

Glasgow Tobacco Strategy 2015-2017






The Glasgow Tobacco Strategy sets the joint direction for tobacco work in Glasgow for 2015-17 between the Council and NHS Greater Glasgow and Clyde. The Strategy was launched in January 2015 and will be implemented over a 3 year period.

Monitoring






Glasgow City Council Chief Executive’s Office is working jointly with the NHS GGC Health Improvement Tobacco Team to monitor the implementation of the strategy. This will involve reviewing progress towards implementation of actions on an annual basis with a final outcome report to be collated in 2018. The template attached will be used to gather activity (output) data annually. The schedule for data collection and Committee reporting will be as follows:

Period	Data Type	Deadline	Committee
Jan 2015- Jan 2016	Outputs	1 st Feb 2016	Health and Social Care Policy Development Committee 02/03/2016
Jan 2016-Jan 2017	Outputs	TBC	TBC
Jan 2017-2018	Outputs and Outcomes	TBC	TBC







Objective 1: Strategic Planning (Building partnerships and developing localised action plans)

Action		Output Measure	Brief Update	RAG Rating	Respondent and Service
1.1	Identify and form new partnerships in order to expand opportunities for tobacco control interventions within a range of settings	Partnerships and joint working developed between relevant agencies	Links made with a number of organisations to take forward specific pieces of work as appropriate, e.g., Homestart, Preshal, Bridging the Gap, addiction and mental health services.		GHSCP Health Improvement (HI) South Locality
			Links made with EPIC 360, Stepping Stones for Families, 3D Drumchapel.		GHSCP HI North West Locality
			Links made with local Foodbanks, GAMH, Glasgow Addiction Services, Youth Organisations, Glasgow Kelvin College, Tesco, Pre 5 establishments, Celtic FC Foundation, Fire & Rescue, SAY Women, Social Work Services (Kinship Caring, LAAC, Fostering)		GHSCP HI North East Locality
1.2	Agree a mechanism within each sector as to how strategy will be implemented	Production of localised action plan within each sector	Local action plans have been developed for 15/16. New action plans for 16/17 in development.		All Localities
1.3	Strategy is adopted by the Strategic Plan of the Glasgow Health and Social Care Partnership	Work with Integrated Joint Board as they develop Strategic Plan	Tobacco priorities are reflected within the Glasgow City Integration Joint Board Strategic Plan 2016-19.		Glasgow City Health and Social Care Partnership




Objective 2: Prevention (Creating an environment in Glasgow where young people choose not to smoke)

Action	Output Measure	Brief Update	RAG Rating	Respondent and Service
Universal				
2.1	Increase capacity in schools to deliver the tobacco element of health improvement programmes within Curriculum for Excellence <ul style="list-style-type: none"> • Appropriate resources and training available to all schools to support programme delivery • Uptake of programmes 	All primary and secondary schools have received tobacco education packs – Trade Winds for primary schools and Smokefree 4 Me for secondary schools. Annual updates of the packs are available for download from the Smokefree Services website. CPD training has been developed for each pack and has been delivered within Glasgow City schools by local Health Improvement staff. These training sessions have been included on the CPD training calendar for teachers.		NHS GGC Education Services
		Rangers Football Club programme supports Trade Winds in primary schools which feed into secondary schools delivering ASSIST.		GHSCP HI South Locality
		All primary schools contacted by telephone and email to increase participation in the Name the Teddy second-hand smoke competition. Communication plan is in place to ensure continued participation by schools following training.		GHSCP HI North West Locality
		All Thriving Neighbourhood Secondary Schools offered CPD training, as recommended from SFS. Tobacco Practitioner delivers training in partnership with Youth Workers, (Urban Fox Programme). All Secondary Schools (priority neighbourhoods), offered tobacco visual and written resources, part of a resource library for young people. All Secondary/Primary Schools (priority neighbourhoods), offered support from Youth Workers (Urban Fox). Providing Trade Winds and Smoke Free 4 Me support (NHSGGC programmes).		GHSCP HI North East Locality
2.2	Encourage schools to address smoking as part of <ul style="list-style-type: none"> • Plan in place • Evidence of alignment 	Multiple Risk Sub-group of HIEG currently working on plan to cover variety of risky behaviours.		Education







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Action	Output Measure	Brief Update	RAG Rating	Respondent and Service
a broader programme of dealing with the uptake of risky health behaviour in young people	of substance misuse policies <ul style="list-style-type: none"> • Substance misuse toolkit • Review of SEED 	Current schools packs provide links to other topics such as peer pressure and physical activity.		NHS GGC
		Online record shows that Substance Misuse Toolkit averaged 23 'hits' monthly up to November, 2015. Practitioner works in partnership with Health Improvement Youth Staff, public sector staff and voluntary sector to address multi risk factors in Schools. Youth Workers & Practitioner (Urban Fox) completed multi risk behaviours training in line with current NHSGGC training programme.		GHSCP HI North East Locality
2.3	Create environments within schools, tertiary organisations and youth settings to discourage young people from taking up smoking focusing on areas of deprivation	Number of youth facilities and organisations with tailored smoke free policies		GHSCP HI South Locality
		Urban Fox Programme delivers Cessation programmes within Secondary Schools and Youth settings across all Neighbourhoods.		GHSCP HI North East Locality
		Youth Organisations provided with expert support in developing no Smoking Policies. Tobacco Policy Guidance developed for youth organisations and schools. Plan to distribute to schools in 2016 and support schools to develop tobacco policies.		NHS GGC
2.4	Ensure appropriate engagement of young people in the development of tobacco programmes	Evidence of mechanisms for youth engagement		GHSCP HI South Locality
		Allocated funds to local Youth Organisation to lead on tobacco programmes within youth environments. These include all Schools Programmes, Youth setting policy development, Cessation support in Schools and Youth clubs, delivering training, consultation and open discussion is encouraged.		GHSCP HI North East Locality



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Action		Output Measure	Brief Update	RAG Rating	Respondent and Service
			<p>Secondary school programme originally created with input from young people – updated by HIS after consultation with teaching staff</p> <p>Young people were engaged in the development of the R2Q youth cessation app and were involved in focus groups for both of the policy support guides. Young people will be consulted with when the new marketing materials for youth cessation are being developed.</p> <p>Young people fully involved in ASSIST pilot, delivered in 10 secondary schools in session 14/15.</p>		NHS GGC Education Services
Targeted					
2.5	Manage the implementation of the national pilot of ASSIST peer education programme in Glasgow	10 schools participating in programme	<p>The ASSIST pilot has been delivered within 10 secondary schools within Glasgow City in the academic year 2014/15 and delivery for 2015/16 academic year has commenced.</p> <p>2014/15 224 S2 pupils were trained as peer supporters.</p> <p>The programme has been well received by pupils and teachers. The benefits to pupils are more than just increased knowledge on tobacco, pupils have increased confidence and better communications skills as a result of taking part in the ASSIST Programme.</p> <p>Multi-agency teams provide this training, including community organisations.</p>		NHS GGC Education All GHSCP Localities
2.6	Implement a programme to reduce uptake of smoking amongst Looked After and Accommodated Children as part of a wider programme to reduce risk taking behaviour	<ul style="list-style-type: none"> Plans in place Training delivered Negotiated SF policies in place specific to individual units 	<p>Meetings have taken place between Health Improvement and GCC Children and Families in order to develop a social work action plan for work with LAAC, Fostering and Adoption Services and Older Adults.</p> <p>Agencies are considering a specific post to support this work. Initial negotiations took longer than expected; however the work is now expected to accelerate and return to green status.</p>		NHS GGC GHSCP HI Locality Teams GHSCP Social Work



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Action		Output Measure	Brief Update	RAG Rating	Respondent and Service
2.7	In partnership with young people and relevant organisations develop a targeted, neighbourhood approach to deliver prevention work with young people	Number of programmes	Local organisation, Ultimate Soccer, delivered sessions on tobacco incorporating physical activity to local youth organisations, to local young people via football sessions (including young people from black and ethnic minority groups).		GHSCP HI South Locality
			Urban Fox Programme workplan targeted across all neighbourhoods, main focus prevention work, policy development, training and cessation service.		GHSCP HI North East Locality
2.8	Address high levels of smoking in 16-24 age group particularly those from most deprived backgrounds	Training and resources provided and tobacco control component delivered	Weekly information and cessation sessions offered in 2 FE colleges. Sessions delivered to young people attending college in specific support programmes, eg, Princes Trust.		GHSCP HI South Locality
			Sessions delivered to young people attending Jobs & Business Glasgow programmes.		
			Weekly information and cessation service offered in 1 FE college (Annie'sland – part of Clyde Colleges). Delivered tobacco input to health and social care students at college		GHSCP HI North West Locality
			Tobacco part of the Celtic FC youth employment programme. Local college providing marketing opportunities through Youth Access, training completed with Youth Access Staff. Tobacco awareness session delivered as part of the induction of new students to local College, on average 80 students per calendar year.		GHSCP HI North East Locality
			Youth Workers provide support to voluntary organisations within community settings who are delivering apprentice and employment programmes, e.g. Rightrack. Smokefree Services to develop a seminar event in 2016 exploring the knowledge base around tobacco use by the 16-24 year age group in order to align the activity across the city to an evidence base.		NHS GGC







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Action		Output Measure	Brief Update	RAG Rating	Respondent and Service
2.9	Develop and implement strategies for young people in custody or within the youth justice system	Training and resources provided and tobacco control component delivered	Activity scheduled for 2016.		GHSCP Social Work NHS GGC
2.10	Ensure the effective implementation of the Enhanced Tobacco Sales Enforcement Programme	Maintain 20% test purchase visits	In the last year we carried out test purchases in just over 24% of those premises known to sell tobacco.		GCC LES





Objective 3: Protection (Protecting people from second hand smoke)

Action	Output Measure	Brief Update	RAG Rating	Respondent and Service	
Universal					
3.1	Implement smoke free grounds across all NHS estates by 2015, and begin to implement appropriate smoke free policies across Council grounds and events	Promote awareness of existing policy Number of smoke free events Compliance with the requirement for smoke free grounds	NHS GGC continued to roll out an extensive communication campaign with aim to reducing smoking on hospital grounds, this has included <ul style="list-style-type: none"> • Refreshing internal and external signage across all sites to support image from SF NHS Grounds national campaign. • Information inserted in summer edition of Health News. • Information inserted in booklet for NHS staff moving to new hospital. • NHS SF Grounds and E-cigarettes posters distributed and displayed. • Table top resource distributed and displayed in dining rooms and aroma cafes. • Communication sent to staff who have completed their induction process. • Information updated on solus screens to support national SF NHS Grounds image. • Several staff events/SF roadshows delivered at various acute sites. • Information in staff payslips. • Smoking Wardens on site at QEUH from 29th June to 13th Nov • SF Sessions delivered to a number of volunteers at QEUH/RHC. • Site plans in place to support mental health sites going smokefree in Oct 2015. • Counting smoker’s exercise carried out in July and October 2015 still showing a reduction in smokers compared to exercise completed prior to initial campaign in 2013. 		NHS GGC
		All health centres will have new signage in place and will have had awareness raising sessions for staff by early March 2016.		All localities	




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Action		Output Measure	Brief Update	RAG Rating	Respondent and Service	
			Sessions scheduled with Community Mental Health Teams to promote Smoke Free Mental Health sites.		GHSCP HI North West Locality	
			Funding allocated to improve signage in all NE Community Mental Health sites, target completion date 9 th March 2016		GHSCP HI North East Locality	
			Included questions in the 2015 GCC Household Survey in order to scope out smoking behaviour, look at current levels of exposure to second-hand smoke, where this normally happened and what the Council's role could be in promoting a smoke-free environment.		Launched campaign Jan 2015 to raise awareness of existing smoke-free grounds policy within Health and Safety Policy Statement. Introduced signage at key entrances within City Chambers complex, 231 George St and 220 High St. LES co-ordinated removal of bins away from entrances. Smoke-free grounds article in staff insider magazine.	Chief Executive Office
			Updated Park Management Rules were approved at Executive Committee 29 th October link . These retain the prohibition against smoking in a play area.			
3.2	Maintain the enforcement of smoke free legislation	<ul style="list-style-type: none"> • Number of enforcement visits • Programme in place with Shisha café owners 	In 2014, a successful community event looking at the topic of shisha took place in the South Sector. We are currently working with tertiary education establishments, incorporating a research element into a student event, on the topic of shisha. Further work is ongoing to build relationships with local champions to allow further work to be developed in the community.		South Sector	
			Provided advice to new Community venue, Dalmarnock Hub, on Smokefree legislation and signage		North East	
			The prohibition on smoking in enclosed public places has been in place for a number of years and compliance is high therefore there is not a pro-active programme of visits devoted to monitoring this. However where non-compliance is observed or reported it will be investigated and appropriate action taken.		LES	




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Action		Output Measure	Brief Update	RAG Rating	Respondent and Service
Targeted					
3.3	Drive the adoption of smoke free policies in organisations working with vulnerable people	<ul style="list-style-type: none"> Number of policies in place 	This links to development of social work action plan and proposal to create a dedicated post. See Action 2.6.		GHSCP Social Work GHSCP HI Localities
3.4	Using a co-production model implement an approach to reduce the availability of and demand for illicit tobacco	<ul style="list-style-type: none"> Toolkit and report produced, promoted and circulated Monitor use of toolkit 	<p>Illegal Tobacco toolkit launched at Heart of Scotstoun in August with delegates represented from Police Scotland, Trading Standards and NHS. Summary report from research findings produced.</p> <p>Toolkit promoted through various Scottish Tobacco Alliances, Health Scotland and ASH Scotland events. To date 94 toolkits have been distributed to a variety of partners.</p> <p>Work progressed with other agencies to publish toolkit online and widen distribution.</p>		NHS GGC
			Trading Standards operations in the past year have included the seizure of 7480 packets of illegal cigarettes.		
3.5	Outline how HMP Barlinnie will move to become smoke free	<ul style="list-style-type: none"> Literature and best practice review conducted Consultation with staff and prisoners completed Plan developed and signed off 	<p>Smokefree Prisons consultation being led nationally.</p> <p>The NHS GGC plan for Barlinnie includes tobacco control actions has been developed during 2015/16</p>		NHS GGC Scottish Prison Service
3.6	Deliver a targeted programme to reduce exposure to second hand smoke in the homes of those in the most deprived areas	<ul style="list-style-type: none"> Development of family based work programme Number of training sessions delivered with staff and number of 	<p>SHS training has been offered to 4 nurseries.</p> <p>Discussions with specific staff groups and local organisations to take forward work with Dylos machines are on-going.</p>		GHSCP HI South Locality






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Action		Output Measure	Brief Update	RAG Rating	Respondent and Service
		people attending	Delivered SHS and Dylos training to Stepping Stones. Actively promoting Dylos with other organisations including 3D Drumchapel. Funding secure for a post to support this work.		GHSCP HI North West Locality
			Delivered SHS training to 5 Neighbourhood Nurseries, and attended 5 Nursery Parent Evenings raising awareness of SHS and Cessation opportunities.		GHSCP HI North East Locality
			Discussions ongoing with Community Nursery Nurse on joint awareness sessions with Mother and Toddler Groups.		
			P1 parents given 'Jenny and the Bear' packs with key message on second hand smoking		Education





Objective 4: Cessation (Helping people to quit smoking)

Action		Output Measure	Brief Update	RAG Rating	Respondent and Service
Universal					
4.1	Deliver a universal, evidence based stop smoking service in Glasgow	Stop smoking service activity	In April – September 2015 services exceeded the Scottish Government target by achieving 546 12 week quits (target was 472) from the 40% most deprived datazones within the Board area.		NHS GGC GHSCP
4.2	Ensure the stop smoking services is in line with national recommendations	NHS GGC services in line with national recommendations	National cessation review recommendations being established in Glasgow including: <ul style="list-style-type: none"> • Rolling group patient centred service model • Extension of support from 4 to 12 weeks in line with new target • Joint cessation delivery alongside Smokefree pharmacy Services to foster improved outcomes for pharmacy patients • Improved targeting of the most deprived communities via Community Services • Improved access to prescribing through Pharmacy services 		NHS GGC
Targeted					
4.3	Maximise the potential of community stop smoking services to meet needs of most disadvantaged smokers and smokes from specific communities (unemployed, homeless, mental health issues, alcohol and drug dependency, BME, LGBT)	<ul style="list-style-type: none"> • Increased engagement with relevant organisations • Achievement LDP target 	Continued development of services and information to: <ul style="list-style-type: none"> • Mental health & addictions teams • Local third sector organisations (eg, Preshal, Bridging the Gap, Foodbanks, Citizen’s Advice, COPE (Community MH Support), NW Women’s Centre), Community Breakfasts. • GAMH (NE) and SAMH (South only) • Eastern European groups (South only) <p>Increased activity within housing associations, community groups, support services to raise awareness of smoking cessation services, and to offer further appropriate support services, specifically within areas of high deprivation. Staff working in addictions field and also with EU clients trained in smoking cessation (South only).</p>		All Localities

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Action		Output Measure	Brief Update	RAG Rating	Respondent and Service
4.4	Work with partners to develop innovative ways of delivering smoking cessation support in local communities to ensure services better meet their needs	Increase in numbers from SIMD accessing services and successfully quitting	Working with local organisations to improve community access to smoking cessation services e.g., Bridging the Gap, Preshal.		GHSCP HI South Locality
			Focus on GP practices that have a high number of SIMD 1 (most deprived) patients.		
			Following success of Possilpark Pharmacy Project, this approach is being replicated in Drumchapel and rest of NW. - Working with local partners to deliver smoking cessation to vulnerable groups - Pilot project with NW Respiratory Team to provide a Home Visit project with housebound patients who have COPD. - Pilot project with Keppoch Practice in Possilpark for housebound, non-COPD patients. - Project to collect 'success stories' from clients and promote them to encourage referrals & uptake of services. - Brief interventions with patients in GP practice waiting areas in Maryhill H/C. - Visits to all NW & NE GP Practices with a special focus on trying to get slots to present evidence to those GPs in the most deprived areas.		GHSCP HI North West Locality
		All Cessation Services delivered in SIMD 1 areas, using local community venues, Parkhead Congregational Church, Tesco Superstore, Training Centre, Health Centre. GPs have been introduced to their area Lead. Cessation Services being delivered within Domestic Violence Support Unit (Say Women). Organising shared cessation delivery in 2 Pharmacies.		GHSCP HI North East Locality	
4.5	Strengthen partnerships and build capacity with organisations working with vulnerable groups (social work, mental health, drug and alcohol agencies)	Monitor training levels within targeted groups	Staff trained to deliver Health Matters course to local organisations. Local tobacco service awareness raising sessions held in mental health and addiction services for staff.		GHSCP HI South Locality
			Two staff trained to deliver Health Behaviour Change training (Levels 1&2). Level 1 training has been offered as part of Smokefree Policy Awareness Sessions for Mental Health staff in Gartnavel Royal Hospital.		GHSCP HI North West Locality

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	Action	Output Measure	Brief Update	RAG Rating	Respondent and Service
			Training delivered to local Nurseries, Parkhead Employability, Dalrnarnock Community Hub, Geeza a Break (respite care for children), Youth Wokers, Glasgow Kelvin College Students, Community Mental Health Teams, Student Nurses, Action for Children.		GHSCP HI North East Locality
4.6	Under Healthy Working Lives ensure stop smoking support offered to all staff in NHS/Council and to other workplaces particularly those working with people on low income	Number of staff accessing NHS stop smoking support and successfully quitting	From the information available, NHS GGC estimate: Quit and Win 2015 NHS Staff 79 registered + set quit date 42 quit at 4 weeks 37 quit at 8 weeks 29 quit at 12 weeks. Quit for Christmas 2015 NHS Staff 46 registered + set quit date 29 quit at 4 weeks 22 quit at 8 weeks 21 quit at 12 weeks		NHS GGC
			Quit and Win offered to local staff. NHSGGC staff accessing our local community services.		All Sectors
			Reviewed and updated information regarding smoking on our Health and Wellbeing pages to include Smoke Free Policy, benefits of giving up smoking and the support available to employees. Established strong links with Smokefree Services. Includes their support/attendance at employee roadshows and the provision of materials/resources for employees. Publicising of the Quit and Win Campaign to all employees via our staff magazine and Connect. Provision of information packs to employees who have approached us for support to give up smoking.		Corporate HR