



Protecting Families from Secondhand Smoke: Regional Secondhand Smoke Training Programme

Background

Exposure to secondhand smoke remains a key area of concern in tobacco control with a range of diseases and conditions directly caused or linked to exposure. These include coronary heart disease, lung cancer, glue ear, sudden infant death (cot death) amongst many others (see the BMA report for further information www.bma.org.uk/ap.nsf/Content/breakingthecycle).

The Roy Castle Lung Cancer Foundation (RCLCF) has produced a comprehensive evidence based training programme around protecting children from the dangers of exposure to secondhand smoke aimed at frontline staff. The training is currently being used successfully in the North West Region by a variety of partners and from January 2009 this resource will be available for use across the country. Tina Williams, Deputy Director Tobacco Control with RCLCF presented at Fresh's third consultation event on 30th July 2008 around the training package which stimulated a lot of interest from the audience (the presentation can be viewed by visiting <http://www.freshne.com/events.php>).

Fresh acknowledge that there has been a real gap in terms of the current availability of training for frontline staff around protecting children and families from the dangers of secondhand smoke. This was having a huge impact on the level of quality of information and 'key messages' being delivered to the general public who are accessing every day services and support in their communities across our region. The need for training on this subject has also been highlighted via regional summits, events, local forums and consultations, and Fresh are taking action to address this.

The Regional Secondhand Smoke Training Programme

Fresh is coordinating and funding the roll out of the RCLCF secondhand smoke training package across the North East from April 2009 – March 2010. This will be incorporated into strand two activity of the Fresh business plan 2009-10 'reducing exposure to secondhand smoke' and will be supported by a comprehensive media, communications and social marketing campaign. Both the training programme and media/communications campaign will be subject to a robust monitoring and evaluation system to be agreed by the SFNE Intelligence

Group. The results from this review along with the forthcoming National Tobacco Control Strategy and recently launched 'Beyond Smoking Kills' will help inform any future proposal to sustain this activity long-term through the North East Regional Tobacco Control Strategy 2009-2012

Target Audience

The Regional Secondhand Smoke Training Programme is not aimed solely at 'health professionals'. It is a valuable resource accessible to all partners and organisations across the region. The core theme of the package is around protecting children; however, the key messages and skills developed can be transferred into other work areas. The training equips frontline staff to effectively deliver key messages around the dangers of secondhand smoke in a friendly and non-threatening manner; staff learn skills/knowledge to enable them to share some practical measures on how the individual can help protect themselves and those around them. Staff who undertook the training in the North West came from a variety of organisations engaging with parents, families and the general public on a regular basis they found the training incredibly valuable. Appendix One provides an outline of some of the proposed audiences Fresh would like to target but this is by no means an exhaustive list.

Delivery

Across the North East region a cohort of committed individuals are being trained as 'trainers' to effectively deliver the secondhand smoke programme to front line staff in their local area. These trainers will be responsible for the following:

- Promoting the regional training programme to a variety of partners/staff using the appropriate resources;
- Achieving sign up to the (one day) training sessions available across the area
- Co-ordinating training dates and liaison with Fresh on the booking of venues and distribution of materials to registered trainees;
- Deliver the training package ensuring a high quality standard is achieved consistently across the locality.

A list of trainers on the programme is attached at Appendix Two

Regional guidance and support is available to all trainers via the Fresh office to ensure the programme is a success – further details are included in this paper under 'regional support'.

Train the Trainers sessions

This training will provide individuals with the skills to effectively deliver the secondhand smoke training programme to a variety of frontline staff across the local area. Fresh would welcome expressions of interest from individuals across the region who are enthusiastic and committed to help roll out and deliver this training package over a 12 month period. It is important that anyone nominating

themselves to be trained as a 'trainer' does have some experience in delivering training in the past.

Expressions of interest or nominations can be registered by contacting Catherine McConnell in the Fresh office on 0191 387 2139, by email on catherine.mcconnell@freshne.com or via the local tobacco control alliance lead for your area – a full list of contact details are provided in Appendix Three. To discuss this further please do not hesitate to contact the Fresh office on 0191 387 2139.

Training for frontline staff

The secondhand smoke training programme will be delivered to frontline staff from April 2009 in one day sessions and a maximum of 16 places will be available at each. Fresh is compiling a database of expressions of interest from frontline staff who wish to receive the one day training – please email catherine.mcconnell@freshne.com or contact the trainer in your area.

Regional Support

The co-ordination and delivery of the secondhand smoke training programme is overseen by Catherine McConnell, Regional Project Support Officer at Fresh. Fresh will provide basic administrative support to the trainers across the four sub-regional areas to help book training venues and will be responsible for the ordering and supply of resources at a regional level to be disseminated out across the north east. Andy Lloyd, Media and Communications Manager at Fresh will liaise with Catherine on the promotion of the training programme and engage the relevant communication leads across the region. A comprehensive media, communications and social marketing campaign on secondhand smoke will also be led by Fresh which will underpin and strengthen this activity.

A regional steering group for secondhand smoke training has been established and has the remit for monitoring and guidance, fostering good partnerships, working to enhance promotion of the training and the sharing of good practice across the four sub-regional areas. Partner agencies will be invited by Fresh to become members of the steering group and trainers will attend to ensure reporting on training and progress. Expressions of interest from partners/individuals wishing to be part of the steering group can be forwarded to catherine.mcconnell@freshne.com.

Funding

Fresh will fund all relevant costs associated with the implementation of the secondhand smoke training programme across the North East in 2009-2010. This includes 'Train the Trainers' events, the ordering of mandatory training materials and packs from RCLCF, the production of regional resources to mirror the Fresh secondhand smoke media, communications and social marketing campaign. Careful consideration will be given to sustaining funding for the

programme post 2010 pending the findings from the monitoring and evaluation agreed by the SFNE Intelligence sub-group.

Next Steps

Please circulate this briefing as widely as possible to all local and sub-regional partners to raise awareness and generate expressions of interest for the training. Fresh publicises details of the secondhand smoke training programme through the website, Refresh newsletter and relevant groups. Any questions regarding the programme can be directed to Catherine McConnell on 0191 387 2259 or by email to catherine.mcconnell@freshne.com

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Appendix One

Target audience for secondhand smoke training programme

Sector/Organisation	Staff Role/Remit
Local Authorities	<p>Frontline staff (paid or voluntary) engaging with children, parents, families, general public on a regular basis</p> <p>Community Development/Engagement Outreach workers / Young people Housing officers Environmental Health / Trading Standards Regeneration teams Health improvement leads Teachers/Classroom assistants School liaison</p>
Social Services	<p>Home support carers/assistants Residential care homes Children and families e.g. children's centres, childminders, foster carers, children's homes Sure Start staff/volunteers Social workers / support staff</p>
Third sector/ Charitable organisations (British Lung Foundation, British Heart Foundation, Barnardos, Age Concern, MIND)	<p>Staff running carer/service user groups e.g. Breathe easy Children centre staff/volunteers Community centre / day care services</p>
Health (Acute/PCT/Mental Health/Secondary Care)	<p>Healthy School leads Health trainers GP Practice nurse/pharmacy staff Health care assistants Midwife/health visitor /district nurse Community Psychiatric nurse / key workers NHS stop smoking service staff Health improvement teams Staff in Specialist depts: Coronary care / respiratory disease / cancer treatment / paediatric Dental surgery staff/oral hygienist</p>
Independent / Private: Housing Associations Residential Homes (inc mental health)	<p>Housing officers Residential care staff Private nursing staff</p>
Sports and Leisure Services	<p>Fitness coaches/ personal trainers Physiotherapy</p>

Appendix Two

Regional Secondhand Smoke Trainers

Sub region: North of Tyne

Locality: Northumberland

Shirley Camsell - shirley.camsell@northumberlandcaretrust.nhs.uk
Stop Smoking Specialist (Pregnancy)
Northumberland Stop Smoking Service

Helen Oldale - helen.oldale@nhs.net
Stop Smoking Specialist/Health Visitor
Northumberland Care Trust

Lisa Nevens – lisa.nevens@northumberland.gov.uk
Healthy Living Initiative
Northumberland County Council

Kay Yeo – kay.yeo@northumberlandcaretrust.nhs.uk
Health Improvement Practitioner Specialist
Northumberland Care Trust

David Turnbull – david.turnbull01@northumberland.gov.uk
Health Development Worker
Northumberland County Council

Pamela Forster – pamela.forster@northumberland.gov.uk
Health Development Officer
Northumberland County Council

Localities: Newcastle and North Tyneside

Judith MacMorran - judith.macmorran@newcastle-pct.nhs.uk
Senior Health Promotion Specialist
Newcastle PCT

Sally Faulkner - sally.faulkner@northtyneside-pct.nhs.uk
Health Promotion Specialist – Tobacco and Smoking
North Tyneside PCT

Jen Anderson - jen.anderson@newcastle-pct.nhs.uk
Stop Smoking Specialist (Pregnancy)
Newcastle and North Tyneside Stop Smoking Service

Lisa Li - lisa.li@nhs.net
Stop Smoking Advisor
Newcastle and North Tyneside Stop Smoking Service

Sharon Williams - sharon.williams@newcastle-pct.nhs.uk
Stop Smoking Specialist (Secondary Care)
Newcastle PCT

Clare Bethell - clare.bethell@newcastle-pct.nhs.uk
Public Health Programmes Manager
Newcastle PCT

Subregion: South of Tyne and Wear

Locality: Gateshead

Chris Sharkey - chrissharkey@gateshead.gov.uk
Development Officer
Gateshead Council

Jenny Ritson - jenniferritson@gateshead.gov.uk
Health Trainer
Gateshead Council

Locality: Sunderland

Trish Mulligan - trish.mulligan@sunderland.gov.uk
Health Coordinator
Sunderland Children's Centres

Liz Parkes – liz.parkes@sunderland.gov.uk
Smokefree Environments Officer
Sunderland City Council

Locality: South Tyneside

Michelle Grimmer - michelle.grimmer@southtyneside.gov.uk
Extended Services Coordinator
South Tyneside Council

Steven Brown – steven.brown@sotw.nhs.uk
Health Improvement Practitioner for Children
South Tyneside PCT

Subregion: County Durham and Darlington

Localities: County Durham and Darlington

Mahshid Turner - mahshid.turner@cdpct.nhs.uk
Stop Smoking Specialist (Pregnancy)
Co Durham PCT

Sara Blight - sara.blight@nhs.net
Tobacco Control Trainer
Co Durham and Darlington PCT

Craig Lee - craig.lee@cdpct.nhs.uk
Stop Smoking Specialist (Workplaces and Young People)
County Durham and Darlington PCT

Jo Hall - jo.hall@disc-vol.org.uk
Project Worker
DISC

Farouk Saeed - farouk.saeed@nhs.net
Health Improvement Specialist (Tobacco)
Public Health County Durham and Darlington

Hazel Richards - hazel.richards2@tiscali.co.uk
Stop Smoking Specialist
Darlington PCT

Maggie Brown - maggielbrown@nhs.net
Stop Smoking Specialist (Prisons)
Co Durham and Darlington PCT

Naushad Khan – naushadkhan@nhs.net
Specialist Stop Smoking Adviser
Co Durham PCT

Subregion: Teesside

Localities: Stockton and Hartlepool

Judith Rees - judith.rees@northteespct.nhs.uk
Stop Smoking Specialist (Pregnancy)
North Tees Stop Smoking Service

Scott Chapman - scott.chapman@northteespct.nhs.uk

Stop Smoking Specialist (Workplace and Community)
Stockton Teaching PCT

Localities: Middlesbrough and Redcar and Cleveland

Please contact Sue Barnard, local tobacco control alliance lead, for more details
– sue.barnard2@nhs.net.

Appendix Three

Local tobacco control alliance leads

Sue Barnard	Middlesbrough Redcar & Cleveland	sue.barnard@middlesbroughpct.nhs.uk
Carole Johnson	Hartlepool	carole.johnson2@nhs.net
Kath Bullock	Stockton	kath.bullock@northteespct.nhs.uk
Dianne Woodall	County Durham Darlington	dianne.woodall@nhs.net
Judith MacMorran	Newcastle	judith.macmorran@newcastle-pct.nhs.uk
Sally Faulkner	North Tyneside	sally.faulkner@northtyneside-pct.nhs.uk
Lorraine Hughes	South of Tyne & Wear Locality: Gateshead	lorraine.hughes@suntpct.nhs.uk
Pam Lee	South of Tyne & Wear Locality: South Tyneside	pam.lee@sotw.nhs.uk
Natalie Goodman	South of Tyne & Wear Locality: Sunderland	nataliegoodman@gateshead.gov.uk
Kerry Lynch	Northumberland	kerry.lynch@northumberlandcaretrust.nhs.uk