

## Moray Local Tobacco Alliance Action Plan 2009 - 2011

### Strategic Aim (SFISM)

5.To encourage all those responsible for smoking prevention activity aimed at children and young people to actively involve children and young people themselves in the planning and delivery of services and programmes to ensure their perspective is fully reflected in the approaches adopted and to encourage active citizenship. **Delivery lead-** All relevant agencies - NHS Boards, local authorities, etc

9.To encourage schools and all youth work/ community settings where young people gather to adopt clear no smoking policies and in addition we ask that they reinforce messages concerning the addictiveness and health risks associated with smoking. **Delivery lead -** Local Authorities/ Community Learning & Development Partnerships/YouthLink Scotland/ NHS Boards

Strand	Outcomes	Actions & Risk	Resources required	Lead
<b>Prevention</b> Education – Settings approach; eg Nursery / Schools / College, etc  Smoke free homes / cars  Statutory & voluntary  Kick – Butt! – 3 year prevention and cessation rolling programme to be delivered within all ASGs in Moray	Increased Health Improvement recording mechanism  Integration of services & organisations to increase awareness & provision of smoking cessation	Identify current data collection streams (S2 interviews and Health & Wellbeing in Schools Group  Utilise existing data to form evidence base  Extra resource required if extended service.  To continually review and identify partner agencies such as Moray Childcare Partnership – links to Safer Stronger Group	Staff to deliver Health Education Programme HIA Impact (TG)  Toolkits	Educational Services to liaise with all Schools & Colleges  Safer Stronger Group GFRS

**Strategic Aim SFISF**

14. To encourage all organisations and agencies who in come into contact with children and young, including NHS organisations, local authorities and care providers, to have a health leadership role and be at the vanguard of changing smoking cultures in Scotland, by, for example, introducing smoke-free policies in external areas frequented by children and young people such as playgrounds. NHS organisations, local authorities and care providers etc

23. To allocate additional funding to NHS Boards of £1.5m in each of the years 2008/09 to 2010/11 to enable them to co-ordinate action locally to underpin the measures outlined in this Action Plan and to ensure this is reflected in their tobacco control programmes. Scottish  
**Delivery Lead** - Government/ NHS Boards

Strand	Outcomes	Actions & Risk	Resources required	Lead
<p><b>Cessation Services</b>                      Individuals                      Group                      Corporate                      Pregnancy                      Young People</p> <p><b>Pharmacy Service</b></p> <p><b>GP Service</b></p> <p><b>Workplace</b></p> <p><b>Retail Outlets</b></p>	<p>To have a robust Smoking Advisory Service (SAS) to deliver cessation support to a diverse range of service users in a variety of locations.</p> <p>Integrate all smoking cessation efforts within Moray</p> <p>Monitor sales of cessation products such as NRT</p>	<p>Identify current service provision</p> <p>Identify data collection streams within localities</p> <p>Utilise SAS Advisor(s) to support existing programmes and initiatives in conjunction with mainstream services</p> <p>Link to retail outlets to highlight support services</p>	<p>NHS Budget</p> <p>SAS Advisor(s)</p>	<p>Derek Petrie / Ross Sutherland                      Tracey Gervaise                      (Strategic &amp; Operational)</p>

**Strategic Aim SFISF**

15. To work in partnership with the Convention of Scottish Local Authorities ( COSLA), Scottish local authorities, the Society of Chief Officers of Trading Standards in Scotland ( SCOTSS) and other relevant interests to develop an outcome-focused scheme to secure more rigorous enforcement of tobacco sales law. Also, as per Action 20, to ensure this complements action to reduce illicit sales of tobacco.

**Delivery lead** - Scottish Government/Local authorities

25. To allocate funding within the spirit of the new relationship between the Scottish Government and local authorities, of £1.5m in each of the years 2008/09 to 2010/2011 to enable them, as set out at Actions 15, 18 and 20, to step up enforcement of tobacco sales law and to work in partnership with HM Revenue and Customs to tackle illicit sales of tobacco.

**Delivery lead** - Scottish Government/Local authorities

<b>Strand</b>	<b>Outcomes</b>	<b>Actions &amp; Risk</b>	<b>Resources required</b>	<b>Lead</b>
<b>Reduction in sales</b>	Reduction in availability of tobacco products  Ensure legislation enforced re sales to under 18's	Continue test purchasing  (R) cost implication  Partnership approach – utilise existing Young People's Forums / Groups for test purchasing, eg Kickbutt  Links to voluntary sector	Volunteers	Trading Standards

Strand	Outcomes	Actions & Risk	Resources required	Lead
<b>Training</b>	<p>Audit to identify those currently trained in SAS delivery in Moray</p> <p>To deliver training programme:  Brief Intervention  Blended Learning  Intensive Support</p>	<p>Identify dates for Blended Learning</p> <p>Training date set for 19<sup>th</sup> of March 0900 – 1600 @ Dunbarnery , Dr Grays</p> <p>Identify staff from various locations to attend training</p>		Kevin Leslie

Strand	Outcomes	Actions & Risk	Resources required	Lead
<b>Monitoring &amp; Evaluation outcomes</b>	To have robust reporting mechanisms and accurate baseline data	Derek to approach ASH Agreed reporting timeframes	Reporting templates	All

Strand	Outcomes	Actions & Risk	Resources required	Lead
Prevalence	<p>Accurate relevant data to inform practice</p> <p>Health Intelligence re smoking prevalence amongst pregnant women</p>	Links to Health Intelligence	Reporting templates	<p>Health Intelligence</p> <p>SAS</p> <p>Pharmacy</p> <p>Schools</p>