



Fresh overview for Stockton Council's Housing and Community Safety Select Committee

22nd November, 2012,

Ailsa Rutter



Recap on the model approach



- Rationale for establishment
- A comprehensive social norms change approach around tobacco use and harmful alcohol use: less accessible, affordable, attractive
- Unified programme rather than a collection of independent interventions
- Changing the social, legal climate- influencing current users, future users
- Counteracting the industry activities
- Changing the adult world that children grow up into
- Recognising impact of individual versus population level focus
- Never anti individual but anti the problem
- Building up a social movement
- Long term problem = long term vision for long term solutions
- Partnership key



The model in practise



- Advocating policy change
- Effective use of media
- Sharing of practice
- Strategic leadership
- Effective coordination – geographic and across organisations
- Community - local – regional – national – international



NOISE Stability RESOURCE Expertise
responsiveness
FOCUS intelligence

Back in 2005



Vision

- A Smoke-Free North East

Aim

- To improve the health, local environment and economic status of people in the North East by reducing the impact of tobacco, working particularly in areas of greatest need



Back in 2005- objectives to 2010



To reduce smoking prevalence to 21%

- ✓ From 29% in 2005 to 21% in 2010- double national decline

To reduce daily cigarette consumption

- ✓ From 14.5 cigs per day in 2007 to 12.4 in 2011

To reduce exposure to second-hand smoke

- ✓ 2005 zero comprehensive SF law- 2007 landmark. NE compliance. 57% NE homes totally SF in 2012

To reduce smoking uptake, particularly in young people

- ✓ 2006-8: 6% boys, 14% girls. 2010-11: 6% boys, 8% girls

To increase public support for smoke free workplaces and public places-

- ✓ 55% 2005; 80% 2007; maintained since

To reduce smoking related inequalities

- ✓ Significant decline mortality across all smoking related diseases



Making progress- smoking related mortality



North East mortality rates from smoking-related diseases. Directly Standardised Rate per 100,000 population	2005	2010	% change
Lung Cancer	55.75	51.30	-8%
Coronary Heart Disease	118.82	80.61	-32.2%
Acute Myocardial Infarction	48.54	29.78	-38.6%
Circulatory Disease	225.71	169.48	-24.9%
Chronic Obstructive Pulmonary Disease	38.66	33.26	-14%



Reflections



- **Progress-** services, alliances, complex issues through innovative approaches, shifts in public opinion
- **Why-** vision, commitment, priority, focus, evidence, unity, locally together, part of a partnership, great examples from Stockton
- **Risks-** of 'success' if keep too short term focus- job done when hit a target?
- **Challenges-** economic, deprivation, balance with focus on social determinants, the unique product, the cause...







HANDS OFF OUR PACKS!

Say no to plain packaging

Home About Newsroom Blog Issues Take Action
Sign Up Now!

PLAIN PACKS. PLAIN STUPID.

Do they think we're stupid?

0 **

NEWSROOM

Hands Off Our Packs launch party in London
Speakers line up to condemn plain packaging of tobacco

Let's pack in plain packaging says Standard columnist
Proposal could damage an important industry and hit tax revenues hard

CAMPAIGN BLOG

Angela Harbutt: tobacco control, wrong again
They owe retailers an apology over the display ban

Martin Cullip: for plain read large and disgusting
Plain packaging promises paternal government of the worst kind

OUR SUPPORTERS

In Spring 2012 the Government will launch a public consultation on whether the United Kingdom should adopt plain packaging of tobacco products. If you oppose the plain packaging of tobacco please email your details below. Once the consultation opens we will let the Government know that you are against this measure. By signing up you can help protect Britain from the dangers of excessive regulation.

Email Address *

First Name *

Last Name *

Address Line 1 *

Address Line 2

Town/City *

Country

Postcode *

Country *

*required fields

Click for e-updates about:

Forest

Hands Off Our Packs

The foundation –solid for the future, based on international evidence base



1. Develop infrastructure, skills and capacity and influencing decision making
2. Reduce exposure to secondhand smoke
3. Motivate and help smokers to stop
4. Media, communications and education



Advertising value equivalent
 – from £2m - £4m pa

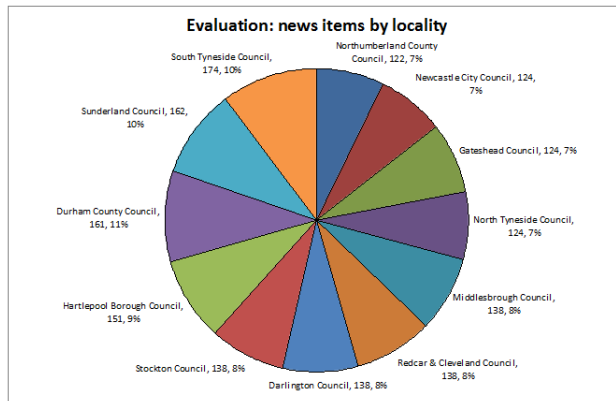
ROI up to 43:1



Ave campaign cost - £200k

From £7k - £39k for each local area

Media cuttings by locality- Fresh



The foundation –solid for the future,
based on international
evidence base



5. Reduce availability and supply
6. Tobacco regulation
7. Reduce tobacco promotion
8. Research, monitoring and evaluation



Key areas of support from
us for you



- Advocacy and lobbying
- Supporting partnerships at all levels
- Media, communications and social marketing
- Strategic leadership, expertise and support from multidisciplinary team
- Multicomponent programme design and delivery when better done once e.g. illicit
- Expertise and intelligence and data resource



Key priorities short term



- Update on SLA and KPIs
- At least one new hard hitting integrated mass media campaign annually and one PR led campaign
- Amplification of national campaign/s- like Stoptober
- Continuous year round communications on range tobacco issues, red letter days
- Support for effective local tobacco strategy development, implementation and evaluation and sharing of practice
- Support to use CLear Excellence Model
- Support around PHE transition- working with DsPH to support HWB development, CCG thinking around LTCs
- Reduction in maternal smoking across the North East- roll out of ground breaking 'BabyClear project' next 18 months



Key priorities short term



- Continued support to commissioners for effective stop smoking services
- Plain, standardised tobacco packaging legislation
- Implementation of 'Tackling Illicit Tobacco for Better Health Programme'
- Support to regulatory services – current legislation, illicit, future laws....
- Further protection from SHS – home, cars. Outdoor areas- NHS, playgrounds- role modelling
- Business development and income generation to invest into NE programme
- NICE Tobacco ROI Model
-Advocacy around future new policy levers on top of core on-going ones like media and price





- Need also for longer term thinking, planning
- Capitalise on North East progress and ambition



Horizon scanning

- Last eight years.....next 20 years?
- Endgame thinking starting Finland/Australia/New Zealand
 - North East?
- NE conference March 20th and 21st 2013- Fresh in collaboration with ANEC
- How low.....



- Ultimate vision?





- We can, should and WILL make smoking history for the North East and in Stockton

