

SMOKEFREE WIRRAL

SMOKEFREE LEGISLATION IMPLEMENTATION PLAN



INTRODUCTION

The purpose of this document is to provide an overview of the communications and media activity currently planned at a national and regional level in the run-up to the introduction of smoke-free legislation in 2007. This area of the work is the main priority action for Smoke Free Wirral this year. It is designed as a working document, which will evolve in the coming weeks and months. The main purpose of the document is to ensure consistency and coordination and to help planning at a local level.

The attached time line spreadsheet sets out the notable national and regional events, advertising periods and publications. This will be updated on a monthly basis and circulated to members of the Smoke Free Wirral Implementation Group, Smoke Free Wirral Steering Group and the Communication leads for both the Local Authority and Wirral PCT.

The scale of the task is large. There are over xxxx businesses and other workplaces in Wirral that will be directly affected by the legislation.

IMPLEMENTATION PLAN - WHAT ARE WE TRYING TO ACHIEVE?

The Smokefree Wirral campaign will mirror the national campaign to ensure a consistent message is being sent out to businesses and public alike. The core key messages used by Smoke Free Wirral will be as follows, namely that legislation is:

- **NEEDED**, due to the overwhelming evidence of the health risks of secondhand smoke to employees and the public;
- **WANTED**, with the public firmly behind the move; and
- **WORKABLE**, as experience elsewhere shows it is generally self enforcing and can have a positive impact on business.

KEY AUDIENCES FOR LEGISLATION MESSAGES

The primary audience for the Smokefree Wirral campaign is the xxxx businesses in Wirral and the 312,000 residents of the Borough. However, we recognise that some audiences may face greater challenges in preparing for the legislation and particular areas may have additional barriers that they need to overcome. These include

- **Leisure and hospitality industry** - Some may consider making planning applications for smoking shelters.
- **Businesses with high proportions of smoking employees or customers** - These include the construction or manufacturing sectors.
- **Businesses where going smokefree is likely to be complicated** - These include those with multi-sites and those with company vehicles.
- **Businesses that display low levels of awareness** - Evidence from Scotland suggests small retail outlets and mini-cabs.

It is worth remembering that even if premises are already smokefree, they still need to take action - even if it is just putting up legally required signage.

LOCAL DELIVERY

Effective delivery at a local level will be critical to the successful implementation of smokefree legislation in Wirral. In order to deliver this a Smokefree Wirral Implementation Group (phase 1) has been set up which includes:

- Environmental health
- Communications
- Smoke Free Wirral Coordinator
- Planning
- Licensing
- Technical services
- Call centre

This group has been responsible for the initial drawing up of an action plan (Appendix A) to take forward the implementation process, developing a communication plan and developing an enforcement protocol. The group will broaden it's membership ahead of the '100 Day Countdown' to include local business alliances, e.g. Chambers of Commerce, Fire safety officers and local transport representatives. This wider Implementation Group (phase 2) will be consulted on the proposed action plan.

Objectives for the campaign

- Achieve comprehensive awareness of the legislation and date.
- Raise understanding amongst target groups of how the legislation affects them, and what they need to do.
- Secure full compliance for implementation day and beyond.
- Support ongoing Stop Smoking campaign

RAPID HEALTH IMPACT ASSESSMENT

To help inform the implementation process for smokefree legislation, a rapid health impact assessment has been undertaken. The main objective of the HIA is to apply existing knowledge and evidence about health impacts to specific social and community contexts and to develop evidence-based recommendations that inform decision-making in order to protect and improve community health and wellbeing in relation to smokefree legislation. Participants in the HIA workshop included representatives from the PCT, Local Authority and local business organisations. The comments and recommendations in the Framework for Rapid Health Impact Assessment (fig 1) have been incorporated into the Smokefree Wirral Implementation Plan.

FRAMEWORK FOR RAPID HEALTH IMPACT ASSESSMENT

Health determinant	Project / activity	Predicted Health Impacts		Comments / recommendations
		Positive	Negative	
Family Culture Deprived areas	Smoke free Legislation	<ol style="list-style-type: none"> 1. Staff and customers will be exposed to less SHS in enclosed public and workplaces. 2. Creates a supportive environment for those who wish to quit smoking. 3. Will reduce the amount of cigarettes people smoke. 4. Smoking may become “denormalized” as a social activity. 5. Reverse peer pressure on people to smoke 	<ol style="list-style-type: none"> 1. May increase smoking in the home 2. Anxiety about loss of income for business particularly in the hospitality trade which may result in unemployment. 3. Difficult for people to change long term habits and behaviours. 4. Smoking may become an “underground” activity and regarded as subversive. 	<ol style="list-style-type: none"> 1. Need to target “high risk” venues to ensure compliance with legislation 2. Engage with the public in these areas to raise awareness of legislation and aid compliance. 3. Targeted communication and education strategy. 4. Promote alternative activities to smoking in settings
Social and physical environment Healthier environments inc work, housing and social	Smoke free Legislation	<ol style="list-style-type: none"> 1. Will improve air quality in places which currently expose people to SHS. 2. Provide a healthier, more pleasant environment for front line staff. 3. Improve the health of staff: <ul style="list-style-type: none"> • reduced exposure to SHS • reduced sickness levels • reduced number of cigarettes smoked during working hours 	<ol style="list-style-type: none"> 1. Potentially for detrimental environmental impact outside venues due to noise, litter and pollution. 2. Staff who make visits to venues that are exempt will still be exposed to SHS 3. May reduce peoples social networks if they no longer visit venues due to legislation e.g. bingo 	<ol style="list-style-type: none"> 1. Encourage businesses to take responsibility for managing external impacts of legislation. 2. Encourage businesses to manage breaks through effective no-smoking policies. 3. Encourage venues that may lose custom to have various positive promotions in the initial stages of legislation 4. Encourage organisations whose staff will still be exposed to SHS to adopt protocols to minimise harm. E.g. Royal College Nursing recommendations
Public services Increase demand for Stop Smoking Services	Smoke free Legislation	<ol style="list-style-type: none"> 1. People will use the legislation as an opportunity to quit smoking 	<ol style="list-style-type: none"> 1. There may not be the capacity to cope with the demand 	<ol style="list-style-type: none"> 1. Intermediary advisors can be trained in other organisations. 2. Extra recruitment to provide outreach service to pubs. 3. Possible roadshows in pubs, supermarkets and other public areas.

<p>Public policy</p> <p>Public engagement in implementation of legislation</p>	<p>Smoke free Legislation</p>	<p>1.Improve public compliance with legislation. 2.Create effective working partnerships. 3.Communicate and educate public about legislation. 4.Raises health as an issue – possible impact on other activities e.g. alcohol, weight management</p>	<p>1. Potential for adverse publicity 2. Creating a demand on services beyond capacity. 3. Ensuring adequate resources are available. 4. Attitudes on delivering the implementation – some may think it is not their role.</p>	<p>1.Use June Area Forums, Citizens Panel, Youth and Older Peoples Parliaments and Neighbourhood Management Groups 2.Social Marketing techniques to deliver the right message. 3.Campaign materials need to be distributed asap. 4.Easy access to resources 5.To ensure cooperation all parties need to be engaged. 6.Effective media coverage to support legislation</p>
<p>Biological factors</p> <p>Demographics</p>	<p>Smoke free Legislation</p>	<p>1.Opportunity to engage with hard to reach groups 2.Widespread promotion of legislation on TV/ads/ magazines. E.g. Eastenders and Coronation ST storylines. 3. Possible celebrity endorsement of new legislation may influence particular younger people.</p>	<p>1. May be difficult to engage with people who smoke in public places outside of the legislation e.g. young people drinking and smoking in parks. 2. Potential for negative celebrity impact – high profile non compliance e.g. Robbie Williams defying ban on Australian tour</p>	<p>1.Ensure accessibility for all groups to access information (Equality Impact Assessment) 2.Encourage local media to promote good news stories on the legislation</p>

WORKING WITH BUSINESS

All businesses will need to take action in order to be compliant with smokefree legislation on implementation day. Communication with businesses will be centred around:

- Action that needs to be taken to be compliant.
- Legal penalties for non-compliance
- Sources of further information including the Smokefree England web site, local contacts e.g. planning and licensing departments and details of the Stop Smoking Service.

ACTIVITY

Initiatives which have already taken place include:

- Presentations to local Pubwatch representatives
- Presentation to Wirral Personnel Management Group
- Presentation to Wirral Partnership Homes Health & Safety Committee

Further initiatives will include:

- Hosting a series of Implementation briefings for local businesses
- High profile visits to industrial estates in areas of high smoking prevalence (ad van/face to face contact)
- Disseminating materials through existing networks
- Producing additional materials for “high risk” premises
- Visits to targeted hospitality sector venues by EHO’s

WORKING WITH THE PUBLIC

High levels of public awareness are essential to ensure compliance with the forthcoming legislation. It is important to avoid misinformation about the legislation. The legislation was passed to protect the public and employees from the harmful effects of secondhand smoke, not as a means to make smokers quit. There are widespread misconceptions that exist over where smoking will and will not be permitted e.g. private clubs, peoples homes etc.

ACTIVITY

Initiatives which will take place include:

- Smokefree Wirral Roadshows particularly in areas of high smoking prevalence
- Disseminating leaflets and posters
- Advertising on billboards, buses and taxis particularly in areas of high smoking prevalence
- Presentations to Local Area Forum meetings, citizens panel, neighbourhood groups and youth and older peoples parliaments

STOP SMOKING SERVICE (SUPPORT)

In the three months before the introduction of the smokefree legislation in Scotland (on 26 March 2006), the number of people wanting to quit before the legislation almost doubled in some parts of the country. One NHS stop smoking service treated 360 clients in the period January to March 2005, compared with 690 in the three months leading up to the legislation (January to March 2006). Scotland’s largest service saw client

numbers rise from 5,209 smokers in January to March 2005, to 7,476 in the period January to March 2006. However, Scottish services reported that the number of people accessing services dropped fairly quickly once the legislation was in place. The Stop Smoking Services in Wirral needs to be prepared for an upsurge in clients well in advance of smokefree legislation being implemented. Support for smokers who wish to quit will feature in all campaign materials and contacts.

Further initiatives will include:

- Training to increase the number of intermediary advisors
- Employing additional staff to cope with the increase in demand pre and post implementation

CHESHIRE & MERSEYSIDE TOBACCO ALLIANCE



Hospitality & leisure

Business

Local Authority

Other

Pubs

Restaurant

Hotels

Large companies

Environmental health

Planning

BME's

Transport

Community

Clubs

Cafes

Bingo

SME's

Elected members

Licensing

Trade unions

Media

Voluntary

APPENDIX B

Smoke Free Wirral Implementation Timeline

	Jan 07	Feb 07	Mar 07	Apr 07	May 07	Jun 07	Jul 07	Aug 07
Smoke Free Wirral Plans								
Implementation Group (phase 1)								
Implementation Group (phase 2)								
Presentations to businesses								
Smokefree Wirral leaflets sent out								
Ad van visits to hard to reach locations								
Public roadshow events								
EHO visits								
Department of Health Plans								
T.V advertising - cessation								
Press advertising								
T.V. advertising - SHS								
Smokefree England literature								
Smokefree England website								
Key events / dates								
National No Smoking Day			14 Mar					
'100 Days to Go'			23 Mar					
World No Tobacco Day					31 May			
Wales goes Smokefree				2 Apr				
Northern Ireland goes Smokefree				30 Apr				
England goes Smokefree							1 Jul	

APPENDIX C

2006	Jan 2007	Feb 2007	
Smoke Free Wirral Steering Group	700,000 leaflets distributed to businesses nationally with high proportions of smoking employees or customers	MBW Cabinet commitment to the Smoke Free Wirral Implementation campaign	
1st Phase Smoke Free Wirral Implementation Group - members include PCT/LA	Presentation to wider Public Health Team to explore partnership working to raise awareness of legislation (22/01/07)	Presentation to Wirral Personnel Managers Group	
Implementation date announced as 1st July 2007	Proposed Smoke Free North West Communication Strategy produced	Presentation to Children & Young People Management Board	
CIEH Training "Securing Compliance for Service Planners"		Rapid Health Impact Assessment	
Pubwatch presentations begin		Cheshire & Merseyside Alliance meeting	

MARCH

March 2007 Week 1	March 2007 Week 2	March 2007 Week 3	March 2007 Week 4
Draft Smoke Free Wirral Implementation Action Plan	No Smoking Day event - Caledonia Pub Birkenhead (14/03/07) UPDATE: Featured on BUZZ FM and PCT intranet	100 Day Countdown - launch SFW Implementation Action Plan (23/03/07) UPDATE: Featured in Wirral News and Wirral Globe	Begin Ad van visits to hard to reach areas in locations of high smoking prevalence and/or deprivation 28/29/30 UPDATE: 134 businesses visited and smokefree pack hand delivered. (Seacombe, Birkenhead and Bromborough industrial estates and business parks)
Presentation to Wirral Partnership Homes(06/03/07) Presentation to Hoylake Pubwatch (06/03/07)	Smoke Free Wirral leaflets produced	Establish SFW Implementation Roadshow Team and schedule	
SFW Project Administrator appointed UPDATE: Carol Bandell in post	SFW Implementation Group (Phase 2) - wider membership Action Plan consultation (16/03/07)	CIEH Enforcement Officer training day UPDATE: Now scheduled for June	
SFW Steering Group meeting	Schedule presentation to members	Public Health Team briefing	

APRIL

April 2007 Week 1	April 2007 Week 2	April 2007 Week 3	April 2007 Week 4
SFW web page goes live on LA web site	Business Seminars Programme commences (Birkenhead)	Business Seminars Programme continues (Wallasey)	Business Seminars Programme continues (Bromborough)
Wales goes smokefree (02/04/07)	Public Roadshow event commences (Pyramids)	Public Roadshow event continues (Cherry Tree)	Public Roadshow event continues (Asda)
			Ad van visits continue 26/27/28
	Enforcement Officer Briefings		EHO visits to Hospitality Sector commence - "The Biggest Pub Crawl"
			Northern Ireland goes smokefree (30 /04/07)

MAY

May 2007 Week 1	May 2007 Week 2	May 2007 Week 3	May 2007 Week 4
		ENCAMS Litter Campaign begins	
Public Roadshow event continues	Public Roadshow event continues	Public Roadshow event continues	Public Roadshow event continues
			Ad van visits continue 30/31
EHO visits to Hospitality Sector commence - "The Biggest Pub Crawl"	EHO visits to Hospitality Sector commence - "The Biggest Pub Crawl"	EHO visits to Hospitality Sector commence - "The Biggest Pub Crawl"	EHO visits to Hospitality Sector commence - "The Biggest Pub Crawl"
			World No Tobacco Day (31/05/07)

JUNE

June 2007 Week 1	June 2007 Week 2	June 2007 Week 3	June 2007 Week 4
Area Forum Presentations		ENCAMS Litter Campaign begins	
Public Roadshow event continues	Public Roadshow event continues	Public Roadshow event continues	Public Roadshow event continues
Ad van visits continue 1st June			