Preventing initiation of tobacco use amongst children and young people

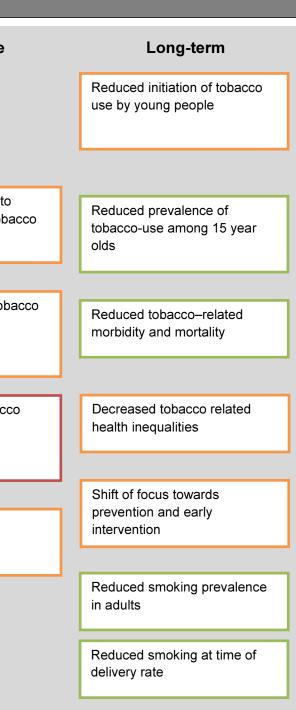
Inputs	Activities	Outputs		Outcomes
Stakeholders: • Schools • Colleges	Community mobilisation: Smoke free homes/cars Smoke free environments 	Completed activities to reduce and counteract pro-smoking messages	Short-term	Intermediate
 Youth service School nurses Public Health Trading standards team Healthy Schools team Communications Stop Smoking Service General Practice Pharmacies Dentists Fire Service CAMHS Retailers All health service and local authority staff 	 Making every contact count Social norms-based community campaigns Youth advocacy 	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	
	 Counter marketing: Targeting national media campaigns Internet presence Stoptober, New Year, New You Social norms-based community campaigns Promoting dangers of cheap and illicit tobacco 	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
	 School based prevention: Making every contact count Smoke free policies Smokefree Class activities Smokefree Schools pack 	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
	 Policy and regulatory action: Specialist stop smoking services Plain packaging Pricing 	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: Smoke free homes/cars Smoke free environments Making every contact count 	Completed activities to reduce and counteract pro-smoking messages	Short-term Increased knowledge of, improved anti-tobacco attitudes	Intermediate Reduced smoking at time
 Counter marketing: Targeting national media campaigns Internet presence 	Completed activities to disseminate anti-smoking and pro-health messages	toward, and increased support for policies to reduce smoking	delivery rates
 Stoptober, New Year, New You Making every contact count Promote dangers of cheap and illicit tobacco 	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
 Workplace and community based prevention: Smoking in workplace policies Making every contact count 	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
Policy and regulatory action:Stop smoking supportPlain packagingPricing		Increased restriction and enforcement of restriction of sales of illicit and counterfeit tobacco	Reduced access to coun and illicit tobacco
 Counterfeit/illicit sales Section 106 agreements Brief interventions and very brief advice in health and social care 			Increased number of smokefree homes
	 Community mobilisation: Smoke free homes/cars Smoke free environments Making every contact count Counter marketing: Targeting national media campaigns Internet presence Stoptober, New Year, New You Making every contact count Promote dangers of cheap and illicit tobacco Workplace and community based prevention: Smoking in workplace policies Making every contact count Policy and regulatory action: Stop smoking support Plain packaging Pricing Counterfeit/illicit sales Section 106 agreements Brief interventions and 	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

Targeted first at the 11 deprived areas

