

Regional Smoking and Young People Group
Notes of Meeting Held on 7th March 2008

1. Present

Ailsa Rutter, Fresh
Ann Johnson, Regional Healthy Schools
Dave Miller, North Tyneside PCT
Dawn Charlton, Newcastle PCT
Judith MacMorran, Newcastle PCT (Chair and Note Taker)
Kath Bailey, Northumberland Care Trust
Kim McGarry, County Durham PCT
Lisa Holland, Fresh
Lorraine Hughes, South of Tyne PCT
Lynn Nicholas, Northumberland Care Trust
Melanie Brown, Darlington PCT
Theresa Henderson, County Durham PCT
Ceri Mather, Health Improvement Solutions
Sally Faulkner, North Tyneside PCT
Sue Barnard, Middlesborough PCT

2. Apologies for Absence

Barbara Gubbins, Children's Foundation
Bill Toy, Newcastle PCT
Darcy Brown, Darlington PCT
Dianne Woodall, County Durham PCT
Dominique Groer-Stoker, Wansbeck DC
Karen Robinson, Darlington Healthy Schools
Peter Wright, Gateshead Council
Rebecca Laidler, Redcar and Cleveland PCT
Wendy Martindale, Tees Start Stopping Service

3. Accuracy of Minutes from 27th November

Sue Barnard was present at this meeting though this was not recorded.
Other than this the minutes were accepted as a true record.

4. Matters Arising

4.1 NICE Guidance

According to the NICE website the Smoking and Young People guidance is due in July 2008. Ailsa said new guidance is normally produced on the last Wednesday of the month.

4.2 Norwegian Adverts

Fresh still plan to market test the Norwegian TV adverts with groups of manual workers but no timescale for this had yet been set. Fresh's priorities fit with the new DH 3 year marketing strategy.

4.3 Smoke Free School Awards

4.3.1 Judith reported that the Tyne and Wear and Northumberland award presentation event will take place on 12th March 2008. Uptake from schools has been slow this year perhaps due to the pressures of gaining Healthy School Status.

4.3.2 Darlington plan to roll out the awards soon initially targeting schools with Healthy School Status.

4.3.3 Ann Johnson and Ailsa have still to meet to discuss the best method of rolling this out across the region. Fresh are keen to engage Co. Durham, Middlesbrough and Hartlepool in the scheme.

Action Ailsa and Anne

4.4 National Clean Air Award

4.4.1 Lisa reported that since legislation the need for the NCAA in its current form no longer exists. A regional meeting has been held with Tina Williams from NCAA to discuss the future of the scheme.

4.4.2 The Roy Castle Lung Foundation which runs the NCAA is currently offering a new package for workplaces called 'Look After Your Lungs'. The Gold NCAA, which is given for whole sites being smoke free, may be continued. However, there has been little interest for this across the region. No franchise system would be offered.

4.4.3 Ailsa is to attend the next regional workplace and health meeting where the issue will be discussed further.

4.4.4 The Roy Castle Lung Foundation does have a scheme for young people called ATYC.

4.5 Smuggling Summit

A North of England Action Plan is currently being drafted following the summit. A consultation on this will be held. Ailsa stressed the importance of engaging local alliances in responding to this draft and implementing the agreed plan.

4.6 Scottish Advert

Judith is still trying to track down the Scottish TV advert targeted at young people.

Action Judith

5. **Feedback on Mapping Exercise**

5.1 Ceri Mather was commissioned by Fresh to undertake the mapping report on activity around smoking and young people in the North East. The mapping questionnaire was sent to all local alliance leads for completion. All but 3 alliances were able to complete the mapping by the deadline. Everyone was thanked for their inputs to date.

5.2 Ceri gave feedback on the mapping process and some of the key headline areas. A number of gaps in the information have been identified which need to be filled before an evidence rating can be given.

5.3 After discussion it was agreed that the draft report would be circulated, giving alliances the opportunity to add further detail to the mapping and/or submitting responses where this has not yet occurred. This information is required no later than 30th April.

**Action Ailsa and Judith to circulate
All to provide more detail as necessary**

5.4 Please see draft report (attached) for information about how the information provided has been analysed, calculated and rated and to identify the key points.

5.5 Key issues raised in discussions were;

- With regard to work in youth settings it was agreed that there is a national youth work standard curriculum. However, engagement with youth services in some areas appears to be adhoc
- There is a need to engage more efficiently with youth workers in a number of areas
- Some of the work described as youth advocacy may not actually be that. For example, does the work on working with landlords actually involve young people? If not, this is not advocacy
- There is much interesting work underway, some of which is in its infancy. It is important that this work is evaluated and measured against the evidence hierarchy
- The new CDC report on 'Best Practices for Comprehensive Tobacco Control Programmes', October 2007, provides a further useful evidence base on effective tobacco control – www.cdc.gov/tobacco
- Lorraine reported that Sunderland have recently de-commissioned their smoking and young people cessation scheme. Instead they are training their intermediate advisors more effectively on working with young people
- Ailsa highlighted the new NICE guidance on smoking cessation which does allow NRT to be prescribed to young people
- Dawn pointed out that the levels of young people quitting smoking through Streetwise is low. She was experiencing difficulties setting up an SLA with them

Action Dawn to speak to Lorraine to gain more information

5.6 Ailsa agreed to take the lead on mapping regional work.

Action Ailsa

6. Discussion on What Next for the NE?

6.1 Judith and Ailsa led a discussion on how we can move forward the smoking and young people agenda in the light of the draft mapping report.

6.2 One key question alliances need to ask is – how do we engage young people in local alliances?

Action Alliance Leads

6.3 In May 2008 there will be a consultation on a new national tobacco control strategy. Local alliances need to engage young people in this consultation process.

Action Alliance Leads

6.4 There will also be consultations forthcoming on a number of legislative issues e.g. point of sale advertising. It will be important for local alliances to engage with young people on these issues.

Action Alliance Leads

6.5 Judith suggested that some time in the future we may need to hold an engagement conference for young people and key decision makers / influencers of young people, in order to stimulate more action on smoking and young people. She suggested engagement with the Youth Parliament at the earliest opportunity would be helpful. Ailsa felt that Fresh would continue to offer 'summit' events on key issues and this was one for the future.

6.6 Judith mentioned that Camden PCT have a youth led tobacco control alliance in addition to the one for adults. Sue Barnard said that the newly re-formed Smoke Free Middlesbrough alliance will be attempting to engage young people more productively.

7. Feedback from Smoking in the Movies Conference

7.1 Several of those present had attended the Smoke Free Movies conference in Liverpool. They reported back on the content. All agreed it had been a useful event with some powerful new evidence on the effect of smoking exposure in the movies presented.

7.2 One of the key findings is that young people from non smoking households are 4 times more likely to smoke if they are exposed to smoking in the movies.

7.3 USA films classified as R rated (adult) are re-classified in the UK as '15'. This means they often have high exposure rates to smoking.

7.4 The British Board of Film Classification are not currently applying their own rules regarding rating – see www.bbfc.co.uk/classification/c_18.php
Professor Stanton Glanz was keen that the BBFC is lobbied to ensure it applies its own rules in the future.

7.5 Local authorities have the power to decide the classification of films, therefore there may be an opportunity to lobby locally on this issue.

7.6 Liverpool is currently undertaking a rapid review of the evidence on smoking in the movies in the UK. On the 4th April the City Council will be highlighting the issue in a motion to members. Liverpool will then be looking to form partnerships with other authorities to lobby on the issue. Fresh will then liaise with Liverpool on this.

Action Ailsa

7.7 Judith agreed to write up her notes from the conference.

Action Judith – notes attached

8. Feedback from National Youth Advocacy Meeting

8.1 Judith, Lisa, Darcy and Dianne attended the second National Youth Advocacy Meeting, hosted by Fresh, following the Liverpool conference.

8.2 Judith's notes and actions from the meeting are attached.

Action Judith

8.3 The group agreed to set up a smaller group, which will next meet in April.

8.4 A questionnaire will be sent out by Fresh to those people who attended the original meeting in October, to ascertain what they wish to gain from this national forum.

8.5 Ailsa stressed that it will be important to ensure there is an appetite for youth advocacy and a clear infrastructure in place, in order to get national organisations and the DH to support it. It is also important to acknowledge that youth advocacy is just one part of comprehensive tobacco control and one won't be effective without the other. Andy Graham's paper on youth advocacy (circulated) effectively addresses this issue.

8.6 Ceri suggested that there is a need to ensure we build expertise in youth advocacy.

8.7 Ailsa stressed that members of the North East regional group must be active in disseminating information / progress to their local alliances

and key local contacts. Please ensure the notes from these meetings are widely circulated.

Action All

8.8 Fresh will set up a section on their website for this group.

Action Lisa, Ailsa

8.9 Ann Johnson said she could link the regional healthy school website to the Fresh site.

Action Ann J

9. Sharing Key Local Developments

9.1 Ann Johnson outlined a new Health Leader Award for young people which GONE are developing. Roselle Oberhalzer and Tony Appicello are leading on this.

9.2 Dawn said a new protocol for NRT for young people has been developed North of Tyne and is about to go out for consultation.

9.3 Judith reminded colleagues that they are welcome to attend one of the Gibber Theatre in Education productions for key stage 4, currently touring Newcastle schools. Information has already been sent out regarding dates / times / venues. Please contact Judith if you would like to attend. The presentations and workshops are going well.

Action all

10. Date and Time of Next Meeting

Wednesday 4th June 2008, 10am-12noon at Chester-le-Street Council Offices.