

## *The children of Guernsey hold out their hands to the children working in tobacco fields in Malawi*

Authors: **Vidya Amey**

Presenter: **Vidya Amey, Project Manager – Guernsey Adolescent Smokefree Project (GASP)**

**Abstract:** The Guernsey Adolescent Smokefree Project (GASP) is a charity whose aim is to raise awareness about the evils of tobacco and hence reduce smoking amongst young people. The children of Guernsey have been sensitive to the plight of children working in tobacco fields in Malawi and they have been involved in fund raising activities to finance a pilot project, Ana A Topa (which means the children are tired).

**Aims:** The initial aim of the project carried out jointly by GASP and Tobacco Tenants and Allied Workers Union of Malawi (TOTAWUM) was to help 44 small holders to grow maize instead of tobacco to then use the profits to make the project sustainable and assist 5 more families per year.

**Methodology:** The children of Guernsey and Overseas Aid funded £10,000 towards Ana A Topa. The money was spent on buying fertilisers and maize seeds, administration fees, executive and awareness meetings. The farmers were trained on environmentally friendly farming methods as well as on the evils of tobacco.

**Results:** 23 tobacco farmers plated non-tobacco crops during 2008 – 2009. The participants had a surplus of food and have been able to be self-sufficient this year. The project aroused the interest of several village members living close to the project participants in maize production and 20 families are taking part in phase two of the project instead of 5 over 2010 – 2011.

**Conclusion:** the project shows that through education, awareness campaigns and most of all financial support, tobacco farmers can embrace the cultivation of alternative crops.

About the Presenter:	Source of Funding:	Declaration of Interest:
Vidya Amey is the project manager for Guernsey Adolescent Smokefree Project (GASP: <a href="http://www.gasp.org.gg">www.gasp.org.gg</a> ). She has Masters in English and a Masters in Education and her special interest is in working the Tobacco Control Field. Currently, she focuses on how the different initiatives linked to tobacco prevention education have had an impact on the young people of Guernsey.	<b>The funding of this project was £10,000 from Overseas Aid Commission</b>	<b>None</b>

## *The Framework Convention Alliance and the FCTC: What is it and what does it mean for tobacco control in UK/Europe?*

Authors: **Deborah Arnott**

Presenter: **Deborah Arnott, Chief Executive – ASH**

**Abstract:** The Framework Convention on Tobacco Control (FCTC) is the world's first global public health treaty. It is also the first treaty negotiated under the auspices of the World Health Organization (WHO).

The treaty entered into force in February 2005. It was signed by 169 of the 192 WHO member states and 156 WHO member states have become parties to the convention. The UK is a party to the Treaty and as such has responsibilities to ensure its commitment to tackling tobacco use address each of the articles developed as part of the international effort to reduce global tobacco use.

The Framework Convention Alliance is a membership alliance of more than 350 non-government organisations from over 100 countries. The FCA has provided rigorous policy advice and assists in both the negotiation and implementation of the FCTC. Due to the strength of the FCA membership it is clear that civil society now occupies a position of strength in the Framework Convention on Tobacco Control (FCTC) negotiations.

The presentation will outline the articles in the FCTC and detail what they mean for the UK. It will also outline how third sector organizations in the UK are contributing to the work of the FCA.

About the Presenter:	Source of Funding:	Declaration of Interest:
Deborah Arnott has been the Chief Executive of ASH, London (UK) since May 2003. She is a member of the Royal College of Physicians Tobacco Advisory Group and of the Programme Development Group for the National Institute for Clinical Excellence (NICE) public health programme guidance on the best provision of smoking cessation services.	<b>Department of Health, Cancer Research UK and the British Heart Foundation</b>	<b>None</b>

## *The Time Bomb in the Mouth: How the Dental Team can make a difference and stop this time bomb*

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Authors: **Carole Bartley**

Presenter: **Carole Bartley** – Smoking Cessation Co-ordinator – Dental Postgraduate Department; Cardiff University

Abstract: The “first port of call” for this “silent killer” is the mouth. Most people know of the dangers to their general health but are not aware of the devastating effects on the oral environment from mouth cancers to gum diseases from using tobacco in any form i.e. smokeless tobacco, tobacco with or without alcohol, cigarettes and cigars.

Disfigurement and loss of teeth has a profound psychological effect on all of us and is a powerful motivational tool.

The Dental Team see patients of all ages usually when they are well and early changes in the mouth are reversible on complete cessation. The Dental Team is in a unique position to highlight these changes and as patients are seen on a regular basis, monitoring and brief interventions can be built into their dental care.

This presentation is a small study, carried out by an NHS dental practice in Cardiff, which has received smoking cessation training from the dental Postgraduate Department and covers a 5 year period. The practice is in an area of high need and the study will show what can be achieved using the whole team.

The Practice has recently used a new innovative Smokescreen Test for saliva with some exciting results.

About the Presenter:

Source of Funding:

Declaration of Interest:

Carole Bartley is a qualified registered Dental Hygienist working in a busy NHS dental practice.

She is involved in providing training for dentists and DCP’s(dental care professionals) in Smoking Cessation through the Dental Postgraduate Department.

**Dental  
Postgraduate  
Department -  
Cardiff  
University**

**None**

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## Reducing the Uptake of Young Smokers – Smokescreens II

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Authors: **Qasim Chowdary; Community Arts**

Presenter: **Qasim Chowdary, Specialist Advisor for Children, Young People & Families - NHS Leicester City**

Abstract: A young smoker represents a lifetime of profit for the tobacco industry and a tsunami of young smokers are recruited every day to replace those who quit or die. Furthermore, the higher prevalence of smoking seen in the most deprived communities exacerbates to poorer life expectancy, quality of life and economic well being. Young people and youth culture are often early adopters of new social trends and more importantly powerful influencers to other groups both younger and older. The priority in 'A Smokefree Future' to reduce the uptake of young smokers further highlighted the need for preventative work.

The Leicester City STOP! Smoking Service along with a social enterprise organisation called Community Arts developed a campaign titled 'Smokescreens II'. The principle of this campaign was to encourage young people to make a basic commitment to living a "smoke free life" and entice them to promote the anti-smoking message. As part of our research, a period of consultation involved young people from four secondary schools and three colleges to rate various designs and messages, intended to be put on merchandise such as t-shirts, hats, lanyards and pens. The feedback forms offered young people the opportunity to sign a pledge in which they committed to living a "smoke free life". In total 250 young people gave their feedback and as many as 155 young people signed the pledge before the campaign was live.

The findings from the research delivered some unexpected results and offered deeper insight into achieving credibility within the youth market. The campaign will be rolled out across the Leicester City in Secondary Schools and Colleges and we hope to see continued positive reaction from young people as shown during our market research.

About the Presenter:

Source of Funding:

Declaration of Interest:

Qasim Chowdary is a Specialist Adviser for young people and families with NHS Leicester City STOP! smoking service. His current role involves managing the strategy for the reduction of uptake and treatment for young tobacco smokers. He also manages the smokefree homes project as well as involvement in several tobacco control campaigns. A particular area of interest in these projects is the influence of social networks and the ability of key individuals to make things happen.

**NHS Leicester City**

**None**

His previous roles include working with young people in the voluntary sector on community cohesion. As well as engaging with young sufferers of psychosis to assist and enhance social recovery.

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## Social Marketing for Ramadan

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Authors: **Qasim Chowdary**

Presenter: **Qasim Chowdary** – Specialist Advisor for Children Young People and Families - NHS Leicester City

Abstract: The Ramadan Stop smoking campaign 2009 built upon already successful partnerships within the community to further assist Muslim smokers to abstain beyond dawn to dusk.

A key message of the campaign was the promoted use of a dental tooth stick called a “Siwaak”. Its use was encouraged to reduce the impact of cravings and ease the void left by the smoker’s repetitive hand to mouth action (Siwaak use would not invalidate a person’s fast whereas the act of smoking in daylight hours would render it void). It had both high cultural and spiritual significance and is a highly emphasised within Islamic tradition.

Media attention included BBC East Midlands Today, BBC Radio Leicester, FMO Radio Ramadan, Leicester Sound and The Leicester Mercury. Local Imams and doctors promoted its use and the bespoke sleeve carrying the STOP! logo were taken as far a Mecca as a handy storage device for the siwaak. Several other PCT’s also expressed an interest in taking this concept and rolling it out in their localities based on the success the campaign had in Leicester City.

Our previous campaign in 2008 which highlighted individual charitable contributions that could be made based on annual tobacco expenditure saw a large increase in the following two quarters from BME service users when compared to the previous year (BME service uptake - 691 2007/08 compared to 1142 2008/09). Based on the successful work done by the STOP! Smoking team for Ramadan 2009, we are on course to achieve better results compared to the previous year. We hope that our work and efforts continue to strengthen our image as being both accessible and thoughtful to the needs of the population we serve.

About the Presenter:

Source of Funding:

Declaration of Interest:

Qasim Chowdary is a Specialist Adviser for young people and families with NHS Leicester City STOP! smoking service. His current role involves managing the strategy for the reduction of uptake and treatment for young tobacco smokers. He also manages the smokefree homes project as well as involvement in several tobacco control campaigns. A particular area of interest in these projects is the influence of social networks and the ability of key individuals to make things happen.

**NHS Leicester City**  
**Pfizer**

**None**

His previous roles include working with young people in the voluntary sector on community cohesion. As well as engaging with young sufferers of psychosis to assist and enhance social recovery.

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## Protecting Children and Young People from Second Hand Smoke

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Authors: **Andrea Crossfield**

Presenter: **Andrea Crossfield** - Director -Smoke free Northwest

Abstract: The effects of exposure to secondhand smoke (SHS) in the home and car for children in the UK result in an estimated 300,000 GP referrals and 9,500 hospital admissions each year for children under 16. Second hand smoke is linked with cot deaths, meningitis and asthma as well as causing middle ear congestion, bronchiolitis and delayed learning through missed school days. For older children, exposure increases the likelihood of asthma, flu, conjunctivitis, nasal infections and respiratory failure.

The children of parents who smoke in front of them are addicted to nicotine before they smoke themselves and the behaviour is normalised and seen as acceptable. The result is an increased likelihood that these children will smoke themselves.

These facts provide a compelling ethical case for action to protect children from SHS, however our proposed intervention to reduce children's exposure to SHS also demonstrates excellent value for money with an expected return on investment within one year.

A social marketing approach has been adopted in the planning stage to understand smoking behaviour in the home, and to develop a system approach which uses communications and interventions to enable our communities to promote behaviours which can protect their children from the effects of SHS in the home and car.

The qualitative insight which has been gained, together with quantitative benchmarking, will inform the creative direction of the first phases of this work and the communications channels to reach our target populations.

Smokefree Northwest has called together a region-wide steering group to drive forward a whole system approach to this issue. Task and finish groups for research and evaluation, systems and data collection and communications and marketing, will support this work. An initial burst of activity is due from August 2010, including a roadshow in 24 PCTs, a TV advert and online support.

About the Presenter:

Source of Funding:

Declaration of Interest:

Andrea Crossfield is the Department of Health's Regional Tobacco Policy Manager for the North West and Director of Smokefree North West, an NHS programme funded by all 24 Primary Care Trusts in the region. She was previously Programme Director for SmokeFree Liverpool and her background is in local government.

Andrea is actively involved in the Smokefree Action Coalition and a European Network for Smokefree Communities.

**The Smokefree North West Collaborative Programme is funded by all 24 PCTs in the North West.**

**None**

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She has a keen interest in public health advocacy and believes the success of the tobacco control advocacy movement can provide lessons for good practice and for future partnership work for tobacco control and across wider public health agendas.

Tackling tobacco related health inequalities and breaking the intergenerational cycle of children and young people's exposure to and addiction to tobacco are her key priorities in the region.

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## Predictors of Smuggling in the South Wales Valleys

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Authors: **Elen de Lacy, Dr Kier Lewis, Tanya Buchanan, Delyth Lloyd**

Presenter: **Elen de Lacy - Research and Policy Analyst - ASH Wales**

Abstract: Tobacco use is a major contributor to Wales struggling to achieve a healthy population. Tobacco smuggling constitutes a serious public health risk by undermining initiatives aimed at reducing tobacco consumption. Smuggled tobacco is most likely to be sold in deprived areas where rates of tobacco consumption are already creating significant ill health. Cheap and illicit tobacco undermines price (tax) and other tobacco control measures such as age of sale regulations. The criminal activities of smuggling, and increasingly, counterfeiting, lead to the availability of tobacco at less than half the tax-paid price in many deprived areas. This maintains smokers in their addiction and encourages young people to start smoking.

ASH Wales has recently carried out a quantitative telephone survey of people in the South Wales Valleys around smuggled tobacco and its accessibility and availability. This research shows that people are knowingly and readily able to buy smuggled and illicit cigarettes and loose tobacco from friends and family and even from people they do not know in the South Wales Valleys. This paper will look at the results of this research to determine if there are predictors around who is buying smuggled or illicit tobacco in Wales. It will also look at how this group could be persuaded to stop buying these products and how they could be persuaded into providing information to the authorities about selling illicit tobacco

About the Presenter:

Source of  
Funding:

Declaration of  
Interest:

Elen de Lacy is Policy and Research Analyst at ASH. Her previous roles have included Research Officer for the Charity Scope and as a Health Promotion Practitioner for Monmouthshire Local Public Health Service. Elen possesses expertise in volunteer development, health service provision and comprehensive Health Needs Assessment

**BHF**

**None**

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## Smokers for a smokefree England – changing attitudes to smokefree legislation

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Authors: **Martin Dockrell**

Presenter: **Martin Dockrell – Director of Research and Policy: ASH England**

Abstract: On-line surveys were conducted to monitor support for smokefree legislation in the Spring of 2007, 2008, 2009, 2010, and in the summer of 2007 following the introduction of smokefree legislation. A stratified sample of adults completed questionnaires exploring their behaviours, attitudes and beliefs relating to smoking and smokefree places. Sample sizes ranged from 1,100 in the early surveys to 10,000 in the later surveys. The sample structure remained constant throughout.

Support for smokefree legislation was greatest among never smokers and ex-smokers. Over all support was high and grew somewhat over the period. Support grew fastest among daily and non-daily smokers. This was underpinned by a shift in smokers' attitudes and beliefs. Belief that the legislation was good for the health of the general public, good for the health of most workers and good for their own health grew among smokers as did the belief that smoking is bad for the health of adults and for children. The incidence of smokefree homes also grew sharply through the period with 4 out of 5 participants in the 2010 survey reporting that smoking is not permitted in any enclosed part of their home.

About the Presenter:

Source of Funding:

Declaration of Interest:

Martin Dockrell joined ASH in 2007 and is now the Director of Policy & Research. His career in health started in the mid 1980's when he worked in HIV prevention. From the start he has been engaged in evaluation and researching the "user perspective" of health services. He has a particular interest in researching and reporting the views of smokers.

**The surveys were funded by ASH, ASH Scotland and ASH Wales, Asthma UK (2007) and England's Regional Tobacco Policy Managers (2009, 2010). Partners in the survey campaign for evidence based measures to reduce the harm caused by tobacco.**

**None**

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## Response to NICE Guidelines for Smoking in Pregnancy – is this achievable in practice within the NHS

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Authors: **Anthony Everard**

Presenter: **Anthony Everard** UK Sales Account Manager - Bedfont Scientific Ltd

Abstract: On 23<sup>rd</sup> June 2010, NICE issued guidelines recommending that all pregnant women are given an exhaled CO breath test at their first antenatal appointment. This paper looks into what effect this will have the exhaled CO market and also the steps that are being taken to ensure that CO monitoring is affordable and available to all practitioners whether that be a community midwife or Consultant within a Hospital. This paper further explores the stigma around the breath test, how to break this down and the media coverage that has possibly saved some people from being poisoned by carbon monoxide smoke. In Conclusion, the paper takes a success story from a successful PCT that has already been testing all pregnant women before the guidance has been released.

About the Presenter:

Source of Funding:

Declaration of Interest:

Anthony Everard is UK Sales Account Manager for Bedfont Scientific Ltd. He joined Bedfont in 2007 after a successful career as a Sales Representative for over 13 years selling to the NHS. Anthony's main role within Bedfont is to look after all major accounts in UK and Ireland as well as gaining many new accounts for Bedfont. Through his commitment to smoking cessation he has developed strong links between PCTs, Stop Smoking Services and Bedfont, advising on product issues and offering training and advice to Advisors.

**All funding for this work came from internal sources within Bedfont Scientific Ltd.**

**None**

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## Cut Films - Engaging Young People on Smoking Issues Through Film and Social Media

Authors: **Karen Ford; Lucinda Shaw; Jayne Hampson; Rhiannon Barker; Adam Crosier**

Presenter: **Karen Ford, Independent health research and policy consultant**  
**Lucinda Shaw, Director of the Deborah Hutton Campaign**

Abstract: The Deborah Hutton Campaign is a registered charity working with the statutory and not for profit sector as part of a tobacco control strategy to reduce smoking prevalence amongst young people.

Cut Films is a social marketing intervention, developed with and aimed towards positively influencing young people. The approach is characterised by understanding audiences and interventions through ongoing research.

An annual competition provides a focus for the campaign and offers young people the opportunity to research, develop and make short films with an anti-smoking message and share them on social networking sites. The website provides resources, tools and guidance and the films are judged by a panel of leading health experts, film professionals and young people themselves.

The aim is to foster a peer-to-peer approach which engages young people to discuss issues around smoking through the creative attraction of film and new media technologies. The initiative seeks to explore and challenge young people's perceptions that smoking is cool and produce outputs which are relevant for further dissemination.

The intervention was piloted to test the feasibility of the process and the delivery of the programme more widely. Qualitative research recorded the strengths of the approach and identified key challenges.

This paper describes the pilot intervention of Cut Films, summarises the findings and recommendations from the qualitative evaluation with young people and staff in schools and youth clubs and suggests opportunities for engagement at local level.

About the Presenter:

Source of Funding:

Declaration of Interest:

Karen Ford MSc (Med) is an independent health research and policy consultant. She was head of Public Health Advice at the former Health Development Agency and has over 25 years experience working in the public sector in education, management, research and policy. She works with a range of clients including government departments, primary care trusts, local authorities and the not for profit sector and is an associate research director of ICE Group UK, a trustee of two charities and until recently a scientific advisor to the Department of Health. She is a panel member of the ESRC, a member of the Social Research Association and a fellow of the Royal Society of Medicine.

Lucinda Shaw is the Director of The Deborah Hutton Campaign and has been in the voluntary sector for over 18 years, working for a broad range of charities including Sense, BLISS, RNID and, most

**The Deborah Hutton Campaign is a registered charity. Karen Ford developed the pilot evaluation framework and worked with a team of field workers on a pro-bono basis. ICE Group UK**

**Subsequent to the completion of the evaluation reports of the pilot phase Karen Ford was appointed as associate director of research for ICE Group UK and Rhiannon Barker as associate researcher.**

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recently, RedR. She also lived in Italy working as a consultant for UNHCR in Rome. An experienced senior manager her skills include fundraising, marketing, communications and general charity management.

**contributed their time and expertise free of charge creating the Deborah Hutton Campaign website and brand.**

**Karen is a trustee of the Deborah Hutton Campaign.**

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## *Tobacco Advertising, Promotion and Sponsorship (TAPS) 2.0: Turning off the TAPS in the digital world.*

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Authors: **Becky Freeman**

Presenter: **Becky Freeman, School of Public Health, University of Sydney**

Abstract: The WHO Framework Convention on Tobacco Control (FCTC) bans all forms of tobacco advertising, promotion and sponsorship. However, despite near universal adoption of advertising bans, the tobacco industry has a history of exploiting novel and emerging advertising methods. The comprehensiveness of these bans has yet to be tested by online social networking media like Facebook. Explosive rises in use of social networking and user generated content websites is fuelling tobacco product promotion through electronic media. In contrast, there is a very limited body of public health research on these “new media” advertising methods. Two detailed case studies of tobacco industry marketing through Web 2.0 platforms will be presented. The first will explore how this technology has blurred the line between marketing and market research and the second will detail the promotional activities of a transnational tobacco company on the popular social media site, Facebook. Additionally, the initial results of a research project built on these same principles of online community building and engagement to monitor TAPS will be presented. Challenges for tobacco control policy development and implementation will be discussed in light of these technological and marketing advances.

About the Presenter:

Source of Funding:

Declaration of Interest:

Becky Freeman has been working in tobacco control since 2000. She is an early career researcher and PhD candidate at the School of Public Health, University of Sydney. Her research interests include tobacco advertising and promotion and the influence of Web 2.0 technology in both promoting and reducing tobacco use. A key focus of Becky’s PhD thesis is on the tobacco control implications of the increasing popularity of electronic media and social networking websites. She was recently appointed the assistant editor of new media for the international journal, *Tobacco Control*. Becky has also published research on tobacco packaging and tobacco industry promotional activities. She has had the good fortune of being able to blend her passion for tobacco control and travel. Prior to pursuing her research interests in Australia, Becky held tobacco control positions in Edmonton, Alberta, Canada with both government and not-for-profit organisations. She was also the Director of Action on Smoking and Health (ASH) New Zealand from 2004 through 2006.

**National Health and Medical Research Council (Australian Government)**

**None**

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## Ontario's Initiative to Ban Smoking in Motor Vehicles with Children Present.

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Authors: **Denis Gertler**

Presenter: **Denis Gertler, Director, Tax Programs Project Office - Ontario Ministry of Revenue**

Abstract: The focus of the presentation is to describe the Amendment to prohibit smoking in Motor Vehicles with Children Present, discuss its emergence on the Province's agenda and reveal how it was implemented. The Amendment will be discussed with reference to the Smoke-Free Ontario Strategy, a comprehensive tobacco control initiative led by the Ontario government with tobacco control advocates in the province. The presentation will also address the mix of circumstances that convinced the government to reverse its position and sponsor the new law. The presentation will conclude with thoughts on the policy's role in advancing smoke-free initiatives in Ontario.

About the Presenter:

Source of  
Funding:

Declaration of  
Interest:

Denis Gertler has worked as a public servant, consultant and administrator in the public, private and non-profit sectors. In government, Denis has held a succession of senior staff and management positions in central agencies and line departments including Tourism and Recreation, Culture, Finance, Management Board Secretariat, the Attorney General, Labour, Health Promotion and Revenue. During the past decade he has led initiatives across the public service to modernize regulatory practice in Ontario and more recently, implemented the Smoke-Free Ontario Act and related programs addressing tobacco-use prevention and smoking cessation. Denis is currently coordinating efforts across Ontario to combat the production, distribution, sale and use of contraband tobacco.

**None**

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## Exploring social marketing insights on the promotion of stop smoking services amongst routine and manual workers, and other hard to reach groups

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Authors: **Jayne Hampson**

Presenter: **Jayne Hampson, Director of Social Change – ICE**

Abstract: The paper contains two pieces of social marketing work we have recently completed with NHS North of Tyne and NHS Coventry around smoking. Both successful projects were focused around increasing the take up of smoking cessation services amongst hard to reach audiences, including routine and manual workers.

The paper will explore the audience insights gained from both projects, the mixed marketing methods and techniques that were successfully used to help ‘nudge’ behaviour change and motivate people towards smoking cessation, and lessons learned.

As part of this, we will explore and raise discussion around the impact that the quality, responsiveness and performance of local cessation services has on overall outcomes, once ‘qualified’ potential quitters have been referred for entry into a service - comparing the difference between the two health services, where performance was high in one and much poorer in the other.

The two case study projects are as follows:

**NHS Coventry:** ICE worked with NHS Coventry to deliver the city’s biggest ever stop smoking initiative to generate demand for an increase in local Stop Smoking Services and to motivate local people to quit smoking. With a focus on three hard to reach audience groups – routine and manual workers, pregnant women and young people – the BIG Pledge encouraged people to make a ‘pledge’ to stop smoking either for themselves, for a friend or family member, or to make a pledge as a group of friends.

**NHS North of Tyne:** ICE was commissioned to deliver an end-to-end social marketing campaign, with a key behavioural objective to increase the number of male and female routine manual workers accessing stop smoking services across Newcastle, North Tyneside and Northumberland. This unique project joined-up working across 3 PCT areas, commissioners and providers, and Fresh (Smoke Free North East), and within just two weeks directly engaged almost 2,000 routine and manual workers.

About the Presenter:

Jayne Hampson leads the Social Change Division at ICE, where she is responsible for the planning and implementation of many high profile targeted social marketing projects and campaigns around smoking cessation. Drawing on her specialism in social marketing, Jayne develops bespoke techniques to help clients to engage with audiences, especially those deemed hard to reach and seldom heard audiences. Jayne is highly experienced in all areas of public sector marketing communications including media relations, strategy/planning, and stakeholder engagement. Prior to working at ICE, she was part of the Corporate Communications team at Merseyside Police, working closely with a range of key stakeholders including the Home Office, as well as many Crime and Disorder Reduction Partnerships.

Source of Funding:

**NHS North of Tyne**  
**NHS Coventry**

Declaration of Interest:

**None**

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## Commissioning Effective Integrated Local Stop Smoking Services

Authors: **Clair Harris; Gail Addison & Sarah Wyatt**

Presenter: **Clair Harris and Gail Addison, Associate Delivery Managers, National Support Team for Tobacco Control**

Abstract: In the current climate of financial insecurity and public sector re-structuring, commissioning a 'fit-for-purpose' Stop Smoking Services is essential if local efforts to address health inequalities and reduce the financial burden of tobacco-related illness are to be successful.

The National Support Team for Tobacco Control (alongside other NSTs) has visited some of the most challenged areas in England over the past 3 years, advising both commissioners and providers and gathering evidence of best practice through intensive visits and support and working collaboratively with regions.

A recent development and learning event in collaboration with Smoke Free North West highlighted a number of issues around commissioning effective local stop smoking services including:

- Appropriate use of data and intelligence to inform planning and resource allocation
- Data capture and analysis
- Managing the 'market'
- Understanding what will be required to support the move towards prevalence reduction.

Following this event the Tobacco Control National Support Team have developed 'How To' Guides, which take commissioning effective Integrated Local Stop Smoking Services onto the next phase.

The workshop will introduce both the 'How To' guides and next phase Integrated Service Framework approach and test their appropriateness in light of recent government changes.

About the Presenters:

Source of Funding:

Declaration of Interest:

Clair has worked in health improvement in both Local Authority and the NHS for over 11 years. With a broad background in marketing, public health and commissioning. Clair has gained considerable experience of developing local physical activity and tobacco control programmes in several places and more recently developed and implemented a successful strategic commissioning approach smoking cessation and tobacco control in a PCT in the North West.

Gail comes from a clinical background and has been working in tobacco control since 2001. She established three high-achieving stop smoking services and a tobacco control alliance. Gail has worked at both regional and national level, working closely with Stop Smoking Services at regional level and later as Alliance Development Manager at DH covering a network of 42 tobacco control alliances throughout England.

**None**

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## Smoke Free Futures

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Authors: **Professor Gerard Hastings**

Presenter: **Professor Gerard Hastings**

Abstract: This presentation will explore the possibility of smoke free futures in the UK but the cogs are still turning on this one; anything could happen!

About the Presenters:

Source of  
Funding:

Declaration of  
Interest:

Gerard Hastings is Professor of Social Marketing at Stirling and is Director of the Institute for Social Marketing and the Cancer Research UK Centre for Tobacco Control Research. Gerard has acted as a Temporary Advisor to the World Health Organisation on tobacco and alcohol marketing, and a Special Advisor to the House of Commons Health Select Committee during their enquiries into the tobacco and food industries. He provides regular guidance on social and critical marketing to the Scottish, UK and European Parliaments. He has also acted as an expert witness in litigation against the tobacco industry

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**None**

## The Development of Stop Shops – A Toolkit

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Authors: **Stephanie Heathcote**

Presenter: **Stephanie Heathcote, Healthy Families Coordinator, Phoenix Stop Smoking Service**

Abstract: Introduction:  
The project is the development of Health Shops in Lincolnshire offering a variety of healthy lifestyle interventions including smoking cessation, weight management, alcohol reduction, Chlamydia screening and sexual health advice and signposting and CCard/Tackling Teenage Pregnancy. After identified community hot spots around deprivation and poorer health, these developments, centered in City and Town High Streets provides the population of Lincolnshire with both visible and accessible NHS Services serving thousands of people in most need. For Lincoln, 95% of the users are local with 85% from postcode areas identified as priorities for high smoking prevalence etc.

Innovation & Sustainability:  
The Health Shops are now rooted into NHS Lincolnshire's Local Operating Plan and so are funded for the foreseeable future - We are also exploring new opportunities such as Health Checks where we are in negotiations with commissioners to provide a more targeted and opportune model to attract people most at risk to be offered screening and signposting.

Results & Benefits:  
The develop of Health Shops resulted in Lincolnshire achieving the most challenging smoking cessation targets in the East Midlands and as a County Service, the most challenging targets nationally. The 1,000 extra 4-week quitters who came through the Health Shops were people who had informed us that they would not have gone through conventional service routed to quit - Quit rates near 50% (expected high 30s) and usage by Routine and Manual smokers from areas of high smoking prevalence was also a bonus. As a partnership model, the cost effective was also significant. It would have taken and average practice cluster 24 years to achieve the same footfall and outcomes.

About the Presenter:

Source of Funding:

Declaration of Interest:

Stephanie Heathcote is a Registered Nurse and Midwife and she has spent over 30 years working within the NHS. Stephanie has practised as a community midwife in Lincolnshire for over 20 years and graduated from the University of Leicester in 2005. Stephanie is passionately committed to the health of pregnant women and their families and has a strong interest in smoking and obesity, which led to her joining Phoenix as a Healthy Families Coordinator four years ago. She has played a key role in implementing the Smoke Free Homes Project within the Midwifery Service to ensure all women are offered information regarding Smoke Free Homes.

**NHS Lincolnshire  
(All Shops)  
Lincoln City  
Council (Lincoln  
Shop)**

**Boston Council  
for Voluntary  
Services (Boston  
Shop)**

**Lincolnshire  
County Council**

**None**

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*Smoking issues raised in Prescription for Change – Lesbian and Bisexual Women’s health check*

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Authors: **Ele Hicks**

Presenter: **Ele Hicks**, Projects and Policy Officer - Stonewall Cymru

Abstract: Stonewall Cymru will provide a brief introduction to the smoking related findings in Prescription for Change – Lesbian and Bisexual Women’s health check (Stonewall, 2008). This presentation will discuss the Wales specific data, in addition to the GB-wide data and introduce both possible causes for these statistics and how service providers can better target and tailor their services to meet the needs of lesbian and bisexual women.

About the Presenter:

Source of Funding:

Declaration of Interest:

Ele has worked for Stonewall Cymru, the all Wales LGB charity, since 2006. She is primarily responsible for improving healthcare, housing and other public services for LGB people and consultations, engagement with policy and gathering LGB people’s views. Stonewall Cymru works for LGB equality in public services; employment; education; policing and community safety and the media and to get LGB people’s voices heard. Stonewall Cymru also run volunteering programmes and outreach events.

**Original report ‘Prescription for Change’ sponsored by the Lloyds TSB Foundation.**

**None**

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## *The re-shaping of life worlds: male Bangladeshi smokers and the English smoke-free legislation*

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Authors: ***Dr. Gill Highet, Professor Steven Platt, Deborah Ritchie, Dr. Katrina Hargreaves, Professor Amanda Amos***

Presenter: ***Gill Highet - Research Fellow - University of Edinburgh***

Abstract: The implementation of comprehensive smoke-free legislation has been shown to be highly effective in reducing second hand smoke exposure and in supporting quitting and support for smoke-free places amongst the wider population. As yet, little is known about the impact on particular groups and communities. In this paper, we explore whether English smoke-free legislation has affected UK based Bangladeshi male smokers, a group disproportionately affected by smoking and its health consequences.

We draw on data derived from the Evaluation of Smoke-free England (ESME), a qualitative, longitudinal study conducted between April 2007 and December 2008 in two metropolitan areas in the north and south of England. Using repeat interviews with panel informants and key stakeholders, focus groups with sampled communities, and observations in community venues, ESME examined the impact of English smoke-free legislation on individuals, families and communities. The data presented in this paper are derived from repeat interviews (n=34) conducted before and after the legislation with 15 male Bangladeshi panel informants and from two focus groups, one with Bangladeshi men, the other with Bangladeshi women, the latter providing an additional valuable perspective on male Bangladeshi smoking behaviour

Using Kelly's concept of the 'life-world', a tool for describing the different dimensions of social difference and how these interact with one another (Kelly, 2006, 2009), we explore how Bangladeshi male smokers have adapted and adjusted to English smoke-free legislation. We explore the similarities and differences between their world and the wider public world and identify which aspects of their life worlds have influenced their response to smoke-free policy. We conclude that for maximum impact, interventions aimed at whole populations may need to be supplemented at a local level by culturally sensitive measures in some areas where there are high concentrations of Bangladeshi people living.

About the Presenter:

Source of Funding:

Declaration of Interest:

Gill has worked on a range of qualitative studies, employing different qualitative methods and involving various participant groups in a range of settings. Much of her work has been challenging, touching on sensitive areas such as young people's experiences of smoking, drug use and of divorce and separation. She currently works as Research Fellow on a health services research project looking at the optimum role for primary care in providing follow-up care for lung cancer patients. In her previous post, she worked on the ESME study (Evaluation of Smokefree England), on which the paper she is presenting at this conference is based. Her main research interests include evaluation in health care, young people's substance use,

**The Evaluation of Smoke-free England (ESME), from which this paper was drawn, was undertaken by the Public Health Research Consortium (PHRC) which is**

**None**

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young people and family relationships and qualitative research methods, with particular reference to young people. A previous career in health related community work has engendered in Gill a concern for issues of social justice. As well as writing for the academic community, Gill has considerable experience in communicating with research participants, practitioners, policy makers and the general public. To this end, she has facilitated workshop sessions and produced a wide range of dissemination materials aimed at diverse audiences, including newsletters, research briefings and web-based materials.

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**funded by the  
Department of  
Health Policy  
Research  
Programme.**

## Preventing the uptake of smoking – engaging with young people

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Authors: **Tina Jones, Rob Wileman, Stevan Chambers, Louise Dodson**

Presenter: **Tina Jones, Tobacco Control Programme Manager - NHS Derbyshire County**

Abstract: A young smoker represents a lifetime of profit for the tobacco industry and a The Tobacco Control Team has developed an intervention with young people aimed at giving them the facts around smoking and other tobacco control issues. The Team has developed presentations and teaching sessions, including a range of quizzes and activities for different age groups. The sessions are designed to give young people all the facts about smoking to enable them to make informed choices. The sessions cover all aspects of tobacco use and focus very much on the effects of living with smoking rather than dying from smoking related diseases. Although the sessions do cover the health effects of smoking the main focus is on things that young people may not know about smoking such as illegal tobacco, chemicals contained in cigarette smoke, the marketing techniques of the tobacco industry and how they manipulate young people into becoming smokers. The sessions also cover addiction, infertility, diseases caused by smoking that will not necessarily result in premature death but can make life very difficult. Also covered is the cost of smoking and what the money used to buy cigarettes could be spent on and the effects of smoking on appearance and on pregnancy. The presentations are colourful and fun using images and language that is understood and relevant to young people. We have listened to the young people themselves to find out what they feel is important and changed our presentations to reflect this. Although this is a serious subject it is presented in a lively and relevant way which engages with young people to get across the messages about the harm caused by tobacco use. The Team also use 'age progression software' which demonstrates the aging process and how this is accelerated by smoking.

In the last 12 months the Team has delivered over 175 separate sessions to around 3700 young people in schools colleges and other settings. All the sessions have evaluated very well and the evaluation shows early stages of behavioural change and evidence that the sessions are changing the way these young people feel about smoking.

About the Presenter:

Source of  
Funding:

Declaration of  
Interest:

Tina Jones is Tobacco Control Manager for Derbyshire Stop Smoking Service. She manages a Tobacco control Team and a Stop Smoking Service covering the whole of Derbyshire. Derbyshire has a long established tobacco control alliance and prior to taking the above post Tina was Alliance Coordinator for Derbyshire and Derby City. She played an active role in advocating for comprehensive smoke free legislation and in ensuring that the legislation is enforced in a consistent manner across Derbyshire.

**Derbyshire  
County PCT**

**None**

Prior to working for Derbyshire County Stop Smoking Service Tina managed Trading Standards Consumer Advice Services in Wirral and Derbyshire.

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## Social Marketing in Practice

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Authors: **Tina Jones, Sarah Tuxford**

Presenter: **Tina Jones - Tobacco Control Programme Manager - Derbyshire County PCT**

Abstract: Erewash is one of the more deprived Districts of Derbyshire which has not always had a Specialist Stop Smoking Service within the district. It was recognised that in this area routine and manual males were under represented in smoking quit figures and were less likely to access the Specialist Stop Smoking Service than other groups. There was a considerable amount of anecdotal evidence of why this was but no real research had been carried out. The service commissioned CI research to undertake research based on the principles of social marketing to get a greater understanding of why this group did not access the service, their preconceptions, barriers to access etc. The research consisted of 200 questionnaires completed on the street by the target group of smokers. The insights gained into this group then informed a series of focus groups. The research identified 4 distinct groups of smokers. It was decided to initially target the groups identified as 'Susceptible Switchers and 'Lone Discontents '. It was felt that out of the four groups these two groups were in the contemplation stage of quitting and were therefore more likely to be successful quitters. The information gained from this research allowed the Service to develop a campaign for the identified groups which would be used to brand a mobile road show which would take stop smoking support to the heart of the community. The road show will be completed in June 2010 and will be rigorously evaluated. Derbyshire County Stop Smoking Service would like to share the experience of using social marketing to inform a targeted campaign which is delivered in an innovative way through the use of a road show delivering stop smoking support in the heart of the community.

About the Presenter:

Source of  
Funding:

Declaration of  
Interest:

Tina Jones is Tobacco Control Manager for Derbyshire Stop Smoking Service. She manages a Tobacco control Team and a Stop Smoking Service covering the whole of Derbyshire. Derbyshire has a long established tobacco control alliance and prior to taking the above post Tina was Alliance Coordinator for Derbyshire and Derby City. She played an active role in advocating for comprehensive smoke free legislation and in ensuring that the legislation is enforced in a consistent manner across Derbyshire. Prior to working for Derbyshire County Stop Smoking Service Tina managed Trading Standards Consumer Advice Services in Wirral and Derbyshire.

**Derbyshire  
County PCT**

**None**

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## Understanding tobacco smuggling

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Authors:	<b>Luk Joossens</b>		
Presenter:	<b>Luk Joossens</b> , <i>Advocacy officer - Association of European Cancer Leagues</i>		
Abstract:	<p>The illicit tobacco trade results in huge losses of revenue to governments, estimated at \$US40 billion in 2007, and in increased consumption and thus health problems because it makes tobacco available more cheaply.</p> <p>The presentation will discuss the different types of illicit trade and how they should be successfully tackled.</p> <p>In February 2008 negotiations started on a protocol to the World Health Organization Framework Convention on Tobacco Control (FCTC), to prevent illicit trade in tobacco products. Article 15 of the FCTC states that the convention should deal with all forms of illicit trade in tobacco products, including smuggling, illicit manufacturing and counterfeiting.</p>		
	About the Presenter:	Source of Funding:	Declaration of Interest:
	<p>Actual position: Advocacy Officer, European Cancer Leagues and Tobacco Control Expert, Belgian Foundation against Cancer, International expert on illicit tobacco trade, Framework Convention Alliance.</p> <p>Experience: Belgian Consumer Association (1973-75), Centre for research and Information of the (Belgian) Consumer organisations (1976-2003), Director of the European Bureau for Action on Smoking Prevention (BASP: 1998-1995), Temporary advisor to the World Health Organization on the issue of tobacco smuggling (1996-2003) and Belgian Foundation against Cancer (2003-). He is the author of more than 400 articles, reports and presentations on the different aspects of the smoking prevention policy, such as smoking prevalence studies, smoking cessation, passive smoking, advertising, labelling, taxes, smuggling, tobacco industry tactics, EU policy. In 1991, he received the WHO Commemorative Award, in 2004, an Honorary Gold Award of the Polish Health Promotion Foundation and in July 2006, he received the Luther Terry Award for Outstanding Individual Leadership in tobacco control.</p>	<b>Belgian Foundation against Cancer, European Cancer Leagues, Framework Convention Alliance</b>	<b>None</b>

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*The truth about stopping smoking and gaining weight*

*Awaiting title*

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Authors: **Deborah Lycett**

Presenter: **Deborah Lycett**

Abstract: Weight gain is a common excuse given for not quitting or for relapsing to smoking. This workshop will provide an opportunity to discuss the following issues in the light of current evidence:

1. Why is this weight gain a problem?
2. How much weight should we expect people to gain?
3. What is the evidence for our current practice?
4. What new ways are we exploring to tackle this weight gain?

About the Presenter:

Source of  
Funding:

Declaration of  
Interest:

Deborah Lycett is currently a consultant dietician and PhD researcher at the University of Birmingham. Deborah's research has focused on weight gain amongst smokers who have quit. She has published a number of research papers on this topic and has worked on a number of research programmes including work exploring the predictive factors of weight gain associated with smoking cessation through an analysis of an 8 year cohort of those attempting to quit smoking and the Dietetic Management in Smokers Trial (DeMIST). Deborah will facilitate a workshop at the conference entitled: The truth about stopping smoking and gaining weight.

**None**

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## The Trouble with Teenagers....

Authors: **Ian McNally**

Presenter: **Ian McNally, Young Person's Advisor - Roy Castle Lung Cancer Foundation**

Abstract: Figures show about one fifth of 15-year olds smoke on a regular basis; 18% of boys and 26% of girls. Gaining an understanding of the factors that influence smoking uptake is a key public health priority.

Around 80% of adult smokers take up the habit during their teenage years. The Young Persons Stop Smoking Service provision is delivered in schools, youth clubs and children's homes across Merseyside by 'Roy Castle Fag Ends'. Health events and presentations engage the young people who can access one to one or group support.

There are unique challenges in supporting young people to quit;

- Methods of engagement
- Confidentiality – don't want friends, family to know they smoke or trying to quit
- Young people feel invincible and are dismissive of the dangers of smoking
- Peer pressure from friends; family; culture
- Mass media focus on the celebrity life , conforming to be thin, cool, free spirited

Resolution.....not revolution

- Build rapport and gain trust
- Educate. Change perceptions of smoking
- LISTEN....ask what they want. Young People want to make their own decisions
- Ask, assist, advise..... support them through good times and bad
- Promote the benefits....health and fitness....looks and attitudes
- Empower them to change attitudes of friends and family.....and become change agents
- Influencing social attitudes towards smoking.....gaining positive rewards for the teenager

What's in it for me?.....

- Young people feel a tremendous sense of empowerment when they quit. They made the decisions, they chose the path, they successfully completed what they set out to do
- Stop Smoking Advisors – there is no better feeling than knowing you have made a difference by supporting a teenager to quit smoking. You have changed their life for the better.

About the Presenter:

Source of Funding:

Declaration of Interest:

Ian McNally currently works as a Young Persons Smoking Cessation Specialist for Roy Castle Fag Ends and has worked with the charity for five years.

His current work involves overseeing the day to day provision of the Young Person's stop smoking service within the Liverpool PCT area.

**The Roy Castle Lung Cancer Foundation**

**None**

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Ian's skills in encouraging and engaging with young people in their efforts to quit smoking also leads to the young people being able to realise their own self belief and feeling of empowerment.

Previously, as a Youth Worker Ian has worked within the community with hard to reach and excluded young people.

Above all, Ian is a keen and very enthusiastic individual within his role. He is eager to share his success with those who would like to make a difference. In spite of the many challenges, Ian is making a real difference to the lives of young people who wish to give up smoking.

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*The evidence for removal of point of sale displays.*

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Authors: **Professor Ann McNeil**

Presenter: **Professor Ann McNeil, Professor of Health Policy & Promotion - UK Centre for Tobacco Control Studies, University of Nottingham**

Abstract: In countries where tobacco advertising and promotion bans are in place, point of sale promotional displays remain one of the main channels for tobacco marketing. In many countries such as the UK, point of sale displays have grown in prominence and size in recent years, and are frequently situated in a prime position behind cashiers. This presentation will examine the evidence base for the impact of point of sale displays and their removal, including data from Ireland where a point of sale ban was introduced in July 2009.

About the Presenter:

Source of  
Funding:

Declaration of  
Interest:

Ann McNeill has worked in the tobacco control field for 25 years. She is currently Professor of Health Policy & Promotion at the University of Nottingham and is Deputy Director of the UK Centre for Tobacco Control Studies. Ann has published widely on tobacco control research and policy.

**Office of Tobacco  
Control Ireland,  
Cancer Research  
UK, Irish Cancer  
Society and ASH  
New Zealand**

**None**

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## Combination Therapy in Cessation

Authors: **Dr. Hayden McRobbie**

Presenter: **Dr. Hayden McRobbie**, Senior Clinical Research Fellow, Queen Mary University of London, Barts and the London School of Medicine and Dentistry

Abstract: Evidence suggests that combining nicotine replacement therapy (NRT) is more effective than using NRT monotherapy in helping smokers to quit. However, using NRT in combination is not widely practised. There are some misconceptions regarding overdosing on nicotine by combining NRT, however, the amount of nicotine smokers obtain from using NRT combinations is generally less than that they receive from smoking. There have been several studies on using NRT in combination and it is proven to be safe and effective. From the practising clinician perspective there are many different factors to consider when recommending two NRTs to be used together because not all combinations will have the same effect. Patches provide background craving relief and short-acting NRT (e.g. including lozenges, gum, nasal sprays and inhalators can provide relief of intermittent or breakthrough cravings. Patient preference plays a key role when considering NRT in combination. Patients also need to be educated about how best to use two NRTs products together as under dosing is a common problem and can result in a sub optimal effect. The workshop session will provide an overview of evidence and benefits as well as discuss the challenges of combining NRT in practice.

### About the Presenters:

Hayden McRobbie is a Medical Practitioner with international experience in research and treatment. He is based both in London, where he holds a Senior Clinical Research Fellow post at Queen Mary University of London, Barts and The London School of Medicine and Dentistry, and in New Zealand, where he is a Senior Lecturer in the School of Public Health and Psychosocial Studies, Auckland University of Technology and an Honorary Senior Lecturer in the Department of General Practice and Primary Health Care at the University of Auckland.

Dr McRobbie was involved in writing the New Zealand Smoking Cessation Guidelines and developing the 'ABC approach', which he is helping to implement within New Zealand healthcare settings. Dr McRobbie provides smoking cessation treatment and is also involved in training healthcare professionals in smoking cessation. He continues to contribute to numerous expert bodies, committees, working groups and conferences. Dr McRobbie's research interests are in the treatment of tobacco dependence and he is developing a focus on the 'hard to treat' smoker. He is Assistant Editor of Nicotine and Tobacco Research, Deputy Editor of the Journal of Smoking Cessation, a member of the Society for Research of Nicotine and Tobacco (SRNT) and Vice-president of the Association for the Treatment of Tobacco Use and Dependence (ATTUD).

### Source of Funding:

**This workshop is sponsored by GSK**

### Declaration of Interest:

**Hayden McRobbie has received research funding from, and provided consultancy to, manufacturers of smoking cessation medications.**

## W-WEST (Why Waste Everything Smoking Tobacco) A Youth Advocacy Group

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Authors: **Melanie Owens**

Presenter: **Melanie Owens**; Health Improvement Practitioner – Tobacco - NHS Greater Glasgow and Clyde Smoke Free Youth Services

Abstract: W-WEST (Why Waste Everything Smoking Tobacco?) is Scotland's first pro-choice smoking information group led by and for young people. The group was formed by Greater Glasgow and Clyde NHS Board in response to growing evidence from groups such as 'D-MYST', 'Reality Check' and 'Truth Campaign' that such initiatives can have success in influencing tobacco control policy and young people's attitudes to smoking and smoking behaviour. In November 2008, a 2 day youth led peer training and recruitment event was held in Glasgow in conjunction with D-MYST. Following the event 13 young people formed W-WEST, developing their own brand identity and interactive website. Currently W-WEST's youngest member is 13 & the oldest member is 18.

W-WEST aims to give young people the information they need to make choices about smoking, to de-normalise & de-glamorise smoking & the tobacco industry and to influence tobacco control policy at a local and national level.

The official launch of W-WEST was in June 2009. Alongside the launch, W-WEST carried out a campaign around under-counter tobacco products and why this is an important issue in preventing young people from taking up smoking.

The group have now turned their attention to raising awareness of how the tobacco industry uses marketing & 'cool' packaging to attract young smokers to their brands. The campaign is entitled 'The Plain Truth' & was launched on 31<sup>st</sup> May, coinciding with World No Tobacco Day. W-West have collaborated with the University of Stirling to produce a survey aiming to help inform the Scottish and UK Government of the impact that tobacco packaging has on young people.

W-WEST has previously won ASH Scotland's Crofton Award in recognition of their innovative work to raise awareness of smoking with young people. They were also nominated in the Health category of the Young Scot Awards 2010.

About the Presenters:

Source of  
Funding:

Declaration of  
Interest:

Melanie has a degree in Community Education from the University of Strathclyde and a background in community development and youth work. Melanie currently works within NHS Greater Glasgow and Clyde Smoke Free Youth Services which includes supporting the development of the W-WEST Youth Advocacy Group, developing the Smoke Free School Programmes and participating in the Youth Tobacco Action Group, which aims to support a board wide approach to tackling youth smoking and changing youth smoking behaviours.

**None**

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*‘Your Reason, Your Way’ – a Social Marketing Campaign to reach the parts that other services can’t.*

Authors: **Kim Ozano; Mike Donnelly**

Presenter: **Kim Ozano - Senior Health Improvement Advisor; NHS Wirral**

Abstract: The ‘Your Reason, Your Way’ (YRYW) campaign is an innovative project targeting high smoking prevalent groups who would not ordinarily access traditional stop smoking services. It provides as much support as the client wants, from no contact from us until 4 weeks when they will declare their Smokefree status to a full intensive service and anything in-between. It’s a design your own service which the client chooses from a pick and mix approach. Comprehensive insight work with local smokers informed the design and delivery of the campaign which aimed to be easily accessible and more attractive to those not likely to engage with current service provision. The main elements are:

- A mobile outreach service (consisting of a trailer, registration point, promotional staff who can issue Nicotine Replacement Therapy (NRT) on the spot without appointments which smokers can access in their own locality
- A website service (consisting of a web based registration point and smokers forum where smokers can talk to other smokers, quit tips, and links to facebook and twitter). This service is aimed at reaching smokers living in the 20% deprived areas who cannot access the mobile outreach service or other local services.
- An incentive scheme in partnership with Asda to encourage engagement and increase the number of quitters making a quit attempt. The incentives are in the form of a monthly prize draw and are there primarily to engage and create a community champion network.
- Neighbourhood champions (people from within the local community who have quit smoking) further reinforcing the social marketing campaign
- Phone, text, letter, email and face to face support and follow-up including issuing NRT vouchers by post
- Intense customer relationship marketing to retain those who may have fallen off the wagon

About the Presenter:

Kim Ozano has a BSc in Sports Science and an MSc in Exercise and Nutrition. She has worked in tobacco control for over three years beginning with the role of Smokefree Enforcement back in July 2007. Kim is currently employed by NHS Wirral as a Senior Health Improvement Advisor and has commissioning leads for tobacco control and CVD. She has been involved in a number of stop smoking social marketing campaigns including a ‘Quit and Win’ project for BME tobacco users and a campaign to increase uptake of health checks by men over the age of 55 from areas of deprivation.

Source of Funding:

**NHS Wirral  
Funded, strategic  
Priority – Public  
Health**

Declaration of Interest:

**None**

## The Finnish Experience in Tobacco Control Policies

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Authors: *Kari Paaso*

Presenter: ***Kari Paaso***; Director - The Finnish Ministry for Social Affairs and Health

Abstract: The New Finnish Tobacco Act says clear and loud that the objective of the act is to end the consumption of tobacco products, which contain toxic compounds and create dependence. The Finnish Government has set a goal of Smoke free Finland by the year 2040 and the New Act is a manifestation of this. The Act also bans the display of tobacco products at the point of sale, bans vending machines and widens smoke free areas in joint facilities as well as in outdoor festivals. My paper discuss the making of the Act, who was a friend and who a foe. Moreover, my paper discusses the history of the Finnish tobacco policies, the links with international and EU endeavours. Finally I shall try to outline the way forward.

About the Presenter:

Source of  
Funding:

Declaration  
of Interest:

Mr Kari Paaso works for the Finnish Ministry of Social Affairs and Health as a Director. He is the Head of Unit for Harm Prevention. The Harm Prevention Unit deals with policy and legal matters on tobacco, alcohol, illicit drugs, gambling, injury prevention and domestic violence.

Mr Paaso started in the Ministry in 1996 but he moved to the European Commission, DG SANCO (Health and Consumer Protection Directorate-General), in 2002 to work on tobacco and alcohol related matters. His main area of work in the Commission was preparation and finalisation of legal tobacco files. He was a member of the Commission team in the FCTC negotiations in 2002 and in the final round in 2003. He was the responsible officer in preparing the Commission Decision on the colour photos to be used as pictorial warnings for tobacco packages.

Mr Paaso was involved in finalising the Tobacco Advertising Directive and the Council Recommendation on the measures to reduce smoking and as well as in finalising the first report on the implementation of the Tobacco Products Directive. He was the responsible officer when the report on the European Tobacco Policy, the ASPECT Report, was initiated.

From the Commission he moved to the WHO Regional Office for Europe in 2006 to work as an Acting Programme Manager for tobacco and alcohol policy. When his term as a national expert in the WHO expired he returned to the Finnish Ministry of Social Affairs and Health in 2007.

Mr Paaso is a lawyer. He graduated from the University of Helsinki in 1977.

**None**

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## Wythenshawe Healthy Smokefree Families: Community participation to protect children from tobacco smoke

Authors: **Ali Reid, Chris Bell, Deirdre Lewis, Debbie Koroma**

Presenter: **Ali Reid - Senior Public Health Development Advisor Smokefree Pregnancy -Manchester Stop Smoking Service**

Abstract: Working together with the Wythenshawe community, Manchester Stop Smoking Service and Barnardo's North West joined forces to change knowledge, attitudes and behaviour to protect children from second hand smoke. The pilot implementation is part of a wider, evaluated European project. Additional partnerships were made; Manchester United Foundation launched 'show smoking the red card'; RNCM Outreach are working to build Wythenshawe Smokefree Community Choir.

The project seeks to reduce health inequality by improving outcomes for children in an area of deprivation with high smoking rates. It is based – at all levels – in asking questions rather than telling people what to do. April 2009 -February 2010: 133 local staff and volunteers including 36 parents were trained in 90 minute sessions to deliver a brief intervention: The key messages were step outside to smoke, protect children from second hand smoke, keep homes and cars completely smokefree. Participants said they were far more likely to talk about second hand smoke afterwards. The project centres on a visual 'chemical soup' display. Parents are encouraged to consider whether they would make soup out of the chemicals in cigarettes and leave it bubbling on the stove while children play nearby. They are then encouraged to sign up to Manchester's Smokefree Homes Scheme. Staff and parents have found the display compelling – spreading the word in the community.

Some of the first year results:

- 1151 households signed up as smokefree
- 1650 smokers discussed the benefits of protecting children from smoke
- 403 families made a behaviour change i.e. not smoking/allowing smoking in a home where smoking previously took place, including 256 smoking households with children

The partners have agreed to fund an 18 month extension to the participation worker post, which will allow air quality testing sample homes signed up as smokefree – to gain robust evidence about longer term behaviour change.

About the Presenter:

Source of Funding:

Declaration of Interest:

Ali Reid has worked for Manchester Stop Smoking Service since 2002; responsible for the promotion of smokefree pregnancy and smokefree homes, she has a particular interest in the application of solution focused strategy in the work. Ali believes that it is the work of NHS and children's centre staff to put in place the most useful framework possible for individuals, families and communities to make the best possible changes in their lives. She has developed a programme of intermediate (level 2) smoking cessation training for midwives and children's centre staff and a solution focused step-by-step handbook for all staff supporting pregnant women. Both the training and the handbook focus on the importance of a smokefree home in addition to the importance of quitting. Smoking prevalence in pregnancy in Manchester has fallen to 15% in 2009-10, a fall of 8%

**NHS Manchester  
DGSanco  
Division of EC  
  
Non-financial:  
Barnardo's North  
West**

**None**

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over the last four years. For families with children, smokefree homes are gradually becoming the norm in the city.

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## Young Welsh Campaigners as part of the Ffaith Project

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Authors: **Laura Rich**

Presenter: **Laura Rich: Youth Volunteer Coordinator, ASH Wales**

Abstract: Ffaith (simply translates from Welsh to English as Fact) an unique, youth led and inclusive social marketing programme that is built upon the four pillars of the Youth Work Curriculum Statement of Wales space

Educative – providing young people with the knowledge and understanding about tobacco; ie how young people are targeted by the tobacco companies, deforestation, child labour( the devastating effect the tobacco industry has in African countries). Ffaith assists young people to gain skills to act as youth advocates nationally and in their local communities.

Expressive –using social marketing techniques as an alternative to the corporate message of big tobacco and in doing so lets young people express their views, concerns and aspirations.

Participative - a peer mentor programme in which young people are equal partners in the battle to reduce tobacco use among young people in Wales.

Empowerment – empowering young people to tackle tobacco issues in their communities, by spreading the facts and to make a difference in their own lives and the lives of others.

The main Ffaith project aimed to :-

- change youth attitudes about the acceptability of tobacco use, so that tobacco becomes undesirable and unacceptable.
- prevent young people from becoming replacement smokers.
- improve young people’s knowledge about tobacco and the tobacco industry practises.
- plug the gap between youth and adult cessation services .
- develop Ffaith as an acceptable and alternative brand to tobacco for young people.

Ffaith has since developed further into the Peer Health Promoter project, which sees young people 16-25 being trained to deliver peer sessions/ activities to other young people about the ill health caused by tobacco in their local communities. Young people are trained through aspects of the 2tuff2puff programme and still continue with many aspects of the Ffaith project.

About the Presenter:

Source of Funding:

Declaration of Interest:

Laura Rich began work with ASH Wales as the Youth Volunteer Coordinator of the Peer Health Promoter project in June 2010. With experience in working with young people and volunteer management Laura has incorporated the Ffaith project into the current Peer Health Promoter project.

**Volunteering  
Wales Fund,  
Gwirvol**

**None**

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## 'Making Smoking History'- The Fresh Programme

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Authors: **Ailsa Rutter, Lisa Surtees**

Presenter: **Ailsa Rutter, Director - FRESH Smoke Free North East**

Abstract: The North East had the highest smoking rates in England in 2005 at 29% of all adults. In May 2005, FRESH- Smoke Free North East was launched as the UK's first dedicated regional programme and office for tobacco control, uniting a wide range of partners behind a multi-component programme to shift the social norms around tobacco use. The programme was based on international best practice to change the broad social norms around the use of tobacco and indirectly influence current and potential future tobacco users on a population level by creating a social environment and legal climate in which tobacco use becomes less desirable, less acceptable and less accessible.

Work has centred around eight key strands for the last five years and the results show that the region has had the biggest drop in smoking rates of any region in England (down to 21% in 2008 including the lowest make smoking rate of 17%), has the highest public support for going further in tackling tobacco, has the highest throughput of smokers through the NHS stop smoking services and the highest media coverage of a wide range of tobacco issues.

The presentation will draw on the key lessons of the last five years including the important principles to be adopted as the North East embarks on the development of a bold and ambitious regional tobacco strategy for the next ten years. It will also explore the challenges around maintaining the momentum for tobacco issues in an ever challenging political and economic climate.

About the Presenter:

Source of  
Funding:

Declaration of  
Interest:

Ailsa originally trained as a nurse studying for an Honours degree in Nursing at Kings College, London University. She has worked in tobacco control since 1998 after studying for an MSc in Health Promotion in Brisbane and her first tobacco post was heading up the Queensland Quit Campaign from 1998-2000. On her return to the UK in 2000 she was the manager of the Gateshead and South Tyneside NHS Stop Smoking Service from 2000-2004 before taking up the post of Regional Tobacco Policy Manager for the North East of England, and in 2005 launched the UK's first dedicated regional office and programme for tobacco control- FRESH, Smoke Free North East- and has been its Director since 2006. In 2009, the FRESH programme won the Gold Medal at the Chief Medical Officer inaugural awards for public health. She is passionate about this work, having lost her father to emphysema at the age of 61 and is proud to be working in partnership with many agencies to deliver social norm change and ensure that all work successfully together to tackle the greatest cause of health inequalities.

**PCT Funds to  
FRESH**

**None**

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*'People like Me'- opportunities and obstacles from a marketing campaign highlighting real life quitters*

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Authors: **Ailsa Rutter, Andy Lloyd, Martyn Willmore**

Presenter: **Ailsa Rutter, Director of FRESH - Smoke Free North East**

Abstract: To mark the 10 year anniversary of NHS Stop Smoking Services, Fresh developed and implemented a high profile integrated marketing and PR campaign to highlight the achievements of real life quitters and advisers from NHS Stop Smoking Services.

The aims were to build a localised aura of success for quitting in neighbourhoods across the North East from a regional tobacco office, breaking down some of the confusion about "what happens when you visit a stop smoking service."

Working with a marketing agency, work got underway to gather information about local case studies to be the "stars" of the campaign. As the first campaign nationally to focus large scale on real quitters, it required former smokers to tell their personal, often moving stories, and expose themselves and their families to the glare of publicity. The case studies have continued to be used and now feature in a film about 'making smoking history for our children' and some of the individuals are now involved in advocacy efforts to have a new regional tobacco strategy, halving smoking over the next ten years.

This presentation will explore some of the highlights of the campaign, as well as some of the issues it highlighted along the way. It will look at the reaction from the media and from partner organisations such as PCTs and local authorities to get involved. Finally, it will share evaluation and lessons learned, from generating awareness to encouraging people to quit through the NHS.

About the Presenter:

Source of Funding:

Declaration of Interest:

Ailsa originally trained as a nurse studying for an Honours degree in Nursing at Kings College, London University. She has worked in tobacco control since 1998 after studying for an MSc in Health Promotion in Brisbane and her first tobacco post was heading up the Queensland Quit Campaign from 1998-2000. On her return to the UK in 2000 she was the manager of the Gateshead and South Tyneside NHS Stop Smoking Service from 2000-2004 before taking up the post of Regional Tobacco Policy Manager for the North East of England, and in 2005 launched the UK's first dedicated regional office and programme for tobacco control- FRESH, Smoke Free North East- and has been its Director since 2006. In 2009, the FRESH programme won the Gold Medal at the Chief Medical Officer inaugural awards for public health. She is passionate about this work, having lost her father to emphysema at the age of 61 and is proud to be working in partnership with many agencies to deliver social norm change and ensure that all work successfully together to tackle the greatest cause of health inequalities.

**PCT funds to FRESH**

**None**

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## Assessment of the Smoke Free Homes Programme in Portugal

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Authors: **José Precioso, José Calheiros, Catarina Samorinha, Henedina Antunes, José Machado, Manuel Macedo, Jorge Bonito, Paulo Vitória, Carolina Araújo, Sofia Ravara**

Presenter: **Catarina Samorinha**

Abstract: The Environmental Tobacco Smoke (ETS) exposure among children is associated with serious health problems. Several studies show high prevalence of exposed children in the world and also in Portugal. Being this a recent area in the preventive efforts in our country and giving the lack of data and tested interventions, a programme -“Smoke-free Homes”- was developed and applied. Based on “The ABCs of Secondhand Smoke” (U.S. Environmental Protection Agency, 2004), its main purpose is to increase the number of parents who do not smoke at home/car, through the awareness of children, who learn to be active promoters of parents’ behaviour change. This is a school based programme, directed to 4<sup>th</sup> grade children and their parents/carers, to be applied in the classroom by teachers.

The purpose of this work is to present data of this programme’s evaluation and its future development.

This is a pre and post-test study with 795 students belonging to 32 schools of the 1<sup>st</sup> cycle of basic education, from a Portuguese council. A self-administered questionnaire was applied. Data was analyzed with SPSS Statistics.

The prevalence of children exposed to daily or occasional ETS (at least one of co-inhabitants smokes at home) dropped from 42.2% in the pre-test to 32.6% in the post-test ( $p = 0.001$ ).

We can conclude that the “Smoke-free Homes” programme was effective in reducing the tobacco smoke of parents and co-inhabitants at home and helped to reduce the prevalence of children exposed to ETS. However, the remaining children exposed highlighted the need for more interventions in this area. A 2 year Investigation Project is ongoing, in order to know the national prevalence of Portuguese children’s exposure to ETS, to gather data on the determinants of smoking by parents at home and to improve the “Smoke-free Homes” programme, reaching more children.

About the Presenter:

Source of Funding:

Declaration of Interest:

Catarina is a research fellow in the University of Minho (Braga, Portugal), specifically in the Centre of Research in Education (CIEd).

**Regional Department of Northern education and City Council of Braga (Portugal). The current project based in**

**None**

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**the “Smokefree  
Homes  
Programme”, is  
funded by the  
Foundation for  
Science and  
Technology  
(Portugal)**

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## REFRESH: Reducing Families Exposure to Second-Hand Smoke in the Home

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Authors: **April Shaw**

Presenter: **April Shaw – Senior Researcher – Ash Scotland**

Abstract: Second-hand smoke (SHS) in the home is a significant issue for child health and a key contributor to child health inequalities. This innovative 3-year project aims to improve understanding of the main barriers to reducing SHS in the home in disadvantaged Scottish communities. It also aims to advance policy and practice through the development of a new smoke-free homes intervention.

The project consists of three linked phases of work. The quantitative aspect of the study will compare changes in SHS concentrations in the homes of 100 volunteer participant mothers, before and after they receive standard advice on reducing children’s exposure. A subgroup of households will also receive feedback on monitored air quality levels, and the effects their smoking has on air quality within their home. Child cotinine levels will be tested and compared to establish whether standard advice on reducing children’s SHS exposure plus immediate access to data on air quality is more effective than standard advice alone. All interventions will be standardised to ensure reliable comparisons.

Qualitative interviews will be conducted with a sub-sample of 24 homes within the enhanced intervention group. They will explore perceptions of any action taken to reduce SHS exposure in the home, and discuss enablers and barriers to taking action. Qualitative interviews and focus groups will also explore practitioners’ current practice and views on the feasibility of delivering smoke-free home interventions in disadvantaged homes.

A comprehensive literature review and mapping exercise of current Scottish smoke-free homes interventions will take place. Both will feed into a guide which will set out good practice for practitioners.

Policy makers and practitioner networks will participate in a project research board. They will debate emerging findings and shape recommendations for future policy and practice. Thus we hope to encourage implementation of our proposals by key agencies.

About the Presenter:

Source of  
Funding:

Declaration of  
Interest:

April Shaw is Senior Researcher with ASH Scotland. Her key roles on the REFRESH project are to co-ordinate the portfolio of research and deliver all of the research elements led by ASH Scotland. She has spent the last 10 years involved in research in the illicit drugs field. Her main research interests have included research into interventions aimed at reducing drug deaths. Previous work has involved mapping public injecting sites and collaboration in a Hepatitis C Prevalence Study. Most recently April was involved in a collaborative European study looking at the health and social care needs of older drug users.

**BIG Lottery Fund**

**None**

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## Social Networks and the Participation of Young People

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Authors: **Dr Michael Shepherd, Ian Grimstead, Richard Owen, Glenn Davidson**

Presenter: **Dr Michael Shepherd – Senior Research Fellow- CISH Cardiff University**

Abstract: Young people are often ‘problematized’ for their health and other behaviour, but lack easy access to decision-making, which is adult dominated and biased towards traditional communication processes such as public meetings, the democratic process and written testimony. The information typically used within decision-making is also biased towards traditional forms of evidence, often excluding the authentic voice of those which will ultimately be affected, especially those people who are excluded by their age, social disadvantage, language or culture.

Many young people are familiar and comfortable with electronic communications, especially texting and social network sites. In this initial study we will examine the potential of such tools as a means of promoting participation in decision-making and active citizenship. Experiments with TXT2, show that it can be an effective means to connect individuals to wider groups, while maintaining anonymity and protecting privacy.

We believe that this makes the technology potentially valuable in the development of participation in decision-making and discussion of key social issues. We also know that risky behaviours such as smoking, binge drinking and risky sexual practices are closely linked and that social networks play a major role in shaping individual behaviour.

From the beginning of the study, we will engage young people through an action research approach, talking with them face-to-face and connecting them through electronic media about health behaviours.

The technology, which will begin with TXT2, which is a means of broadcasting text messaging will connect young people directly to each other and to those who make key decisions.

About the Presenter:

Source of  
Funding:

Declaration of  
Interest:

Dr Michael Shepherd is Senior Research Fellow at Cardiff Institute of Society and Health. Michael has a PhD in Social Policy from Bristol University, School of Policy Studies and has more than thirty years experience in policy research in service, academic and third sector settings. His particular research interests are in the social determinants of health, inequalities and in participative methods. He has experience of both qualitative and quantitative methods and has led research teams undertaking research into a range of policy areas, including health promoting schools, support for sustainability and the health and social needs of disadvantaged groups and has regularly published work in peer reviewed journals

**Beacons for  
Public  
Engagement**

**None**

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## Pharmacotherapy in Cessation

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Authors: **Gay Sutherland**

Presenter: **Gay Sutherland - Research Psychologist at the Tobacco Research Unit, Institute of Psychiatry, King's College London University and Hon. Consultant Clinical Psychologist at the South London and Maudsley NHS Trust Smoking Cessation Clinic.**

Abstract:

About the Presenter:

Gay has been involved in treating and researching tobacco dependence for 20 years. Her research interests include trials of the nicotine nasal spray, patch, inhaler and the sublingual tablet, and investigations of the potential of naltrexone, mecamylamine and combined nicotine replacement therapy for smokers. She has examined the potential of reducing the harm for smokers unable or unwilling to quit, through studies of new cigarettes prototypes, such as Premier and Eclipse. Recent research interests have included collaborative studies trying to identify genes related to smoking and investigations of the roles of smoking and quitting on oral health and immune function. She is a Trustee of the charity QUIT, and President-Elect of The Society for Research on Nicotine and Tobacco - Europe.

Source of Funding:

**This workshop is sponsored by Pfizer**

Declaration of Interest:

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*No Smoking Day 2011 launch: Reinventing smoking cessation campaigns for the Facebook generation.*

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Authors: **Dan Tickle**

Presenter: **Dan Tickle, Chief Executive – No Smoking Day**

Abstract: No Smoking Day is a social marketing campaign, helping you to help smokers to quit. Be one of the first to find out about the new theme for 2011. With three-quarters of a million smokers quitting on No Smoking Day 2010 and a further 1.5 million accessing information on the Day, research shows No Smoking Day is one of the most cost-effective public health campaigns in the UK.

Find out what the tipping point is for smokers, how you can use the 2011 theme for your own work, the resources available to make your life easier, best practice for events and who won the Organiser of the Year Awards. And if you've seen Cecilia Farren in action, then you'll want to see what surprises she has in store for you this year!

Dan Tickle, Chief Executive of No Smoking Day will also present recent independent research on why No Smoking Day is still one of the most cost-effective campaigns in the UK.

About the Presenter:

Source of  
Funding:

Declaration of  
Interest:

Dan Tickle joined No Smoking Day as the new Chief Executive in August 2007. Dan has worked within the voluntary sector for over ten years, with a background in marketing, campaigning and public relations. During his career, he has led health promotions campaigns for a diverse range of charities, including Mencap and The National Deaf Children's Society. Most recently he led the marketing activities of The Blue Cross charity, reaching out to new audiences with award-winning online initiatives and information services.

**Department of  
Health, Welsh  
Assembly  
Government/ASH  
Wales, BHF, CR-  
UK, Ulster Cancer  
Foundation,  
PHANI**

**None**

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## Tobacco Control Action Plan for Wales

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Authors: **Chris Tudor-Smith**

Presenter: **Chris Tudor-Smith, Head; Health Improvement Division – Welsh Assembly Government**

Abstract: One of the key themes being addressed in *Our Healthy Future*, Wales' first strategic framework for public health, is further reducing smoking and exposure to second-hand smoke by building on the success of current initiatives. This includes the development of a Tobacco Control Action Plan by autumn 2010. A stakeholder group has been established to inform the development of this strategy. The group includes representatives from health professions, local government, the academic and voluntary sectors, as well as experts in the areas of workplace health and young people.

About the Presenter:

Chris Tudor-Smith is Head of Health Improvement Division at the Welsh Assembly Government. The Division focuses on evidenced based policy and action in relation to lifestyle related health behaviours and risk factors, and the determinants of health and inequalities in health. He was formally Director of Research and Development at Health Promotion Wales. For five years he was International Coordinator of WHO's Health Behaviour in School-Aged Children Study.

Source of Funding:

Declaration of Interest:

**None**

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## Quitting Edge -NRT innovation: an important smoking cessation strategy

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Authors: **Hilary Wearing**

Presenter: **Hilary Wareing** Director; Tobacco Control Collaborating Centre

Abstract: Since the publication of the landmark Government White Paper in 1998, Smoking Kills, the UK smoking cessation service has advanced significantly. Adult smoking rates have shrunk to 21% and the UK is recognised as a world leader in smoking cessation. However, now is not the time to be complacent; there remains considerable scope for improvement, with tobacco use remaining the leading cause of health inequalities in the UK. So, what can be done to help encourage, motivate and support individuals to quit smoking? The key is innovation – in terms of how we use existing therapies, how we evolve current services and how every healthcare professional can best support smokers who want to quit.

The **Quitting Edge Programme** is an exciting new initiative led by a multi-disciplinary taskforce of UK smoking cessation experts. Developed to support key frontline HCP groups - GPs, Nurses, Pharmacists and Smoking Cessation Advisors – to implement innovation in smoking cessation and to deliver service quality for quitters in the future. This session will look at how NRT can be used innovatively as part of different stop smoking strategies as well as examine what NRT innovation looks like in practice.

About the Presenter:

Source of  
Funding:

Declaration of  
Interest:

Hilary Wareing is a Co-Director of the Tobacco Control Collaborating Centre set up in May 2004 by the Health Development Agency to support the tobacco control workforce. Since September 2005, the Centre has functioned as an independent unit and currently receives funding and support from numerous other organisations including Cancer Research UK, the Chartered Institute for Environmental Health and Pfizer Ltd.

Hilary was involved in the implementation of smokefree legislation in England, and took a lead role in the implementation of smokefree regulations within the mental health setting. Hilary worked closely with the Department of Health and Care Service Improvement Partnership (CSIP) to achieve this. She was also the lead on a Cancer Research UK project for monitoring of compliance of smokefree legislation. The areas of work she is currently pursuing include: smokefree prisons, smoking in pregnancy, shisha smoking in pregnancy, smoking in cars and the harmful effects for children, redesigning Stop Smoking Services. Hilary has a background in health service research and management as well as holding professional qualifications as a Registered General Nurse, Midwife and Health Visitor. She has Honorary Lectureships from the University of Teesside and from the Faculty of Health and Life Sciences, University of Coventry

**This workshop is sponsored by McNeil Ltd**

## Evaluation of a new training aid using role modelling in Level 2 Stop Smoking Advisor training

Authors: **Bonnie Watson**

Presenter: **Bonnie Watson** - Specialist Stop Smoking Advisor - Training Lead - NHS Bristol & S. Glos Stop Smoking Services (working in partnership)

Abstract: This innovative new training DVD takes the viewer through how a stop smoking first appointment would typically run between a smoker and a stop smoking advisor. The DVD uses role modeling to educate and build confidence to newly trained stop smoking advisors and is now being used as a valued new training aid in Level 2 stop smoking advisor training.

The footage follows three smokers and their advisors through five different stages of a one-to-one first appointment. These five stages are entitled 'Starting the first appointment; Explaining NRT; Explaining Zyban & Champix; Taking a CO reading; Ending the first appointment' and each stage can be independently played on the DVD.

The initiative for this new training aid was derived from a review of NHS Bristol's Level 2 stop smoking advisor training package and from reviewing feedback previously received during Level 2 stop smoking advisor training. Newly trained advisors would often request to see a live demonstration during training and/or to shadow a first appointment run by a Level 3 stop smoking advisor before feeling confident enough to start seeing clients of their own.

This new training aid has been in use since February 2010 and has been very welcomed and valued by all newly trained stop smoking advisors who have viewed it. The poster presentation at the Ash Wales conference would be presenting a series of evaluations on the new DVD training aid which has been collected from peers, stop smoking service management and newly trained stop smoking advisors who have to date viewed it.

About the Presenter:

Source of Funding:

Declaration of Interest:

Having trained in psychology and also having an NHS and professional trainer background I started working for the NHS Bristol Stop Smoking Service in 2007 on secondment to Bristol City Council, Environmental Health Services. During my secondment I was involved facilitating partnership working on smokefree workplaces policy and legislation, and in delivering basic food hygiene qualifications to disadvantaged groups in Bristol.

**Educational grant from Pfizer**

**None**

Since this secondment in 2007 I have returned to NHS Bristol Stop Smoking Service as a specialist stop smoking advisor. My current role within the team is Training Lead for NHS Bristol Stop Smoking Service and my work involves the development and delivery of Level 2 stop smoking advisor training and advanced modular training. I also develop team resources and progress and deliver educational brief intervention training to a wide variety of healthcare professionals including GP's, Dental Hospital staff and students, health visitors and

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children centre staff.

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*A Smoker's Health Profile for Wales*

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Authors: ***Dr. Sarah Whitehead, Professor Laurence Moore, Elen De Lacy, Tanya Buchanan, Lisa Walters, Cath Roberts***

Presenter: ***Dr. Sarah Whitehead*** *Research Fellow; Cardiff Institute of Society and Health, School of Social Sciences, Cardiff University*

Abstract: The Welsh Health Survey is a source of information about the health of people living in Wales, the way they use health services, and the things that can affect their health. ASH Wales and Cardiff Institute of Society and Health have examined data from the 2008 WHS to compare current smokers, ex-smokers, and non-smokers in relation to various health conditions, health-related behaviours, and use of health-related services. The key findings will be presented, and the health profile of both current smokers and ex-smokers in Wales today will be discussed.

About the Presenter:

Source of Funding:

Declaration of Interest:

Sarah Whitehead is a research fellow at Cardiff Institute of Society and Health within the School of Social Sciences at Cardiff University. Her work focuses on primary prevention of cancer, with an emphasis on health-related behaviours such as smoking and physical activity. Particular areas of interest for Sarah include determinants of health-related behaviours, health inequalities, and the development of effective methods for the promotion of behaviour change. Sarah completed her PhD at Loughborough University, where she investigated factors associated with adolescent girls' physical activity participation, and subsequently worked at the University of Manchester, where her research was mainly focussed around various topics related to older people's health. She also enjoyed a brief stint in the Social Survey Division at the Office for National Statistics.

**Dr Whitehead's position is funded by the National Institute for Social Care and Health Research. This work was conducted with resources from ASH Wales, Welsh Assembly Government and Cardiff University**

**None**

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## Tackling Illicit Tobacco – initiating a normative shift in our communities

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Authors: **David Wiggins**

Presenter: **David Wiggins**, Strategic Programme Manager, North of England Tackling Illicit Tobacco for Better Health Programme - Smokefree North West

Abstract: Buying and selling cheap smuggled and fake tobacco is ingrained behavior in many of our communities, and its easy availability seriously undermines all the efforts to cut smoking prevalence. It drastically reduces the price incentive to quit, encourages people to smoke more, and makes it easier for children to take up and maintain the habit.

A social marketing campaign to initiate a normative shift against illicit tobacco at community level is underway across the North of England. It has been commissioned by the North of England Tackling Illicit Tobacco for Better Health Programme, which brings together the three tobacco policy teams in the North of England, trading standards, HMRC, police and other interested agencies.

The aims of the Programme are to reduce the supply of illegal tobacco through increased intelligence and enforcement activity, and to cut demand by increasing the belief in communities that the trade is not a victimless crime.

This conference presentation will provide an overview of the steps taken to build an evidence base on which to build the social marketing campaign, its creative development and integration with work at a national level, and progress so far.

The overall illicit tobacco Programme was highlighted as an example of best practice in 'A Smokefree Future. A Comprehensive Tobacco Control Strategy for England' published in February 2010 (now subject to review by the Coalition Government formed in May 2010).

The learning and experience of those involved in the Programme and its social marketing campaign is now helping with the development of similar activities elsewhere in the UK.

About the Presenter:

Source of Funding:

Declaration of Interest:

David Wiggins has worked with Smokefree North West on a number of occasions since 2008, and is currently covering the strategic programme management role on behalf of the three regions involved in the illicit tobacco programme (North West, North East and Yorkshire & the Humber). He also co-ordinates the development of marketing and communications activity and materials for the programme. David is a highly experienced communications consultant who has worked with a wide range of clients in the health, clinical research, education and emergency services sectors, helping them with needs including communication development and stakeholder engagement, training and workshop facilitation.

**The Smokefree North West Collaborative Programme is funded by all 24 PCTs in the North West.**

**None**

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## Learning from each other: the challenges and successes of an accredited Brief Intervention Programme

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Authors: **Victoria Wood, Bethan Jenkins, Rebecca Lewis & Mererid Bowley**

Presenter: **Victoria Wood, Bethan Jenkins & Rebecca Lewis, Public Health Practitioners, Stop Smoking Wales**

Abstract: Smoking remains an important public health issue across the UK with smoking cessation services in place to contribute to tackling the burden of tobacco addiction. Stop Smoking Wales (SSW) is a National smoking cessation service, offering behavioural support to smokers motivated to quit. In order to increase the number of smokers trying to stop smoking and raise awareness of cessation support available, SSW has developed an accredited course (via Royal College of Nursing and Agored Cymru) aiming to train healthcare and community professionals to deliver brief intervention with smokers they come into regular contact with.

Brief intervention includes the 3A's – Ask, Advise, Act. Participants attending the course will have the knowledge and skills to provide brief interventions in order to trigger quit attempts amongst smokers and signpost smokers to SSW. This follows recommendations by the National Institute for Health and Clinical Excellence (NICE), encouraging brief interventions in primary care (NICE, 2006). The training also aims to strengthen partnership working across organisations.

SSW delivered 49 courses during 2009/10 across Wales. Training courses started in July 2009.

About the Presenter:

As a Public Health Practitioner for Stop Smoking Wales, Victoria is involved in the development and promotion of the service, including the Brief Intervention training programme. Victoria's background is in community health promotion with a focus on training, group-work and service development in the fields of tobacco control and sexual health. Victoria has a postgraduate diploma in Youth and Community Development.

Source of Funding:

**Public Health Wales**

Declaration of Interest:

**None**

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