

Name of meeting: Tackling Tobacco
Date: Monday 3rd February 2014
Venue: Meeting Room 2, The Stein Centre, St Catherine's Health Centre

PRESENT:

Rebecca Mellor (RM) – Public Health Manager, Wirral Council
 Safwa Alsaden (SA) – Health and wellbeing lead (W.U.T.H) and Health Advisor (Wirral Community Trust)
 Peter Matthews (PM) – Smoking Cessation Worker, Healthbox
 Clare McHugh (CM) – Senior Support Worker, The Social Partnership
 Sylwia Mianowa (SM) – Health and Wellbeing Worker, Wirral Change
 Liz Blower (LB) – Young Adult Smoking Cessation/recovery worker, Arch Initiatives
 Kate Russell (KR) – Health & Wellbeing Development Officer, VCAW
 Sarah Love (SL) – Communications Manager, Wirral Community Trust
 Gill Vicary (GV) – Operations Manager, Wirral Trading Standards
 Lindsay Armstrong - (LA) Regional Campaigns Officer, RNIB
 Simon Sandford - (SS) Director, Healthbox
 Gaynor Westray - (GW) Associate Director of Nursing, W.U.T.H
 Samantha Thompson - (ST) Regional Coordinator, Solutions 4 Health
 Angela Price - (AP) Professional Development lead for Health Visiting
 Sonia Martelli - (Sonia M) Smoking Cessation Advisor, Wirral Change
 Gavin Byrom – (GB) Social Work Student, The Social Partnership

Apologies:



David Simpson (DS) – Merseyside Fire Service
 Victoria Pine (VP) – Cheshire & Wirral Partnership
 Tisha Baynton (TB) – Health Improvement Team, Halton & St Helens Division
 Vicki Woods (VW) – Wirral Council
 Sue Johnson (SJ) – Forum Housing


In attendance: Bridget Houghton (BH) – Public Health, Wirral Council

Item No.	Minutes	Action
1	Apologies and Introductions Introductions were made around the group and apologies were duly noted.	
2	Introduction to host organization: In VP's absence RM updated that CWP has gone Smoke Free today at all of their sites. VP works in mental health services and is a key link in the work we do.	
3	Minutes of the last meeting: Actions completed apart from Heidi Jones who was not present; TSNW survey which she will need to forward to RM to add on to the next agenda. Minutes agreed to be an accurate account of the last meeting.	HJ
4	<u>Tackling Tobacco in Wirral – where are we today?</u> Tackling Tobacco Action Plan – RM reiterated that she doesn't want this to become a performance meeting, it is to highlight all our work Programmes of work.	

	<p>Local Authority Second hand smoke is being linked into other pieces of work. Environmental Health provided their update on the spread sheet. Trading Standards: GV updated test purchase activity for under age sales of tobacco and training for retailers. Current issue with very little intelligence coming through on illicit & illegal tobacco. Trading Standards are developing a strategy to increase this reporting and GV asked for partners to send any ideas on how to increase this to gillvicary@wirral.gov.uk. People can report illicit illegal tobacco to GV or they can call Crimestoppers number 0800 555 111 anonymously. RM suggested that GV bring a draft of the strategy to a future meeting.</p> <p>NHS Community Trust CC wasn't present at meeting but RM reported December's milestone for 4 week quits was 1069 and 1193 is needed in order for target to be green. RM urged group to collect and submit their 4 week data ASAP If staff / teams need level 2 training they can contact the Community Trust directly 0151 630 8383. SM hasn't has this training. If group know of any carers who would benefit from the carer's programme they can signpost them to the Community Trust 0151 630 8383</p> <p>Health Visiting AP reported that her focus will be looking to develop a better system for recording and measuring outcomes. AP said that she is looking at the red book that is issued to parents after the birth of their child and pathways for referral to smoking cessation services and raising awareness re: first and second hand smoke damage to children. Health visitors are supported to provide training to families. When people are signposted to smoking cessation services, quite often this is not followed up. AP went along to a meeting recently which covered asthma in young children. RM asked if AP will share figures on this at a future meeting.</p> <p>VCAW A lot has been done around events e.g. Lung Cancer Awareness month. KR also went to a health and wellbeing event at Wirral Mind which went very well. KR reported that 3 new organisations have signed up this month, they are: YMCA, Rampworks and Homestart.</p> <p>Third Sector Organisations Wirral Change In terms of BME groups SM reported that Wirral Change is looking to increase numbers and she is still doing the Polish store in Birkenhead. Sonia M will be meeting up with ESOL tutors to try and engage with their students. Arch LB updated that she is working more days at the moment in order to catch people on a fortnightly basis. This is working really well at staff at Wirral Met are really supportive. E-cigs have been banned at Wirral Met. LB noted that 4 week quitters are a challenge. LB will send an electronic pdf poster which BH will then circulate to the group.</p> <p>Wirral University Teaching Hospital (WUTH) GW informed group that WUTH have updated their policy with a focus</p>	<p>GV</p> <p>ALL</p> <p>AP</p> <p>LB/BH</p>
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	<p>on patients, staff and visitors. Efforts are being made to get ward nurses trained on giving brief interventions; SA comes into the wards and trains the staff for those who cannot get to training externally. Consultants are keen to know if their patients are going out to smoke and some will address this matter with their patient. There are various opportunities to talk about smoking cessation with patients, one way is to speak to elective surgery patients at pre-op stage so hopefully by the time they come for their operation they will quit smoking and maintained this. GW also updated that audits have been taking place to see what improvements have occurred. A lot of the hospital literature includes the message that the Trust is Smoke Free. The hospital policy now highlights that smoking is not permitted not only in hospital grounds but on exit and entrance to the grounds. Security guards and other hospital staff can challenge people who are seen smoking. GW reported that staff will get information on smoking cessation enclosed with their pay slips. WUTH has a Twitter account which has recently seen some positive comments around smoking cessation at the Trust.</p> <p>SA feels that training is going well and she is exploring the idea of online training for staff who cannot attend training at other locations. She also noted that there is still a challenge to get people to attend their first appointment following on from referral so she is looking at ways to change this.</p> <p>Halton and St Helens TB was not present for today's meeting but RM briefly outlined what TB's work involves.</p> <p>Solutions 4 Health ST reported a high intake of pregnant smokers for January. 59 4 week quitters and 31 12 week quitters. ST highlighted the importance of partnership work in tightening up referrals.</p> <p>CWP As VP was not present RM reminded group that their Nicotine Management Policy was launched today.</p> <p>Communication/media Group generally agree that not many referrals come in due to leaflets, word of mouth proves to be a far more powerful method and they key is to see people within 24-48 hours of referral as they tend to be at their most motivated.</p> <p>Training Loan shark awareness training will be taking place this month. RM can re-send the link if anyone is interested in attending this. PM recommended this course very highly and said it was really worthwhile.</p> <p>Clinics update list: Updates were received over the course of last year. BH to recirculate for any updates where possible.</p>	<p>RM</p> <p>BH</p>
<p>5a</p>	<p>Footfall; Engagement and Retention: RM asked group to think about how they are getting people in, how they are engaging with them and what they are doing to hold on to them.</p> <p>Footfall: The group generally agreed that they are as busy as they were last year.</p>	

	<p>ST reported that her footfall has gone up. SM said that New Year's resolutions have brought people in. CM said that Seacombe has been busier than Birkenhead. However she finds that people come back in January who may relapse during December. Sign- ups are about 1-10 through the TSP branches.</p> <p>LA updated that RNIB have been increasing awareness around impact of smoking on eye health. They have put a submission to the Wirral JSNA. LA reminded the group that the Eye Pod locations are planned a year in advance and she said that she will ask if it would be available for Wirral on No Smoking day on March 12th and she will let us know.</p> <p>KR spoke about some recent discussions with Frederick Howard of Frederick Howard Optician's Wirral. Fred is keen to have smoking cessation services within opticians across Wirral and to have robust referral systems in place. He is also keen to start working with the Polish community. KR and CC are working with FH on this.</p> <p>Engagement: SS finds that One to One working and home visits are proving to be the most successful way of working. 3 advisors are seeing around 50 people per week and there is capacity for more. ST finds that groups work better than home visits and quits for home visit clients were less than quits from groups. LB feels that group work works better, whilst it is demanding when there is a large group it is still the best way of engaging so she will continue this. LB talks with the students and when they come back they receive a voucher. LB did however note that it is proving harder to gain the 4 week quits this year. KR works with some groups who have clients with such issues that keeping appointments can be difficult. For some groups more of an open door policy works however KR feels that it is all trial and error. SM finds that for her clients group work is not a successful approach. Clients come in to socialize as a group and they do not want to be overloaded with information. Sonia M from the same organization added that she will try a mix of approaches with some open drop-in days and some structured appointments.</p>	<p>LA</p>
<p>5b</p>	<p>Customer Relationship Marketing strategy presentation. Sarah Love, NHS Community Trust. SL gave the above titled presentation (please see attached). The strategy was aimed at Routine & Manual workers, unemployed people and people living in areas of high deprivation. The key themes include health, finance and the impact on children.</p> <p>Some discussion followed the presentation. RM would like to explore whether peer to peer working could work for smoking as it does with drugs and alcohol? CM to send contacts for someone at the Quays who RM can speak to about peer to peer work. LB will also update on what they do at the college.</p> <p>BH to circulate the presentation to the group.</p>	<p> Stratgey_presentation (2).ppt</p> <p>CM LB</p> <p>BH</p>
<p>6</p>	<p>Information Exchange</p> <p>Standardised Packs Update: This is being debated this week and a report is due out in March 2014. RM will circulate. The smoke free action briefing is interesting, RM will also circulate this. GV briefly spoke about proxy purchasing saying that she wants this to be brought in line with alcohol.</p>	<p> SFACLordsbriefingSP [1].pdf</p>

	<p>E-Cigs update: SS remarked that a big concern is what British-American Tobacco brings out with their new E-cig. Nicoventures have a lot of lobbying power. CM feels that lately a lot of her clients are using Shisha pens as support. SM reported that clients ask for information about E-cigs. They sign up and after a couple of weeks or so of trying NRT they return and say that they are now using E-cigs and don't wish to continue with NRT. KR pointed out that a lot of staff in 3rd sector organisations are using E-cigs so this can make it hard to get the right message to clients. LB noted a decline in E-cig popularity with 16-24 year olds compared to this time last year. Some now prefer to follow LB's way of quitting instead. Some said that when they run out of refills they go and smoke. LA reported that they have 'no e-cig use' in their policy. RM updated that the Department of Health is looking to put e-cigs on their monitoring form. In general there was a feeling in the group that there isn't as much mention of E-cigs compared to a year ago and people seem to be more informed now. In contrast to this there are now more shops stocking them. RM suggested that the group look at their policies to see what is there about e-cig use, group can update KR (kate.russell@vcawirral.org.uk) if they are third sector or RM (rebeccamellor@wirral.gov.uk) for anyone else. RM reminded the group that they can complain about the recent E-cig advertisements RM can re-send the link for this.</p> <p>Surgeon's General Report on Smoking and Health: This was produced in America and it is the 50th anniversary of this report. There are some really interesting findings in this report. Link to report is www.surgeongeneral.gov/initiatives/tobacco</p>	 E-cigarette advertising.msg RM
<p>7</p>	<p>Campaigns/events National/local- Smoke Free cars: this is being debated at the moment, RM encouraged group to lobby their support.</p> <p>New Year Health Harms – Billboard showing dripping tar, many of group commented on this graphic image. RM to keep group updated on further new campaigns.</p> <p>Communication plan – SL and LA to pick up on key events around tobacco control and no smoking. A localised toolkit has been put together which includes lots of useful resources. SL to circulate toolkit. RM encouraged group to start thinking about ideas for Stoptober.</p> <p>RM spoke about national campaigns and asked group to contribute to Wirral's tobacco comms plan that has been put together by Sarah Love e.g. National Eye Health week. KR has a list of dates of national campaigns which she will send to SL. SL to circulate Comms plan</p> <p>CLeaR event 26th February 2014 – CleaR is a tool that was put together by ASH to give a snap shot of where we all are in terms of our smoking cessation / tobacco control work. First stage is a questionnaire. Second stage is an event (26th February) at which</p>	<p>RM</p> <p>SL/RM</p> <p>KR</p> <p>SL</p>

	<p>people talk through their questionnaire with critical friends to look at ways of making improvements etc. There will be a series of 45 minute slots. Please let BH know if you are able to attend this at: bridgethoughton@wirral.gov.uk A report will be produced at the end of this.</p> <p>RM would like to take the findings from this event to the Health and Wellbeing Board in March.</p>	Group
8	<p>A.O.B</p> <p>Mental Wellbeing- WEMWBS: RM invited feedback on this which for 3rd sector groups can be forwarded to KR and others to forward to RM. Wirral Change and The Social Partnership fed back that they are using this and are finding that it is working well.</p> <p><i>Group had nothing else to raise for A.O.B.</i></p>	
9	<p>Next meeting: Thursday 5th June 2.00-4.00pm, Arch Initiatives, Birkenhead.</p> <p><i>*Please enter through the Archway Café on the corner of Argyle Street/Conway Street and ask for a member of staff to direct you to the meeting room on the top floor of the building.</i></p>	