

Tobacco

General ideas from the groups:

1. 'Breaking the cycle' / 'Changing the norm'

- Make sure we have a consistent message across the whole system.
- Target those areas of high prevalence, so not the whole population. Target areas where smoking is still seen as the 'norm'.
- Target maternity as this area has seen smaller decreases in smoking prevalence compared to the general population and are a vulnerable group.
- Ensure we utilise voluntary sector and community assets to support the message and reach the communities we want.
- Support staff to be able to deliver the message.
- Consider other health areas, such as pharmacy and dentistry.
- Use personal stories/people from the community who have quit.
- Consider how large employers support this given they will employ staff from the communities.

2. Reframe the message

- Move away from traditional message of 'it's bad for you' and work out what are the issues/triggers important to people in the communities affected, then frame our communications around this. E.g. financial aspect or the effect of smoking on skin aging.
- Consider how we can frame the message to ensure it is a priority to those with complex issues and needs.
- Consider highlighting the financial benefits of quitting and consider 'saving jar' approach.
- Consider incentivising quitting, maybe not financial but other benefits, such as gym membership.
- Move away from 'quitting' language as it can sound 'weak', consider language like 'beating the habit'.

- Move to talking and treating it as a medical addiction, and therefore, to quit support will be needed.

- Consider two groups: those who want to quit, but also those who may not want to quit but would like to reduce/switch to vaping in a harm reduction approach.

3. Smoking Services Offer

- Ensure we are capitalising on healthcare contacts and referring to smoking cessation services.
- Look at how accessible our services are, so are they in large employers where people can access them during work time? Is NRT available on the wards? Etc.
- Issues around differing cessation offers across localities
- Issues around differing stances on vaping and harm reduction.
- Issues around NRT availability across different areas.

Ideas to take forward and action

Consistent message and 'breaking the cycle'

1. Complete some work around what smoking cessation messages have impact for those communities with high prevalence. This could explore messages relating financial benefits, benefits to skin/appearance, benefits to others in the home, etc.
2. Create a consistent message based on this, and consider how we makes these messages personal or use personal stories for people to relate too.
3. Work with community assets to push the consistent message through non-traditional routes ensuring we are capitalising on contacts (health and social care). Using our available community champions networks and links with Healthwatch and Voluntary Sector.
4. Work within our organisations to share the consistent message through our communications team.
5. Share the message to NHS England so they can share on a wider local footprint, e.g. pharmacies and dentists

6. Work within our organisations to ensure we are treating smoking as a medical addiction and not just a 'lifestyle choice'. This relates to NRT availability and brief intervention messaging.
7. Work together to consider our 'harm reduction' messages around reducing the number of cigarettes or switching to 'vaping'.

Services

1. Advocate for consistent service provision across the two localities in regards to NRT provision.
2. In the trust, ensure staff are delivering brief interventions and promoting NRT use and referral to community services.
3. Work with services and local employers to consider how we can take services to them.

Action Plan

Action	Owner	Due Date	Expected Outcome
Support and push for NRT use when patients are admitted to hospital. Ensure those who wish to reduce/quit/switch are referred/signposted to the appropriate services	North Tees and Hartlepool NHS Foundation Trust Hayley Coleman/ Peter Acheson/ Julie Parkes	<3 months to implement but the work will be continuous	Increase in NRT use and referral to cessation services with the hope of reduction in smoking and increase in quit rates
Reframe the messaging within the trust, from 'smoking is a lifestyle choice' to 'it's a medical addiction and should be treated as one'.	North Tees and Hartlepool NHS Foundation Trust Hayley Coleman/ Peter Acheson/ Julie Parkes	<3 months to implement but the work will be continuous	Change in culture towards smoking and therefore more people, both staff and patients, wishing to quit.
Work with community teams/champions and assets to identify what messages have impact for them around smoking cessation	Stockton Borough Council Emma Champley/ Aishah Waithe	<3 months to implement but the work will be continuous	Idea about how to frame messages, and the insight aims to support more impactful messaging
Agree and create a consistent message around cessation that all organisations can promote.	Stockton Borough Council Emma Champley/Aishah Waithe North Tees and Hartlepool NHS Foundation Trust: Hayley Coleman/ Peter Acheson HAST CCG/DDES CCG Karen Hawkins/ Michael Houghton	3-4 months	Whole system communications campaign which is clear and consistent
Work with our existing networks and community champions to disseminate the message, and build personal stories. This include smoke free champions in the trust.	Stockton Borough Council Emma Champley/Aishah Waithe North Tees and Hartlepool NHS Foundation Trust: Hayley Coleman/ Peter Acheson HAST CCG/DDES CCG Karen Hawkins/ Michael Houghton	4-6 months	
Each organisation to promote this message through their communications channel	Stockton Borough Council Emma Champley/ Aishah Waithe North Tees and Hartlepool NHS Foundation Trust:	4-6 months	

	Hayley Coleman HAST CCG/DDES CCG Karen Hawkins/ Michael Houghton		
Share this message with NHSE to share with local pharmacies and dentists.	HAST CCG/DDES CCG Karen Hawkins	4-6 months	
Share the work and message with HBC teams through their Smoking Alliance and PH portfolio lead.	North Tees and Hartlepool NHS Foundation Trust: Hayley Coleman	< 3 months	Engage HBC in the work, supporting whole system approach
Consider where we think the 'areas of need' are or who are our target populations?	Stockton Borough Council James O'Donnell ?NECS	<3 months	Targeted approach to the appropriate communities
Work with our 'stop smoking services' and employers to consider how we can support promotion of cessation within large employers.	Stockton Borough Council Aishah Waithe North Tees and Hartlepool NHS Foundation Trust: Hayley Coleman	<3 months	Targeted approach to a wider audience