## Preventing initiation of tobacco use amongst children and young people

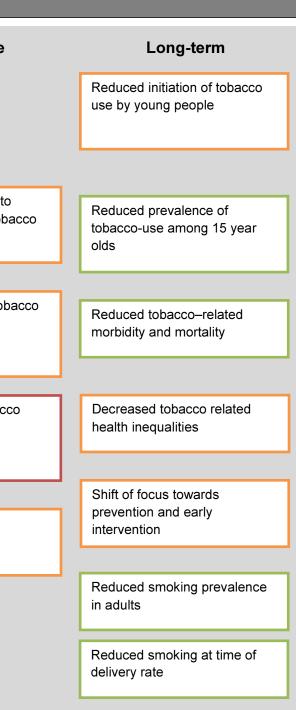
Inputs	Activities	Outputs		Outcomes
Stakeholders: • Schools • Colleges	Community mobilisation: <ul> <li>Smoke free homes/cars</li> <li>Smoke free environments</li> </ul>	Completed activities to reduce and counteract pro-smoking messages	Short-term	Intermediate
<ul> <li>Youth service</li> <li>School nurses</li> <li>Public Health</li> <li>Trading standards team</li> <li>Healthy Schools team</li> <li>Communications</li> <li>Stop Smoking Service</li> <li>General Practice</li> <li>Pharmacies</li> <li>Dentists</li> <li>Fire Service</li> <li>CAMHS</li> <li>Retailers</li> <li>All health service and local authority staff</li> </ul>	<ul> <li>Making every contact count</li> <li>Social norms-based community campaigns</li> <li>Youth advocacy</li> </ul>	Completed activities to disseminate anti-smoking and pro-health messages	Increased knowledge of, improved anti-tobacco attitudes toward, and increased support for policies to reduce youth initiation	
	<ul> <li>Counter marketing:</li> <li>Targeting national media campaigns</li> <li>Internet presence</li> <li>Stoptober, New Year, New You</li> <li>Social norms-based community campaigns</li> <li>Promoting dangers of cheap and illicit tobacco</li> </ul>	Completed activities to restrict sales of tobacco to under-18s, including proxy sales	Increased anti-tobacco policies and programs in schools	Reduced susceptibility to experimentation with tob products
		Completed activities to increase education in schools	Increased restriction and enforcement of restrictions on underage tobacco sales	Decreased access to tob products
	<ul> <li>School based prevention:</li> <li>Making every contact count</li> <li>Smoke free policies</li> <li>Smokefree Class activities</li> <li>Smokefree Schools pack</li> </ul>	about harms of smoking Completed activities to influence policy and regulatory	Increased restriction and enforcement of restriction of sales of illicit and counterfeit tobacco	Increased price of tobact products
	<ul> <li>Policy and regulatory action:</li> <li>Specialist stop smoking services</li> <li>Plain packaging</li> <li>Pricing</li> </ul>	landscape	Reduced tobacco industry influences	Increased number of smokefree homes

- Section 106 agreements
- Brief interventions and very brief advice in health and social care

Counterfeit/illicit salesUnderage sales

• Point of sale display ban

Targeted first at the 11 deprived areas



## Reducing harm to adults from tobacco consumption

Activities	Outputs		Outcomes
Community mobilisation: <ul> <li>Smoke free homes/cars</li> <li>Smoke free environments</li> <li>Making every contact count</li> </ul>	Completed activities to reduce and counteract pro-smoking messages	Short-term Increased knowledge of, improved anti-tobacco attitudes	Intermediate Reduced smoking at time
<ul> <li>Counter marketing:</li> <li>Targeting national media campaigns</li> <li>Internet presence</li> </ul>	Completed activities to disseminate anti-smoking and pro-health messages	toward, and increased support for policies to reduce smoking	delivery rates
<ul> <li>Stoptober, New Year, New You</li> <li>Making every contact count</li> <li>Promote dangers of cheap and illicit tobacco</li> </ul>	Completed activities to train workforce in making every contact count	All RMBC public facing staff to complete very brief advice e-learning	Reduced acceptability of tobacco use
<ul> <li>Workplace and community based prevention:</li> <li>Smoking in workplace policies</li> <li>Making every contact count</li> </ul>	Completed activities to influence policy and regulatory landscape	All health public facing staff to complete very brief advice e-learning	Reduced smoking preval among adults
		Individuals in target groups supported to stop smoking	Increased price of tobact products
<ul><li>Policy and regulatory action:</li><li>Stop smoking support</li><li>Plain packaging</li><li>Pricing</li></ul>		Increased restriction and enforcement of restriction of sales of illicit and counterfeit tobacco	Reduced access to coun and illicit tobacco
<ul> <li>Counterfeit/illicit sales</li> <li>Section 106 agreements</li> <li>Brief interventions and very brief advice in health and social care</li> </ul>			Increased number of smokefree homes
	<ul> <li>Community mobilisation:</li> <li>Smoke free homes/cars</li> <li>Smoke free environments</li> <li>Making every contact count</li> <li>Counter marketing: <ul> <li>Targeting national media campaigns</li> <li>Internet presence</li> <li>Stoptober, New Year, New You</li> <li>Making every contact count</li> </ul> </li> <li>Promote dangers of cheap and illicit tobacco</li> <li>Workplace and community based prevention: <ul> <li>Smoking in workplace policies</li> <li>Making every contact count</li> </ul> </li> <li>Policy and regulatory action: <ul> <li>Stop smoking support</li> <li>Plain packaging</li> <li>Pricing</li> <li>Counterfeit/illicit sales</li> <li>Section 106 agreements</li> <li>Brief interventions and</li> </ul> </li> </ul>	Community mobilisation:       Smoke free homes/cars         Smoke free environments       Completed activities to reduce and counteract pro-smoking messages         Making every contact count       Completed activities to disseminate anti-smoking and pro-health messages         Internet presence       Stoptober, New Year, New You         Making every contact count       Completed activities to train workforce in making every contact count         Making every contact count       Completed activities to train workforce in making every contact count         Workplace and community based prevention:       Completed activities to influence policy and regulatory action:         Making every contact count       Completed activities to influence policy and regulatory action:         Policy and regulatory action:       Conterfeit/illicit sales         Section 106 agreements       Section 106 agreements	Community mobilisation:       Smoke free homes/cars         Smoke free environments       Antiong every contact count         Counter marketing:       Completed activities to reduce and counteract pro-smoking messages         Counter marketing:       Completed activities to disseminate anti-smoking and pro-health messages         Internet presence       Stoptober, New Year, New You         Making every contact count       Completed activities to train workforce in making every contact count         Promote dangers of cheap and illicit tobacco       Completed activities to infuence policy and regulatory landscape policies         Norking in workplace policies       Completed activities to infuence policy and regulatory action:         Stops moking support       Completed activities to infuence policy and regulatory action:         Policy and regulatory action:       Stops moking support         Plain packaging       Counterfeit/lilicit sales         Scoton 106 agreements       Fricing         Counterfeit/lilicit sales       Stop interventions and

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