

Summary Report of Local Alliance Work 05/06

Name of Alliance	Smoke Free South Tyneside Alliance
Names of Members	<p>Councilor Tracey Dixon (Chair) Steve Lovell (Secretary), - South Tyneside PCT Dr Stephen Cronin – South Tyneside Foundation Trust Carol Robertson - STRIDE Justine Wilkinson – South Tyneside Council Ian Frame – South Tyneside Foundation Trust Alan Smith – Local Education Authority Jackie Watson – Glaxo Smith Klein Andy Graham – Smoke Free North East Office Maria Williams - South Tyneside PCT Katy Fortune – STMBC, Environmental Health Michelle Cutler – STMBC, Trading Standards Ian Cuskin – Fire and Rescue Service</p>
<p>Introduction</p> <p>Please give a short background of your Alliance, eg date formed, area covered etc.</p>	<p>The alliance covers the area of South Tyneside as defined by the boundaries of South Tyneside Metropolitan Borough Council. South Tyneside has a population of 152,000 and contains 20 wards, 17 of which are in the top 30% most deprived wards in the country.</p> <p>The Smoke Free South Tyneside Alliance steering group was formed on 19/12/05 with the purpose of developing a Smoke Free action plan, agreeing the action plan with the LSP and providing support from their organizations by committing resources and staff input. An operational group was later formed (23/2/06) with nominated representatives from the organizations in the steering group to take forward the actions at an operational level.</p>
<p>What strategic links do you have?</p>	<p>The action plan formed by the Alliance has been signed off by the Local Strategic Partnership and the LSP has been kept informed via updates.</p> <p>The alliance is represented on the LSP by a member of the Steering group</p> <p>The Chair of the Alliance steering group is presently Deputy major of South Tyneside</p> <p>Tobacco Control is identified as a cross cutting theme in the LSP and LAA documents</p> <p>Three large employers have up to a Smoke Free Charter (PCT, MBC, Foundation Trust)</p>
<p>Signed up to Smoke Free Charter?</p>	<p>There are 3 main employers signed up to a smoke Free Charter they are South Tyneside PCT, South Tyneside MBC and South Tyneside Foundation Trust</p>
<p>Key Activities</p>	<p>Formation of Steering Group</p>

<p>05/06</p> <p>Please give a summary of progress, key areas of action, achievements as it applies to strands of Regional Strategy/local action plan.</p>	<p>Formation of Operational Group Official launch of Alliance Action plan signed off with the LSP Launch of NCAA Engagement of Council departments Reformation and engagement with ST Foundation Trust Tobacco Control Working party Achievement of Smoking Cessation targets Increase in number of trained Intermediate Advisors Successful engagement with BME community All complaints investigated by trading standards Re: counterfeit and illegal tobacco sales Number of Smoke Free schools increased through the National Healthy School programme Increase in the number of businesses with No Smoking policies</p>
<p>Any other information, eg highlights, barriers etc.</p>	<p>Highlights</p> <p>The Successful lobbying of the Government by tobacco leads and public and subsequent announcement of new Smoking restrictions through legislation. Formation of Alliance steering and operational groups Appointment of Councilor Tracey Dixon (Deputy Major of ST) as Chair of Steering Group Action plan signed off by the LSP Successful launch of alliance Award of first NCAs</p> <p>Barriers</p> <p>Concerned about the capacity of Environmental Health to support the action plan and implement new legislation. At present EH understaffed, having staff on long term sick and unable to fill vacancies due to council freeze on recruitment</p>