

Minutes	Title of Meeting:	Rotherham Tobacco Control Alliance
	Time:	2:00pm
	Date:	16 January 2014
	Venue:	Riverside House, Rotherham
	Reference:	AI
	Chairman:	Cllr Ken Wyatt

Present:

Cllr Ken Wyatt (Chair)	RMBC
Alison Iliff	RMBC Public Health
Cllr Judy Dalton	RMBC
Sandie Holloway	Dearne Valley College
Alan Pogorzelec	RMBC

Apologies:

Jon Miles	Rotherham NHS Foundation Trust
Simon Lister	Rotherham Stop Smoking Service
Peter Jones	South Yorkshire Fire and Rescue
Kay Denton Tarn	RMBC Healthy Schools

1.	<p>In attendance and apologies</p> <ul style="list-style-type: none"> Cllr Wyatt welcomed everybody to the meeting. Apologies were received from Jon Miles, Simon Lister, Pete Jones and Kay Denton Tarn 	
2.	<p>Minutes from the last meeting and matters arising</p> <p>The minutes of the previous meeting were agreed as a true and accurate record.</p> <p>Matters arising</p> <ul style="list-style-type: none"> There were no matters arising that are not covered elsewhere on the agenda 	
3.	<p>Update on tobacco control services for 2014/15</p> <p>Doncaster and Rotherham Smokefree Service</p> <p>The contract for this service was awarded to South West Yorkshire Partnership NHS Foundation Trust (SWYPFT) in late December. The staff in the existing service will all transfer to SWYPFT and they will take over running the service from April 2014, with the full new specification in place by the end of June. The new service will provide different tiers of support based upon the need of the client, assessed via quitting history, level of addiction, medical history, demographics (target group).</p> <p>Stop smoking support in pregnancy</p>	

	<p>The intention is that the service will remain at RFT becoming formally part of the midwifery service. A new head of midwifery has started this month and Alison has a meeting with her on 17 January.</p> <p>Post meeting note: the meeting was positive and productive and focused on finding solutions to issues associated with the transfer.</p> <p>Communications and Social Marketing for tobacco control This tender is being led by RMBC on behalf of Doncaster and Sheffield authorities. We are due to issue the invitation to tender imminently (awaiting a document from legal) and the contract should start on 01 April 2014.</p> <p>Enforcement officer A dedicated tobacco enforcement officer within trading standards will be funded by PH from 01 April 2014. A service level agreement has been agreed for this work. The officer would make links with area assemblies, parish councils etc to raise awareness of the issue of cheap and illicit tobacco and underage sales, and encourage reporting of any intelligence about contraventions.</p> <p>Youth prevention Funding will be given to the integrated youth support service for youth prevention activity from 01 April 2014. A service level agreement is in development.</p>	
4.	<p>E-cigarettes</p> <p>E-cigarette use continues to increase, as do retailers of the products. They can only be regulated as consumer products, so the only action Trading Standards can take is if products that are tested contain substances other than those claimed. Chargers for e-cigarettes have been implicated in house fires in South Yorkshire.</p> <p>The group discussed the recent position statement from Public Health England and the current consideration of a ban on e-cigarettes at Rotherham Hospital. Given the information from PHE the Alliance would recommend their prohibition on trust premises, but noted that the decision whether to implement the recommendation would be for RFT to make.</p>	
5.	<p>Young People's Lifestyle Survey</p> <p>The 2013 Young People's Lifestyle Survey is now published and had been circulated to Alliance members. The key findings for smoking are:</p> <ul style="list-style-type: none"> • Increase in percentage of pupils saying their home is smokefree (66%, up from 64% in 2012) • Increase in percentage of pupils who have never tried cigarettes (94% of year 7 and 64% of year 10. In 2012 the figures were 92% and 58% respectively) • Reduction in regular smoking (1% of year 7, down from 2% in 2012, and 9% of year 10, down from 14% in 2012) • More than 35% of year 10 pupils reported getting their cigarettes from local shops <p>There was discussion about the questions asked in the survey – these differ from those in the national survey of drinking, smoking and drug</p>	

	<p>use in young people as they only ask about weekly or less frequent smoking. Until this year the Rotherham pupils were left to make a subjective decision as to whether they were regular or occasional smokers; in 2013 some guidance was given (at least one cigarette per week for regular, less than one cigarette per week for occasional) and this could, in part, account for the large drop in regular smokers at year 10.</p> <p>Specific definitions and perception of what ‘regular smoker’ means can be quite different; members of the group felt regular would indicate more frequent smoking than one per week so when data is published the general public may think the smoking rate is more extreme than it is. The national survey contains the following question (bullet in bold does not appear in the local survey):</p> <p><i>Now read the following statements carefully and tick the box next to the one which best describes you.</i></p> <ul style="list-style-type: none"> • <i>I have never smoked</i> • <i>I have only ever tried smoking once</i> • <i>I used to smoke sometimes but I never smoke a cigarette now</i> • <i>I sometimes smoke cigarettes now but I don’t smoke as many as one a week</i> • <i>I usually smoke between one and six cigarettes a week</i> • <i>I usually smoke more than six cigarettes a week</i> <p>If we adopted the same question as the national survey we could apply the descriptor in the same way to still enable comparison with national data and previous local surveys, but we could also have a clearer picture of the proportion of pupils smoking more heavily.</p> <p>Action: AI to feed back to the team managing the YP Lifestyle survey to request the addition of the question relating to 6 or more per week</p>	AI
6.	<p>No Smoking Day</p> <p>This year’s No Smoking Day is on 12 March and the theme is V for Victory – celebrating the victory people feel when they successfully quit smoking. The Stop Smoking Service will be promoting at a health event at RFT and promoting via social media in the lead up to the day. The No Smoking Day charity became part of BHF last year and so there is greater opportunity for promotion via Heart Town partners than in previous years and BHF shops will be promoting NSD.</p> <p>Display packs have to be ordered individually – it is no longer possible to bulk order for distribution. The link for the organiser’s free display pack is: http://www.nosmokingday.org.uk/sign-up</p>	
7.	<p>Round table update</p> <p>RSSS: Simon had sent the RSSS update via email. AI circulated this to Alliance members after the meeting.</p> <p>SYFR: a rationalisation of the number of partnership meetings SYFR staff could attend has been made and tobacco alliances have been made a lower priority. It was suggested that we could try to focus all SYFR-related issues into one meeting each year.</p> <p>South Yorkshire Tobacco Alliance meeting: it was suggested that</p>	SL

	<p>discussions take place with Doncaster, Sheffield and Barnsley about having one joint tobacco meeting each year to facilitate sharing of activity and best practice and networking for those involved in tobacco control. This is more relevant now as a result of the joint commissioning arrangements.</p> <p>Trading Standards: Alan shared information on a number of raids that took place in November 2013 and used a sniffer dog to assist in finding the concealed products.</p> <ul style="list-style-type: none"> • Five raids took place • 6,000 cigarettes were seized • 20kg hand rolling tobacco was seized • Currently the penalties issued for selling cheap and illicit tobacco do not reflect the crime committed. However, if a retailer is convicted their licence to sell alcohol would automatically be reviewed and criminal activity can influence the decision to renew the licence. 	
	<p>Date and time of next meetings</p> <ul style="list-style-type: none"> • Thursday 17 April 2014 • Thursday 17 July 2014 (<i>this date is likely to change</i>) • Thursday 16 October 2014 <p>All meetings will be held at Riverside House, floor 2, wing B, room 21 and run from 2.00pm – 3.30pm</p>	