

**Regional Smoking and Young People's Group**  
**Notes of meeting held on 3 September 2008**

**1. Present**

Ailsa Rutter, Fresh  
Andy Lloyd, Fresh  
Ann Johnson, Regional Healthy Schools  
Dave Miller, North Tyneside PCT  
Judith MacMorran, Newcastle PCT (Chair and note taker)  
Kerry Lynch, Northumberland Care Trust  
Lynn Nicholas, Northumberland Care Trust  
Martyn Willmore, Fresh  
Melanie Brown, Darlington Council  
Vicky Blackburn, Gibber  
David Ellerington, Newcastle City Council (representing NETSA)

**2. Apologies for Absence**

Sally Faulkner, North Tyneside PCT  
Sue Barnard, Middlesbrough PCT  
Theresa Henderson, County Durham PCT  
Doug Hallam, N E Coordinator Youth Parliament  
Kim McGarry, County Durham PCT  
Lorraine Hughes, South of Tyne and Wear PCO  
Ceri Mather, Health Solutions  
Gill Kelly, Northumberland Care Trust

**3. Accuracy of Minutes from 4 June 2008**

The minutes were accepted as a true record.

**4. Matters Arising**

**4.1 North of England action plan on cheap and illicit tobacco**

This is currently out for consultation until 27 September 2008. Ailsa stressed it is important that every alliance and other organisations respond. Young people often obtain their cigarettes from this source. Go to [www.freshne.com](http://www.freshne.com) and click on consultations to see the response

**Action: All**

Ailsa reported that there is substantial funding to implement the plan. A regional trading standards manager is to be appointed.

**4.2 Accessing Fresh local alliance funding**

Funding for the development of pilot youth advocacy initiatives is available from Fresh only via the local tobacco alliance. Judith/Lisa have circulated a paper about this but if there are any queries please liaise with your local tobacco alliance in the first instance.

### 4.3 **Smoking in the movies campaign update**

UK research is due to be published in March 2009. It will look at whether the impact of smoking in the movies is as great as it is in the USA and Germany. Fresh is not supporting Smoke Free Liverpool by going with this topic as a one issue campaign only. Everyone was encouraged to include comments on smoking in the media and movies within their responses to the national tobacco strategy consultation.

**Action: All**

### 4.3 **Websites**

The Fresh website now has a section on smoking and young people. We can add any content we wish, Ann Johnson is able to add pdf to the regional healthy schools pages. All local healthy school coordinators are encouraged to put a link to their webpages to [www.freshne.com](http://www.freshne.com)

**Action: All Healthy School Coordinators**

Andy will be reviewing the Fresh website in due course.

## 5. **National Tobacco Strategy**

5.1 Everyone present feedback on the responses being submitted locally to the national tobacco strategy consultation in terms of young people;

5.2 Darlington – A response is being collated by Darcy Brown

5.3 North Tyneside – Smoke Free North Tyneside are writing a response. Dave agreed to liaise with the healthy school team to submit a separate response.

**Action: Dave Miller**

5.4 Northumberland – Kerry is submitting a response and in the 6 days since her return from maternity leave, she has contacted many individuals and groups to encourage their response. Whilst working for Northumberland County Council, Andy distributed postcards widely and also asked the councillor with portfolio lead for health to respond. This was done. Lyn agreed to see if the Teenage Health Project could send a response.

**Action: Lyn**

5.5 Ann Johnson – A letter will be submitted from the Children and Learners Section at GONE.

5.6 Newcastle – Children's Services have responded via the lead officer for the ECM Be Healthy outcome. Their comments have been included in the responses from Smoke Free Newcastle, the City Council and Healthy Schools Programme. Members of the local youth network were sent a postcard to complete and an article was included in their newsletter about the consultation. The Head of the Youth Parliament, whilst keen, was unable to stimulate as much interest from the four members of the Youth Parliament.

5.7 A discussion took place generally about learning from the consultation in terms of engaging young people and the public in consultations. In terms of volume of

response the best methods have been to go into shopping centres and supermarkets. There is a need to engage more with youth workers and young people directly. Doug Hallam, the regional coordinator for the youth parliament has agreed to join this group. He is to speak with the youth parliament about trying to engage in this agenda.

- 5.8 It was agreed that all the healthy school programmes should be encouraged to respond to relevant sections of the consultation.

**Action: Ann to send out template letter for responses**

- 5.9 The timing of the consultation was poor in terms of the school summer holidays being a difficult time to engage young people, teachers and youth workers. Therefore in future we need to think of effective ways of engaging such groups over holiday periods.
- 5.10 Ailsa explained that the next step, if the proposed legislation is accepted, will be to lobby local MP's to support this in parliament.

## **6. Feedback from Gibber Work with Young People**

- 6.1 During August Gibber worked with two groups of young people from Sunderland and Durham, on a film making project to illicit a young people's response to the tobacco consultation. Vicky explained that the sessions started with a performance of 'The Truth' and the young people then took place in a workshop. A diary room was set up to film young people's responses to some of the consultation questions.
- 6.2 Young people were very engaged in the process. They were vocal, animated and quite angry. Vicky and Ailsa explained that the whole process was excellent at engaging young people.
- 6.3 It was agreed that it is now important to ensure that young people know that their voice is making a difference. This process needs to be built on for future youth advocacy. An event for the young people involved and key decision makers is to be planned to premiere the films produced. A sub group is to be set up to plan this.
- Action: Ailsa, Andy, Judith, Vicky**
- 6.4 In particular young people were in favour of plain packaging, the removal of vending machines and point of sale advertising. The filmed responses will be sent to the DH as part of the consultation.
- 6.5 The young people raised a lot of issues related to illicit and smuggled tobacco and 'fag houses' which can be fed into the consultation on this issue as well.
- 6.6 Ailsa personally thanked Gibber for their excellent work and flexibility. Sue Lewis, Judith MacMorran, Lorraine Hughes, Amanda Gerry and Kim Kyle were also thanked for all their support.
- 6.7 Discussion took place on how this excellent work could be further developed. It was agreed that there is a need to engage more with opinion makers. It was felt that the time is right to engage on the issue with young people and if possible develop links into the NE Youth parliament. It is important that youth workers who

can champion the issue are identified to engage them in the process of developing an advocacy programme. It was pointed out that the 2008 CMO report which focuses on teenage health, identifies 'tobacco' as one of the 'Big 6' issues that need to be tackled.

## **7. DCSF Consultation on Schools' Role in Promoting Pupil Wellbeing**

- 7.1 Ann outlined this DCSF guidance which is out to consultation until 25/09/08. The Healthy School Programme is barely mentioned in the document and the National Team have advised that local areas should respond to the document as a whole rather than to the individual questions. The clear response message is that Healthy Schools should underpin all work in schools to promote wellbeing. Ann agreed to circulate key bullet points to act as a template on which local responses can be drafted.

**Action: Ann J**

- 7.2 Ailsa has alerted the DH to this document **and** raised it with the National Tobacco Board.
- 7.3 It was agreed that in healthy school and alliance responses to the current tobacco consultation it would be important to ask for the current smoking criteria for the NHSS to be strengthened.

## **8. NICE Guidance**

### **8.1 Mass Media Intervention and Point of Sale Measures**

This guidance was produced at the end of July. Ailsa expressed Fresh's disappointment with the guidance at suggesting that mass media interventions should be developed at a local level. Fresh are to produce a paper about how to use this guidance.

### **8.2 School based interventions to prevent the uptake of smoking**

New NICE guidance on the above will be produced in December 2009. In developing this key stakeholders are asked to register now on the NICE website [www.nice.org.uk](http://www.nice.org.uk)

As a registered stakeholder you will be entitled to go to London on 3/10/2008 to discuss the draft scope of the document. This sets out what the guidance will and will not cover. A consultation period on this draft scope will take place between 22/09/08 and 17/10/08. Stakeholders are then invited to comment on the evidence and later the draft guidance before its final publication. All are encouraged to register now as stakeholders and respond as appropriate.

**Action: All**

## **9. Mapping Exercise**

- 9.1 The mapping exercise is now complete. The report was discussed. Ailsa outlined her disappointment that so few regional agencies are currently involved in tobacco control activity with young people.

9.2 There is still a need to identify locally who the key players are.

**Action: All**

9.3 Over next 6 months Fresh will develop an action plan recommending a minimum standard for each locality in terms of young people and smoking work. This will be developed by considering the mapping, NICE guidance, evidence base.

**Action: Ailsa/Judith to progress**

## 10. **Smoke Free School Awards (SFSA)**

10.1 Judith explained that the planning for the 2009 Northumberland and Tyne and Wear SFSA is now underway. She suggested that she sends an email out via Ann J to determine the level of interest in the awards in Durham and Teesside. It was pointed out that Fresh are able to fund the initiative.

**Action: Judith/Ann J**

10.2 Ann will also put this on the regional healthy schools meeting agenda for late September

**Action: Ann J**

## 11. **Scottish ASH AGM**

The Scottish ASH AGM is on 24 September 2008, 2pm – 4.30pm, Roxburghe Hotel, Edinburgh. Its theme is youth involvement in smoking prevention and education. All are welcome. To attend please contact Marion McGovern on 0131 220 9461 or [marion.mcgovern@ashscotland.org.uk](mailto:marion.mcgovern@ashscotland.org.uk) Andy and Judith will be attending.

## 12. **Sharing Local Practice**

Lyn explained that a DVD has been produced by the Northumberland young people's group who have written a leaflet on stopping smoking for young people. The leaflet is now available across Northumberland via the Health Development Resources Service.

## 13. **National Smoking and Young People Conference**

A national conference organised by Smoke Free North West and partnered by Fresh will be held in Manchester on 2 June 2009 (date TBC). This will be an opportunity to showcase local work in the north east.

**Action: All to put date in diary**

## 14. **Date and Time of Next Meeting**

Monday 1 December, 2pm – 4pm at Chester le Street Civic Centre, Newcastle Road, Chester-le-Street.