

Appendix 1: TOBACCO CONTROL STEERING GROUP – WORK PLAN 2022/23 – 2024/25

This workplan is aligned against five strategic aims designed to deliver a smokefree Rotherham by 2030.

Ambition: For Rotherham to become smokefree by 2030 (<5% prevalence)

A. Strategy and Coordination. Deliver a coordinated tobacco control policy, strategy, governance and monitoring system	B. Quit for good. Encourage and support smokers to quit for good	C. Enforcement. Tackle suppliers of cheap, counterfeit, and illicit tobacco and nicotine-containing-products through delivery of effective enforcement	D. Reduce variation in smoking rates by tackling inequalities	E. Stop the start. Reduce the number of people taking up smoking, particularly young people
1. Create a shared vision, plan, governance structure, and set of policies for effective tobacco control across Rotherham. 2. Improve the availability and use of local data on tobacco use, exposure, and related health outcomes.	3. Provide high quality community-based smoking cessation support 4. Deliver a smokefree NHS. 5. Eliminate tobacco dependence in pregnant women. 6. Work with local employers to help staff to quit.	7. Create a hostile environment for tobacco fraud and underage sales through intelligence sharing. 8. Tackle illegal activity including sales of counterfeit and illegal nicotine containing products. 9. Change perceptions about illegal tobacco sales and the harms of buying and using illegal vape products.	10. Deliver targeted and tailored smoking cessation services and communications to reach groups with highest prevalence of smoking.	11. Support schools to minimise uptake of smoking and e-cigarette use amongst Rotherham children and young people. 12. Reduce exposure to second-hand smoke and de-normalise smoking by expanding and enforcing smokefree place policies. 13. Use targeted and mass communication to change attitudes and social norms around smoking and increase quit attempts.

Ref	Action	Timescale						Output	Notes
		2022/3		2023/4			2024/ 2025		
		Q3	Q4	Q1	Q2	Q3			
A	Strategy and Coordination. Deliver coordinated tobacco control policy, strategy, governance and monitoring systems across Rotherham								
1	Create a shared vision, plan, governance structure, and set of policies for effective tobacco control across Rotherham								
1.1	Establish Tobacco Control Steering Group (TCSG) with representation from partners across Rotherham	X						Tobacco Control Group Workplan and Terms of Reference developed and approved by HWBB	Complete
1.3	Renew TC Commitments - RMBC – Local government declaration - RMBC – CRUK motion - TRFT – NHS smokefree pledge			X	X			Commitments approved, publicised, and enacted	Signing of declarations agreed, motion delivered. Communication tbc.
1.4	Develop a Rotherham partnership position paper on vaping/e-cigarettes, including use as quit aid and addressing normalisation	X	X					Policy position paper approved by partner orgs	Complete Presented to H&WbB
1.5	Review validity of and progress of e-cigarette position paper					X	X		Complete. Action to be revisited.
1.6	Support development of RMBC Advertising Policy to ensure inclusion of e-cigs and tobacco related restrictions					X		Advertising policy incorporating measures on tobacco control approved	In progress
1.7	Maintain partner awareness and buy-in to workplan and progress:		X						Ongoing action. Taken to HWBB Jan 2023 and updates as required

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		2022/3		2023/4			2024/ 2025			
		Q3	Q4	Q1	Q2	Q3				Q4
	<ul style="list-style-type: none"> - Prevention and enablers group - HWBB 									
1.8	Review progress against workplan and strategy (annually) and update					X		X	Progress to be reviewed in Q3.	
1.9	Hold regular information sharing and problem-solving sessions to improve coordination between smoking cessation service providers				X			X	Ongoing action. On track.	
1.10	Link with Personalisation Steering Group to ensure that stop smoking approaches in Rotherham focus on individual patient needs and preferences				X				In progress.	
1.11	Meet with Oral Health Improvement Group to explore opportunities for collaboration			X					Complete. AT attended in June 2023 AT attended Local Dental Committee in July 2023	
2.	Improve the availability and use of local data on tobacco use, exposure, and related health outcomes									
2.1	Develop dashboard of indicators, progress measures and targets for Rotherham to enable meaningful tracking of progress against the strategy and action plan		X						Dashboard of targets and indicators developed and approved by TCSG	Complete
2.2	Use data from CACI to profile existing smokers in Rotherham / identify areas with			X	X				Local profile of smokers developed to identify groups and geographical	In progress

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		2022/3		2023/4				2024/ 2025		
		Q3	Q4	Q1	Q2	Q3	Q4			
	high prevalence to inform communications and targeting of work.								areas with highest prevalence	
2.3	Explore opportunities to align Rotherham Schools' Survey questions about smoking and e-cig use with national, validated surveys to enable comparison		X	X						Complete
2.4	Conduct targeted behavioural insights / coproduction research with local communities to inform stop smoking service development	X								Complete
2.5	Identify and agree measures for monitoring trends in e-cigarette quit rates and long-term use amongst stop smoking service users				X	X			Indicators for e-cigarette use included in Better Health supplier's contract and data reported regularly	In progress - During Better Health contract mobilisation
2.6	Review JSNA tobacco control data and intelligence ensuring integration of smoking dashboard indicators	X				X		X		Complete. To be revisited Q3 23/24.
B.	Quit for good. Encourage and support smokers to quit for good									
3	Provide high quality, community-based smoking cessation support									
3.1	Ongoing delivery of an effective local smoking cessation service	X	X	X	X	X	X	X		In progress - Mobilisation of new contract in second half of 2023
3.2	Launch new smoking cessation service – including communicating any contract change and adaptations in referral systems for professionals (including					X	X			Action on track. New service launches on 1 st October 2023.

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		Q3	Q4	Q1	Q2	Q3	Q4			
	Dental Practitioners, Housing, Fire and Social Services)									
3.3	Review and update MECC training, systems and practice to ensure <ul style="list-style-type: none"> - alignment with current best practice and policy (including e-cigarette policy) - implementation of very brief advice - easy referral to community smoking cessation services (e.g. through online platform) 			X	X			X	Smoking content for MECC updated to align with best practice	In progress.
3.4	Review opportunities to enhance stop smoking support; and smokefree homes communications to smokers living in social housing (including through very brief advice; referrals to smoking cessation services; targeted messaging) offered through housing services; midwifery services; 0-19 services and other contacts			X	X					In progress – working with SY Tobacco Leads network to develop a SY approach
3.5	Deliver MECC across council departments and explore wider partner opportunities – ensuring appropriate evaluation	X	X	X	X	X	X	X	MECC commitment in Council plan for 150 attendees/annum	Ongoing action.
4	Implement a truly smokefree NHS									
4.1	Provide Tobacco Treatment Services to all TRFT secondary care patients	X	X	X	X	X	X	X	Expansion to Outpatient and community services	Ongoing action. Criteria aged 12 years and over

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		2022/3		2023/4				2024/ 2025		
		Q3	Q4	Q1	Q2	Q3	Q4			
4.2	Publish 2022 updated TRFT Policy to Promote a Smoke Free NHS Site			X					Formal policy publication	Complete Updated policy published 27/01/2023
4.3	Provide Tobacco Treatment Services to household members of admitted children					X			Increased service activity and onward community referrals	Introduction of household member screening required
4.4	Roll out of lung health checks	X	X	X	X	X	X	X	Smoking cessation referrals from lung health check	Ongoing action.
4.5	Regularly identify smokers and refer to cessation support through NHS Health Checks	X	X	X	X	X	X	X	Smoking cessations referral from NHS health check	Ongoing action.
4.6	Explore potential for quality contract to include focus on smoking and respiratory health – through Core 20+5 agenda			X						In progress.
4.7	Deliver training to Primary Care Trusts PLT re. lung health and smoking cessation			X						Complete.
5	Eliminate tobacco dependence in pregnant women									
5.1	Ongoing deliver of Rotherham-wide service supporting pregnant women and their families to quit smoking during pregnancy	X	X	X	X	X	X	X		Ongoing action.
5.2	Review feasibility of delivering an evidence-based incentive-to-quit scheme in Rotherham – targeting low-income families		X	X						In progress, awaiting outcome of national Smokefree commitments.

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		2022/3		2023/4				2024/ 2025		
		Q3	Q4	Q1	Q2	Q3	Q4			
5.3	Implement findings from incentive programme review				X	X	X	X		Budget not yet identified. Potential link to national Smokefree commitments.
5.4	Review and strengthen messaging around smoking in pregnancy delivered at pre-conception stage (family planning, nurse family partnerships and other services)				X					In progress.
5.5	Strengthen post-partum support for women who have quit during pregnancy						X			Action to be picked up in Q4.
5.6	Coordinate maternity focused tobacco control work with Local Maternity Neonatal System	X	X	X	X	X	X	X		Ongoing action.
6	Work with local employers to help staff to quit									
6.1	Expand the BeWell@Work award scheme – working to become a smokefree place		X	X						Ongoing action. BeWell@Work award scheme continues to be rolled out
6.2	Provide Tobacco Treatment Services to all TRFT and RDASH staff	X	X	X	X	X	X	X	Increased staff service utilisation and quit rates	Ongoing action. Now embedded as business as usual.
6.3	Explore opportunities to build smoking cessation support to staff as part of anchor institution commitments.		X							Complete.
C	Reduce variation in smoking rates by tackling inequalities									
7	Deliver targeted and tailored smoking cessation services and communications to reach groups with highest prevalence of smoking.									
7.1	Deliver specialist stop smoking services for people with mental health conditions	X	X	X	X	X	X	X		Ongoing action. Now embedded.

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7.2	Identify opportunities to strengthen referral to smoking cessation services from SMI health checks				X				Action to be completed in Q3.
7.3	Incorporate smoking into template for PCN Health Inequalities Action Plans			X					Complete.
7.4	Consolidate smoking focused actions from PCN health inequalities action plans and identify support needs				X				Action to be completed in Q3.
7.5	Explore opportunities to improve reach to manual workers as a group with disproportionately high prevalence of smoking						X		Action to be picked up in Q4.
7.6	Increase referrals to community smoking cessation services in high deprivation LSOAs through targeted health checks programme			X	X	X	X		In progress. Data indicates increase in uptake high deprivation.
7.7	Pilot integration of e-cigarette programme into drug and alcohol service users			X	X	X	X		Action on hold due to change of drug and alcohol service provider.
7.8	Explore opportunities to improve reach to ethnic groups with high prevalence				X				In progress.
7.9	Explore opportunities to improve reach to LGBTQI+ people				X	X			In progress – Evidence review being conducted
D.	Enforcement - Tackle suppliers of cheap, counterfeit, and illicit tobacco and nicotine containing products through delivery of effective enforcement								
9	Create a hostile environment for tobacco fraud and underage sales through intelligence sharing								

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		2022/3		2023/4				2024/ 2025		
		Q3	Q4	Q1	Q2	Q3	Q4			
9.1	Trial of joint schools' work with RUFC and RMBC Trading Standards to identify sites selling tobacco products and e-cigarettes to under-18s			X	X	X	X	X		Requires further discussion. Currently hope to pursue SYP work.
9.2	Collaborate with SY police and local partners on intelligence gathering and sharing about sale of counterfeit and illegal tobacco and nicotine-containing products	X	X	X	X	X	X	X		In progress. Planned additional capacity in Q4 for intelligence gathering
9.3	Engage with retailers to improve awareness of legislation around tobacco control, of what to with information about illicit tobacco locally, and implications of operating illegally	X	X	X	X	X	X	X		In progress. Responsible retailer visits to start by end of Q1.
10	Tackle illegal activity including sales of counterfeit and illegal nicotine containing products (including unlicensed nicotine containing e-cigarettes)									
10.1	<p>Develop Trading Standards costed action plan for tobacco and e-cigarette enforcement in line with NICE 2021 Tobacco Control guidance, including:</p> <ul style="list-style-type: none"> • 'Systems' measures of success to monitor plan • Priority activities to maximise impact on local smoking rate – focusing on areas close to schools, and in wards with highest rates of smoking (informed by PH intelligence). 				X					In progress.

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		Q3	Q4	Q1	Q2	Q3	Q4			
10.2	Implement tobacco control and e-cigarette enforcement action plan including through targeted test purchasing operations, and investigations of repeat offenders			X	X	X	X	X		In progress. Several investigations ongoing.
11	Change perceptions about illegal tobacco sales and the harms of buying and using illegal vape products									
11.1	Work with locally e-cigarette retailers to ensure that they offer MHRA-approved products, guidance on safe and effective use of e-cigarettes, and referrals into local stop smoking services.			X	X	X	X	X		In progress. Responsible retailer visits to start by end of Q1.
11.2	Help the public to identify responsible vape shops and retailers							X	X	Action to be picked up in Q4.
11.3	Generate comms output using behavioural levers to expose the true nature of the fraud and the consequences for those involved in it				X				X	
E.	Stop the start: Reduce the number of people taking up smoking – particularly young people									
12	Support schools to minimise uptake of smoking and e-cigarette use amongst Rotherham children and young people									
12.1	Review status and experiences of implementing school smoke-free policies in primary schools across Rotherham		X	X						Complete. Scoping at Senior Leaders Meeting (April 23)
12.2	Adapt, pilot, roll out and evaluate school smokefree toolkit (primary and secondary) – including a focus on vaping - in line with local and national messaging and tools)			X	X	X	X	X		In progress - No budget yet identified. New vaping resource has been shared.

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12.3	Provide local PSHE coordinators with information about the prevalence of smoking locally and resources to support anti-smoking education across all age groups.			X	X	X	X	X		Exploring offer from 0-19 Team with Senior Leaders meeting. Lifestyle survey results to be shared – awaiting publication.
13	Reduce exposure to second-hand smoke and de-normalise smoking by expanding and enforcing smokefree space policies									
13.1	Identify opportunities to expand smokefree places in Rotherham				X					In progress – funding opportunities being explored
13.2	Review existing smokefree places policies to integrate e-cig guidance				X					In progress
13.3	Increase signage around smokefree places				X	X	X			No budget yet identified
14	Use targeted and mass communications to change attitudes and social norms around smoking and increase quit attempts									
14.1	<p>Develop enhanced tobacco control communications strategy* focusing on social norms change, and inspiring quitting</p> <ul style="list-style-type: none"> - Horizon scanning and evidence review to identify materials, campaigns and opportunities for collaboration - Identify priority target groups in reference to local data - Produce 3 year comms strategy - Generate / adapt and test tailored messages - Produce comprehensive communications calendar to be 			X	X	X	X	X	<p>Strategic communications partner identified</p> <p>Costed tobacco control comms strategy developed</p>	No budget yet identified.

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		2022/3		2023/4				2024/ 2025		
		Q3	Q4	Q1	Q2	Q3	Q4			
	utilised and owned by all local partners									
14.2	Develop and launch a prevention brand and campaign, including smoking cessation messaging and the expansion of RotherHive.		X	X						Complete.