative may offer some potential long term opportunities for the delivery of stop smoking interventions to young people.

6.8 In terms of youth advocacy, the Durham team requested support for their work through this group and agreed to keep us informed of progress. It was felt that it would be useful to have a north east youth advocacy event in the future.

Action: Judith to suggest to Ailsa

6.9 Louise and Francesca were thanked for their input.

7. **Truth Roll Out and Evaluation**

7.1 Fresh are funding local alliances in Newcastle, South Tyneside, Sunderland and Hartlepool to roll out the revised Truth package to schools between now and July 2009. This is to be externally evaluated by UNAN in collaboration with Stirling and Durham universities. An evaluation group has been set up.

7.2 Judith explained that Truth is aimed at Key Stage 4 pupils. Discussion took place about some mixed messages the theatre company Gibber have given about the target group for the audience. It was agreed that consistency in approach should be used across the region to maximise the potential impact of the programme.

7.3 Rebecca said she had secured funding to roll out Truth in her area. She is keen to join the evaluation group to ensure consistency.

Action: Judith to discuss with Ailsa

7.4 Lorraine reported that Gateshead alliance are now having themed meetings, one of which will be on young people. She hoped that this would stimulate interest in 'The Truth'.

7.5 Judith stressed that there was no further funding opportunities for 'The Truth' from Fresh.

7.6 Some discussion took place about intellectual copyright issues.

8. **Forthcoming DH Smoking and Young People Literature Review**

8.1 Judith outlined plans by the DH to produce a comprehensive literature review on smoking and young people in England. She felt this would be very useful to inform evidence based practice in the future.

8.2 The NICE guidance on school based interventions on smoking and young people is due in December 2009.

9. Training in Tobacco Education

- 9.1 Judith led a discussion about the current tobacco education training provided across the region. She was concerned that training for teachers, school health advisors and youth workers appeared patchy and inconsistent. The training currently provided is as follows;

Durham – Butt Out resource includes training. Training for youth workers on smoking is done through the Healthy Youth Standard

Sunderland – Nothing tobacco specific is delivered

Gateshead – Training for teachers delivered through Drug Education Programme

South Tyneside – Nothing specific delivered.

Newcastle – Half day INSET for Key Stage 1, 2, 3 teachers and school nurses on effective methodologies, and a 2 hour INSET for Y9 and Key Stage 4 are delivered annually.

North Tyneside – Twilight and tailor made courses delivered. Plan to work jointly on delivery with Newcastle in 2009/10.

Northumberland – No recent training

Hartlepool, Middlesbrough, Redcar and Cleveland – The local drug education team are commissioned to deliver tobacco education, although those present were unsure what is delivered. The 'To Hell with the Butt' programme involves training.

- 9.2 In view of the region wide roll out of the Smoke Free School Award in 2009 – 10, it was felt that it would be useful to have a region wide recommended tobacco education course for delivery locally. A train the trainers course was suggested with shared materials for use at a local level. It was agreed that Judith would discuss the idea with Ailsa to see if a short course could be developed and delivered to improve quality and consistency of messages.

Action: Judith/Ailsa

10. Key Local Developments

10.1 South Tyneside

Lorraine reported that some local research has been commissioned with a number of hard to reach young people. This is being conducted from Jan. – April 2009. Lorraine agreed to report back on this at the next meeting.

Action: Lorraine to report

10.2 South Tyneside and Gateshead

The local alliances are now holding themed meetings. Action plans for 2009 – 10 are currently being developed. A lot of strategic work to increase the profile of tobacco in Children's Services is being undertaken.

10.3 Northumberland

Kerry reported that the Teenage Health Demonstration Site project has now ended and the evaluation is awaited. She agreed to report on this at the next meeting.

Action: Kerry to report

10.4 Newcastle

As well as the Truth roll out, in-service training and Smoke Free School Awards, Judith met with the high level Child Health Commissioning Be Healthy Partnership group, to try to increase the strategic priority of tobacco control with key stakeholders. This meeting was very useful.

10.5 Middlesbrough and Redcar and Cleveland

Rebecca reported that 'ICE' have been commissioned to do some work on smoking.

10.6 Judith reminded everyone of the importance of ensuring that any local work on smoking and young people should be reported to the local tobacco alliance for inclusion in the quarterly monitoring report. Members of this group should ensure a link is established with their local alliance.

Action: All

11. AOB

11.1 Kim asked how this group linked into regional and local groups on tobacco. Sue agreed to share her diagrams of this.

Action: Sue

11.2 Judith clarified that anyone with an interest in smoking and young people was welcome to join this group. The key however was that all tobacco alliance areas need to be represented at the meetings.

12. Date and Time of Next Meeting

Tuesday 2 June, 1.30 – 3.30pm at Chester-le-Street Council Offices (venue to be confirmed).