

TITLE OF REPORT: A Year of Action on Tobacco and Smoking: Five by Twenty Five

Purpose of the Report

1. To seek the views of the Health & Wellbeing Board on undertaking a “Year of Action” to highlight the harms arising from tobacco use, and what’s happening in Gateshead to counteract them.

Background

2. The Annual Report of the Director of Public Health for 2015/16 focused on the harms and inequalities arising from tobacco use in Gateshead. The Report recommended maintaining momentum on action to minimise these harms.
3. In keeping with that recommendation, the Public Health team has outlined a “Year of Action” to highlight the harms arising from tobacco use, and what’s happening in Gateshead to counteract them.
4. The purpose of this Year of Action is to maintain and raise the profile of the impact of tobacco in Gateshead, and to galvanise action at all levels (ie. community, organisational, sector-specific) to combat harms.

Proposal

5. The proposal is to undertake a series of monthly activities that would be used to generate press/media interest and provide a platform for the communication of key messages.
6. Key messages would include the impact on health and financial inequalities and harm reduction, encouraging people not to start smoking, protecting others from second-hand smoke, and promoting support for those wanting to stop smoking. The overall message is the desire to achieve a smoking rate in Gateshead of 5% by 2025 – “five by twenty five”.
7. Activity each month would be promoted through the production of press releases, short videos and other activity that would be made available through Gateshead Council’s social media and the Public Health Team’s “One You Gateshead” social media channels. Suggestions for these are included in Appendix 1.
8. The impact of the “Year of Action” would be determined by information gathered from social media sources (ie. unique views, shares, likes, retweets etc), by comments received, and by changes in access to/uptake of stop smoking services.

Recommendations

9. The Health and Wellbeing Board is asked to consider the potential benefits arising from a sustained and constant campaign.

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Potential Partners

Potential partners who would support the “Year of Action” include

- FACT (local cancer charity)
- Mental health charities/organisations
- Secondary care providers
- Long Term Condition organisations
- Community organisations
- Schools
- Retailers
- Maternity team
- Green space interest groups
- Fresh NE
- Black, Asian and minority ethnic groups
- Trades unions
- Credit union/s
- Gateshead Advice Centre

Potential activities

Where possible, activity would link with existing national and regional campaigns promoted by PHE and/or Fresh NE. Other activity would be exclusively local and possibly based on celebrating significant achievements in the history of tobacco control:

| Month | Proposed activity/activities |
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| July | <ul style="list-style-type: none"> • Celebration of Ten Years of Smokefree legislation • Uplift of Fresh NE’s “Secondhand Smoke is Poison” campaign |
| August | <ul style="list-style-type: none"> • Ban on advertising cigarettes on television introduced (1965). • Interviews with retailers |
| September | <ul style="list-style-type: none"> • Labour Motion to Council • Stoptober launch |
| October | <ul style="list-style-type: none"> • Stoptober: press releases, uplift of Fresh activity. |

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| | <ul style="list-style-type: none"> • “Stop or Swap”. |
| November | <ul style="list-style-type: none"> • Illicit tobacco theme: “bonfire” |
| December | <ul style="list-style-type: none"> • “Burning Injustice” – tobacco poverty. Cost to social care and NHS. • Links with Credit Union/Gateshead Advice Centre |
| January | <ul style="list-style-type: none"> • Promotion of rebranded Gateshead Stop Smoking Service. • “Meet the Stop Smoking Service” |
| February | <ul style="list-style-type: none"> • Focus on maternity services and smoking in pregnancy • Interviews with community midwives |
| March | <ul style="list-style-type: none"> • No Smoking Day • Uplift for Fresh campaign “Second Hand Smoke is Poison” |
| April | <ul style="list-style-type: none"> • Smoking and mental health. • Interviews with NTW and voluntary sector staff incl. service user reps |
| May | <ul style="list-style-type: none"> • Smoking in green spaces. • Reconfirmation of Gateshead Council support for smokefree children’s play parks |
| June | <ul style="list-style-type: none"> • “Die in” • “Meet the QE specialist respiratory team” |
| July | <ul style="list-style-type: none"> • Field of Celebration and Remembrance in collaboration with FACT |