

Minutes	Title of Meeting:	Rotherham Tobacco Control Alliance
	Time:	2:00pm
	Date:	17 April 2014
	Venue:	Riverside House, Rotherham
	Reference:	AI
	Chairman:	Cllr Ken Wyatt

Present:

Cllr Ken Wyatt (Chair)	RMBC
Alison Iliff	RMBC Public Health
Sandie Holloway	Dearne Valley College
Alan Pogorzelec	RMBC
Simon Lister	Doncaster and Rotherham Smokefree Service
Sue Adamson	Rotherham NHS Foundation Trust
Ann Berridge	RMBC

Apologies:

Jon Miles	Rotherham NHS Foundation Trust
Peter Jones	South Yorkshire Fire and Rescue
Kay Denton Tarn	RMBC Healthy Schools
Cllr Judy Dalton	RMBC
Wendy Griffith	Rotherham NHS Foundation 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 Jon Miles, Judy Dalton, Wendy Griffith, 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>Introduction to the Doncaster and Rotherham Smokefree Service</p> <p>SL outlined the new service. Merger of previous services in Doncaster and Rotherham. Made a number of developments:</p> <ul style="list-style-type: none"> Doncaster team have had to move from existing office into temporary accommodation. In Rotherham still in CHC and Bridgegate, but are looking for another town centre venue to be a shop and office space. Will work with RFT around outpatients and discharge planning. Re-contracted with local pharmacies to provide NRT and varenicline via a voucher scheme. Devised Champix PGD to provide via a voucher scheme. Online provision in development and will be up and ready by end 	

	<p>June 2014. Contracted a web company to develop the site and started making a series of films to show the support programme available.</p> <ul style="list-style-type: none"> The Hub – based in Barnsley. All referrals to SWYFT stop smoking services will go via the Hub. Will be a Freephone number. People won't have to go to another borough to access it (can still drop in at Bridgegate). <p>Formally record thanks to Simon for all the hard work he has put in over the past three months to get the new service up and running.</p> <p>Would like to see some consistency across the borough regarding access to stop smoking support for young people.</p> <p>Action: need to make the same offer for all colleges etc. SL/SH/AB SL/AB/SH to discuss outside the meeting</p>	SL/SH/AB															
4.	<p>Smoking in pregnancy service</p> <p>The service comprises two stop smoking specialist midwives and an advisor – now moved into the midwifery service at RFT. Challenge has been to maintain the referrals into the service. Any change cause some blips in communication/understanding how any new processes work. The transition seems to be going well, but has highlighted some training issues.</p> <p>Fathers/partners are supported by the team although relatively few access the service. Support is also available through the Smokefree Service.</p> <p>Performance has been nothing short of amazing over the past few years - numbers of quitters increasing and prevalence has reduced. Feels like it is getting harder to get the women engaged!</p> <p>In 13/14 they have slightly increased the number of quitters achieved but the quit rate has reduced slightly. Will expect quit rate to go down with more women coming into the service this year.</p> <p>Smoking at time of delivery (SATOD) data has been published today. The year-end outturn is 19.79% (12/13 was 19.2%). We will need to consider how we address this increase in rate – the transfer into midwifery will enable a new focus on referral from community midwifery, but later this year an audit of SATOD data would be helpful. Feedback from other areas in Y&H suggest there is frequently poor practice in recording this, with staff not asking women and simply copying the smoking at booking status, and stop smoking midwives saying women they know to have quit being recorded as smokers.</p> <p>Action: AI/SA/WG to discuss SATOD recording audit at quarterly review in June</p> <table border="1" data-bbox="300 1850 1198 2004"> <thead> <tr> <th></th> <th colspan="4">2013/14</th> </tr> <tr> <th></th> <th>Qtr 1</th> <th>Qtr 2</th> <th>Qtr 3</th> <th>Qtr 4</th> </tr> </thead> <tbody> <tr> <td>SATOD</td> <td>18.28%</td> <td>20.41%</td> <td>21.09%</td> <td>19.37%</td> </tr> </tbody> </table>		2013/14					Qtr 1	Qtr 2	Qtr 3	Qtr 4	SATOD	18.28%	20.41%	21.09%	19.37%	AI/SA/WG
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5.	<p>Youth prevention activity</p> <p>AB has outlined the three year project to address smoking in young people and trying to do this in a new way rather than just providing information on quitting.</p> <ul style="list-style-type: none"> • Research with young people via Youth Start about smoking habits and behaviours. We want to ensure lifestyle survey data is reflective of picture. All young people going through youth start will complete the survey to inform future activity/support. • Universal activity in IYSS – looking at impact on environment, smokefree homes/cars, plain packaging agenda, using drama/film. Promoting Stoptober, Stop Smoking Day and providing packs together to highlight activity that can be done on an individual or group basis. • Programme for year 2 and 3 will be developed based on year one outcomes. <p>Work with a lot of Roma young people – smoke at an early age and it is a cultural norm. Look at what messages can be effective with that group.</p> <p>Could these young people be source of information about underage sales/illicit tobacco? Can that info be fed back to Trading Standards? Yes – IYSS would certainly do that.</p> <p>Young people could also be involved in test purchasing – always looking for volunteers. C 15/16 year olds.</p> <p>Action: AB/IYSS staff to pass any information and volunteers for test purchasing to AP</p>	AB/IYSS
6.	<p>Enforcement activity</p> <p>A job description and person spec has been agreed for the enforcement officer, but a report needs to go to DLT for agreement to fill the vacancy. Proposal to fill internally from existing staff within next 3-4 weeks.</p> <p>Three prosecution files are being submitted to director relating to the November enforcement actions, but that doesn't mean they will all go to prosecution. On one premise there will be no further action but have seized a substantial amount of cash (council and police will each get a proportion of this). One premise has gone bust, so it is not worth pursuing further.</p> <p>Funding agreed from the region for the sniffer dog for three days throughout the year. There will also be additional days funded in house.</p> <p>A South Yorkshire wide campaign relating to counterfeit items – fakes cause fires – has been launched. E-cigarette chargers and their links to fires will be covered in this campaign.</p>	

7.	<p>E-cigarettes</p> <p>KW will be attending a Public Health England symposium on e-cigarettes and will report back to July meeting.</p> <p>The issue of pharmacies selling/promoting e-cigarettes was raised – can we have any leverage with them in contract mechanisms around how they are promoted in store? Raise with Nick Hunter from the local pharmaceutical committee.</p> <p>Action: AI to contact Nick Hunter</p> <p>The draft response to the CAP/BCAP consultation regarding advertising rules for e-cigarettes was discussed. The response was based partly on the template response provided by ASH. The Alliance was happy with the draft response.</p> <p>Action: AI to submit response <i>Post meeting note: response was submitted on Tuesday 22 April</i></p>	<p>AI</p> <p>AI</p>
8.	<p>Update on national issues</p> <p>Chantler Review – an academic review commissioned by Government to review further evidence on standardised packaging – was published on 3rd April and stated that ‘standardised packaging of tobacco is likely to contribute to a modest but important reduction in smoking, including reducing the rate of children taking up smoking’. http://www.kcl.ac.uk/health/packaging-review.aspx The Government has since announced that there will be a further short consultation on proposed legislation with the intention that it will be passed before the end of this parliament, to be enacted in April 2016.</p> <p>It was noted that the term ‘standardised packaging’ rather than ‘plain packaging’ should be used to counter the tobacco industry claims that it will increase counterfeiting. Standardised packaging will still include picture health warnings and anti-counterfeiting symbols, so should be no easier than current packaging for producers of illicit tobacco.</p> <p>Legislation relating to smoking in cars where children are present, proxy purchasing and age of sale restriction is currently progressing through the relevant parliamentary processes with the aim to enact it at the same time as point of sale display bans for small shops in April 2015.</p>	
9.	<p>Breathe 2025: inspiring a smokefree generation in Yorkshire and Humber</p> <p>This is a regional initiative that has been funded by Public Health England and will launch sometime over the summer. The aim is to promote actions that can be taken to reduce uptake of smoking among young people and commit to making the next generation a generation of non-smokers. It is still at the planning stages but Scott Crosby (regional tobacco lead) will be invited to the next meeting to present more detail.</p>	

	<p>Discussion among the group supported the principles of the campaign.</p> <p>Action: AI to invite Scott Crosby to the next meeting</p>	AI
10.	<p>Action plan update</p> <p>The revised tobacco control programme and a number of new initiatives and providers means a revision to the action plan is needed. It will still follow the requirements of the Health and Wellbeing strategy.</p> <p>Action: AI to liaise with new providers to agree revised actions and will circulate to all Alliance members once completed.</p>	AI
	<p>Date and time of next meetings</p> <ul style="list-style-type: none"> • Thursday 3 July 2014 <i>room 16 Riverside House</i> • Thursday 16 October 2014 <i>room 21 Riverside House</i> <p>All meetings will be held at Riverside House and run from 2.00pm – 3.30pm</p>	