

Minutes	Title of Meeting:	Rotherham Tobacco Control Alliance
	Time:	14:00 pm
	Date:	18 April 2013
	Venue:	Riverside House, Rotherham
	Reference:	AI
	Chairman:	Cllr Ken Wyatt

Present:

Cllr Ken Wyatt (Chair)	RMBC
Alison Iliff	RMBC Public Health
Simon Lister	Rotherham Stop Smoking Service
Kay Denton Tarn	RMBC Healthy Schools
Peter Jones	South Yorkshire Fire and Rescue
Alex Wilson	Rotherham United Community Sports Trust

1.	<p>In attendance and apologies</p> <ul style="list-style-type: none"> Cllr Wyatt welcomed everybody to the meeting. Apologies were received from Joanna Saunders, Cllr Jo Burton, Cllr Judy Dalton, Michaela Power and Alan Pogorzelec 	
2.	<p>Minutes from the last meeting and matters arising</p> <ul style="list-style-type: none"> The minutes of the previous meeting were agreed as a true and accurate record. <p>Matters arising</p> <ul style="list-style-type: none"> An allowance for staff to attend stop smoking support during working hours was not approved. A group session was set up at Riverside in the New Year at lunchtimes but despite wide publicity only 3 people attended the sessions. This was not viable longer term so the individuals were transferred to other support options. 	
3.	<p>Feedback on South Yorkshire tobacco control commissioning plans review</p> <p>Alison outlined the outcome of the South Yorkshire-wide project to review tobacco control commissioning and activities for prevalence reduction. A year-long piece of work has been carried out, supported by Sheffield University and involving public and professional stakeholders from across the county. The recommended outcome was a rebalancing of funding away from just stop smoking support to a wider programme of tobacco control; commissioning a lower cost, more targeted stop smoking service, possibly South Yorkshire-wide, and using the savings made to increase investment into enforcement action against cheap and illicit tobacco, youth prevention and communications and marketing. The proposals were scheduled to go</p>	

	to Cabinet on 24 April for approval. Post meeting note: proposals were approved by Cabinet.	
4.	<p>Rotherham Health and Wellbeing strategy: smoking as a priority measure and action plans</p> <p>Rotherham's Health and Wellbeing Strategy has six workstreams and six priority measures. Smoking/tobacco is one of the priority measures. All priority measures have a number of performance measures that are being reported against, as well as having to contribute actions to the workstream action plans.</p> <p>The group discussed the proposal to redraw our action plan to ensure it complements the HWB strategy and supports delivery of the priority measure. Alison had drafted some proposed actions to achieve the performance measures and incorporate the workstreams.</p> <p>Action:</p> <ul style="list-style-type: none"> • All members to review the actions and send Alison any suggested additions/amendments by Friday 3 May • Alison to create new action plan for ongoing monitoring 	<p>ALL</p> <p>AI</p>
5.	<p>Smokefree Treeton update</p> <p>Initial results have been shared, but are not yet in the public domain. They suggest a reduction in misperceptions across all the pilot areas combined, when compared to the control area. However two locations did not show a reduction. Treeton had a reduction similar to the Y&H average and also showed a reduction in self-reported smoking prevalence between the pre and post surveys. Approximately 500 households were surveyed in each area.</p> <p>A formal feedback event is being held for commissioners and community coordinators in late May.</p> <p>Action: Alison to circulate further results when available</p>	<p>AI</p>
6.	<p>Terms of Reference</p> <p>The existing terms of reference are now outdated as a result of the changes to the public health landscape. Discussions on membership and reporting structures were held. Responsibilities and aims should reflect the HWB strategy.</p> <p>Actions:</p> <ul style="list-style-type: none"> • Alison to draft revised ToR and circulate for comments • Alliance to formally approve the ToR at the next meeting 	<p>AI</p> <p>ALL</p>
7.	<p>NICE guidance: smoking cessation in acute, maternity and mental health services</p> <p>Draft guidance has been issued for consultation and can be found at: http://guidance.nice.org.uk/PHG/51/Consultation/Latest The consultation runs from 05 April 2013 – 5 June 2013. The secondary</p>	

	<p>care tobacco group will be discussing the guidance at their meeting in early May and contribute towards a response.</p> <p>Actions:</p> <ul style="list-style-type: none"> • Alison to circulate the guidance • All to respond with views by Friday 17 May 2013 • Alison to compile a response and circulate 	<p>AI ALL AI</p>
8.	<p>AOB</p> <ul style="list-style-type: none"> • RUFY Youth forum report on Roma smoking rates – incorporate into the Roma health information on special needs groups within the Joint Strategic Needs Assessment (JSNA). Action: Alison and Alex to meet separately to discuss how to take the working relationship forward and to connect RUFY activity with the strategic approach. • RSSS has launched a daily text messaging service for quitters • E-cigarettes: There is a shop opening on Wellgate later this month selling E-cigarettes. There was an article in the Advertiser promoting the benefits and quoting Prof John Britton of the UK Centre for Tobacco Control Studies (an advocate of e-cigarettes for harm reduction). Discussed putting out a press release but felt hold off until we hear about MHRA endorsement, as we are still in a position where we can neither promote, nor actively campaign against. 	<p>AI/AW</p>
	<p>Date and time of next meetings</p> <ul style="list-style-type: none"> • Thursday 18 July 2013. Floor 2, wing B, room 21 • Thursday 17 October 2013. Floor 2, wing B, room 21 <p>All meetings will be held at Riverside and run from 2.00pm – 4.00pm</p>	