

Well-Being Partnership Theme Board

Item No:

Date: 12th June 2007

Report Title: Update from Implementaion of Smokefree Legislation
Report of: Gerry Taylor (HTPCT) Keith Betts (LBH)

Summary

To update Well-being Partnership Theme Board on work towards the implementation of smoke-free legislation.

Recommendations

That the Well-being Partnership note progress and key issues.

For more information contact:

Gerry Taylor

Title Director of Strategic Commissioning Haringey TPCT

Tel: 020 8442 6434

Email address Gerry.Taylor@Haringey.nhs.uk

Keith Betts

Title Commercial & Environmental Protection Group Manager

Haringey Council – Enforcement Service

Tel: 020 8489 5525

Emaail Address keith.betts@haringey.gov.uk

UPDATE

Update on Enforcement work for smoke free legislation

- A Smoke Free Coordinator came into post at the end of April and has started coordinating the scheduling of communications and enforcement in Haringey.
- Recruitment is underway for 12 part time officers to commence visits to local businesses.

The visits will initially be to advise and support businesses to meet the compliance requirements for the legislation and will be conducted out of hours

and weekends. This monitoring will continue during August and September. In the initial stages the approach is more supportive and advice based. However, if during that period there are people determined to flout the law we will pursue with enforcement action and Fixed Penalty Notices.

The initial phase of the enforcement will focus on the main high-risk areas, as outlined in the LACORS guidance. This will focus on places where people have traditionally been able to smoke. There will also be a focus on main shopping areas and public entertainment areas. Certain establishments, such as social clubs, may need a different approach due to issues such as language or cultural differences. Officers will be visiting these areas and it may be that we need to look at specific approaches. This can be assessed as we establish the impact of the bans and compliance levels across the borough.

Marketing

- Work is ongoing to ensure that the messages reach all sectors of the community with a particular focus on ethnic groups and business sectors.
- Resources will be provided in a range of language and translation services for promotional literature and resources.
- Information has now gone live on the main Haringey website as well as ads and articles in the May and June edition of Haringey People with a prominent back page advertisement, highlighting the 1st July date.
- There have been 2 editorials that have gone out in the local press for the 50 and 40 day countdown to a smoke free Haringey.
- Over the next month information will go out to staff via internal mail and newsletters reminding them of the dates and where they can and cannot smoke. We will also be highlighting the Council's no smoking policy in this mail out. Further editorials and ads are planned for July and August and we will be highlighting success stories through the local press.
- The Smoke Free Officer and the PCT Stop Smoking team are working in partnership to produce a guidance leaflet for local businesses, which will include details of local quit services as well as local contact and advice about their obligations under the new laws.
- Planning for adverts in the local Turkish press in conjunction with 3 other neighbouring PCT's (Islington Enfield and Hackney) is underway. There is also an advert being aired on Somalian radio over a number of weeks during the implementation.
- Other promotional ideas currently awaiting approval are for beer mats and bus stop posters promoting the smoke free message as well as quit services to be focussed in deprived wards.

Stop Smoking Service Activities

Workplace Initiative

- Staff clinic at Haringey Council well established, and current format used as model for other organisations
- Funding has now been secured from the NRF in order to target resources towards this work, an identified member of staff will begin to focus entirely on this project from June. Their role will focus on;-
 1. Linking with the LBH smokefree coordinator to ensure a more joined up approach around contacting businesses
 2. Providing level one smoking cessation training to EH officers working on compliance of the legislation
 3. Provide on site treatment and advice to employees

Provision of Treatment

- Existing provision includes two locations holding evening group sessions, two regular ongoing drop in clinics
- Extensive network of community based advisors (inc Pharmacists and practice nurses) provide treatment
- Recruitment process is underway for two new advisor posts focusing on the N17 area, and workplace initiative
- A hospital based advisor post is currently being developed to provide on site treatment and focus on 'stop before the op' treatments