

Rotherham Tobacco Control Alliance

Action Plan 2013-2014

High level aspiration: to reduce the adult smoking prevalence to below the national average by 2016

Measure	Action	By When	Responsibility	Comments and updates	RAG rating
Goal 1: Preventing the initiation of tobacco use among children and young people					
1. Percentage smoking at delivery 20.1% (12/13 Qtr 2) to below the national average by 2015	Provide tailored support to pregnant women and their partners/families wanting to stop smoking	Ongoing	RSSS/ RFT		
	Deliver a minimum 176 pregnant quitters each year	By end March each year (reporting mid-June)	RSSS/RFT		
	Promote the risks of smoking in pregnancy and the benefits of quitting at every opportunity through: <ul style="list-style-type: none"> • Communications plan for tobacco control (10.1) • Communications and marketing plan for the Stop Smoking Service (10.2) 	Ongoing	All partners (Public Health/RSSS for communications plans)		
	Specifically, promote the risks of smoking in pregnancy to groups with an increased likelihood of smoking, such as looked after children and teenage parents through: <ul style="list-style-type: none"> • Communications plan for tobacco control (10.1) • Communications and marketing plan for the Stop Smoking Service (10.2) 	Ongoing	All partners (Public Health/RSSS for communications plans)		
2. Percentage of young people (Year 7	Work with schools, youth groups and other community organisations to promote smokefree homes and smokefree spaces, and to denormalise smoking	Ongoing	RMBC Healthy Schools, IYSS and Public Health;		

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& 10) smoking (CYPS lifestyle survey) (regular smokers)			RUFC		
	Promote support to parents to stop smoking and the impact of this on CYP smoking rates through: <ul style="list-style-type: none"> • Communications plan for tobacco control (10.1) • Communications and marketing plan for the Stop Smoking Service (10.2) 	Ongoing	All partners (Public Health/RSSS for communications plans)		
	Seek voluntary smokefree status for all local authority children's play areas	March 2014	Public Health		
	Promote/disseminate the Smokefree Class Resources to secondary schools and PRUs (and specials if appropriate)	September 2013 Assess use quarterly	RMBC Healthy Schools		
	Promote/disseminate the Primary Smokefree Resource Pack to primary /junior schools (and specials if appropriate)	September 2013 Assess use quarterly	RMBC Healthy Schools		
	Develop YP smokefree activities community groups can use and which complement the smokefree class packs	March 2014	Public Health, RUFC		
3. All retailers to be part of the responsible retailers scheme – 100 13/14, 200 14/15	<i>TBC – link with community alcohol partnership work</i>				
4. Number of prosecutions for underage	Promote the age restrictions for selling of tobacco products, leading to increased intelligence about and enforcement of underage sales through:	Ongoing	RMBC – Trading Standards and Public Health		

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tobacco sales	<ul style="list-style-type: none"> Communications plan for tobacco control (10.1) 				
	Work with community organisations to denormalise smoking and raise awareness of risks of underage access to tobacco through: <ul style="list-style-type: none"> Communications plan for tobacco control (10.1) 	Ongoing	RMBC – Trading Standards and Public Health		
5. 100% of schools to have smokefree policies approved by heads	Audit number of schools with smokefree policies	September 2013	RMBC – Healthy Schools		
	Proactive tailored communications with head teachers/governors of schools without policies to promote template policy and (secondaries only) smokefree schools pack	Ongoing – report quarterly	RMBC – Healthy Schools and Public Health		
Goal 2: Reducing harm to adults from tobacco consumption					
6. Percentage of adults 18 and over smoking (integrated household survey)	Dissemination of MECC e-learning package	Ongoing	All Partners		
	Work with community, statutory and private sector organisations to promote smokefree homes and smokefree spaces, and to denormalise smoking through: <ul style="list-style-type: none"> Communications plan for tobacco control (10.1) 	Ongoing	Public Health, RSSS/RFT		
	Promote the benefits of quitting smoking and the support available to do so at every opportunity through: <ul style="list-style-type: none"> Communications plan for tobacco control (10.1) Communications and marketing plan for the Stop Smoking Service (10.2) 	Ongoing	All partners (Public Health/RSSS for communications plans)		
	Provide a range of support options to people wanting to stop smoking, targeted at identified priority groups	Ongoing	RSSS/RFT		

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7. 100% of key public sector staff undertake every contact counts	Dissemination of MECC e-learning package	Ongoing	All partners		
8. participation by retailers in Responsible Retailer scheme – 100 13/14, 200 14/15	<i>TBC – link with community alcohol partnership work (see above)</i>				
9. Number of prosecutions for sales of illicit and counterfeit tobacco	Promote the dangers of illicit and counterfeit tobacco products, leading to increased intelligence about and enforcement of illicit sales through: <ul style="list-style-type: none"> • Communications plan for tobacco control (10.1) 	Ongoing	RMBC –Trading Standards and Public Health		
10. General supporting actions					
	10.1 Develop and implement tobacco control communications plan	July 2013 and ongoing	Public Health		
	10.2 Develop and implement communications and marketing plan for the stop smoking service	July 2013 and ongoing	RSSS/RFT		