

Response to Health Scrutiny Review of Tobacco Cessation in Tower Hamlets

Recommendation	Response / Comments	Date	Update – October 2008
<p>R 1 That the Tobacco Control Alliance (TCA) include an elected member to reflect the health scrutiny role and raise the profile of this work.</p>	<p>TCA has invited a member to join the Alliance</p>	<p>Ongoing</p>	<p>An elected member has been invited to join the alliance and has accepted.</p>
<p>R 2 That the Communications Strategy accompanying the Tobacco Control Strategy be overseen by the Tobacco Control Alliance.</p>	<p>The Communication Strategy is reported directly to the Alliance. Leads from the PCT and LBTH attend these meetings in order to ensure that the action plans for the communications stream fit with all the other workstreams.</p>	<p>July & September 2008 TCA meetings To be reviewed quarterly thereafter by the TCA</p>	<p>The Communication strategy continues to be overseen by the Tobacco Control Alliance. Meetings are held every 2 months and minutes are available on request.</p>
<p>R 3 That the Communications Strategy, design of future campaigns and resources for tobacco cessation publicity reflect the community of Tower Hamlets and take account of the results of social marketing exercises commissioned by the Primary Care Trust.</p>	<p>The communications strategy reflects the overall aims and outcomes of the strategic work which addresses this. A needs assessment and current market research as well as social marketing have identified future campaigns, merchandise and health promotional materials. Examples include a resource pack for faith groups, a dedicated programme of campaigns for the Bangladeshi community, resources for Ramadan and for young people. Campaigns for</p>	<p>Communications in community Languages to be produced from August – October 2008 Pre –Ramadan campaign leading up to September 2008 Targeted Marketing exercise in</p>	<p>Information on tobacco use and services available has been produced in Bengali and Somali as well as English. A website has been developed. The results from social marketing work are informing the following projects;</p> <ol style="list-style-type: none"> 1. Raising awareness of the risks of tobacco use and marketing cessation services to Bangladeshi men. This is a

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	<p>students and manual workers, pregnant women and those marginalised have been planned. Resources in Sylheti and Somali are planned.</p> <p>The PCT health intelligence unit monitors changes in ethnicity and languages needs so that new materials can be produced and culturally sensitive activity planned.</p>	<p>October 2008 aimed at Bangladeshi Men</p> <p>Prevention programme – targeted work in Schools from September 2008</p>	<p>target group in terms of preventable ill health and premature death. October 2008</p> <p>2. Preventing young people starting and helping them to stop. September 2008</p> <p>Ramadan campaign is currently underway. There has been widespread cover in all the press and media channels. 2 TV shows have been broadcast on Channel S and Bangla TV and 2 programmes are coming on MCR radio.</p> <p>There is mosque based activity in 9-11 mosques.</p> <p>The PCT health intelligence unit continues to review the needs of the community.</p>
<p>R 4</p> <p>That communications resources be developed to target the users of all types of tobacco consumption, including chewing tobacco, Paan and sheesha pipe smoking.</p>	<p>The development of these resources is contained in current action plans. A leaflet on chewed tobacco has been produced (Paan) and an evidence based review of sheesha pipe smoking has been commissioned so as to ascertain the health risks prior to the development of materials. Another piece of work is establishing prevalence of sheesha smoking in Tower Hamlets which is currently low.</p>	<p>Mapping of Paan & sheesha sales & enforcement activity ongoing throughout 2008/09</p> <p>Detailed dates available through work programme plans</p>	<p>The Tobacco control alliance work reflects that whilst smoking tobacco via cigarettes poses the greatest health risk to the community tobacco is used in other forms which require different approaches.</p> <p>Paan information has been produced and sheesha information is in draft. The research into Paan use has been commissioned. Significant enforcement and research has taken place into Sheesha use</p>

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<p>R 5 That the Tobacco Control Unit develop a service level agreement with the new helpline provider to capture information to help understand user's needs and to gauge the effectiveness of communications resources.</p>	<p>Established, SLA in place and evaluation data collected and agreed</p>	<p>20/06/2008 - and quarterly monitoring thereafter</p>	<p>The Health Hotline first quarterly report will be end of September. The number has been widely publicised.</p>
<p>R 6 That the Trading Standards Team develops a business plan to demonstrate the time and effort involved in enforcement, education and support activities.</p>	<p>The Trading Standards and Environmental Health Commercial Service have now produced a comprehensive action plan for 2008/9, which has been resource assessed and will be monitored on regular basis.</p>	<p>01/05/2008</p>	<p>The smoke free action plan has been produced and good progress against targets has been made. In service monitoring is taking place every month and quarterly performance reports are being provided to the PCT for evaluation. Visits to business are on target and the development of a Smoke Free award for business is completed. With plans to have at least 30 businesses signed by the end of the year</p>
<p>R 7 That the Primary Care Trust introduce measures to ensure all health professionals working in hospital or community settings offer advice to change smoking habits and refer smokers to services to help them quit, whenever possible.</p>	<p>There is a programme of public health champions being developed to oversee this work within the provider/front line services including mental health services. A programme of training has been developed and all front line staff now receive brief intervention training</p>	<p>20/06/2008</p>	<p>15 public health champions from the PCT provider unit have been trained and will champion tobacco cessation within their work areas. Training has been completed in the mental health unit with representatives from all wards. A member of staff has been</p>

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	(level 1 training).		<p>appointed to develop skills within the borough's acute hospital and will commence a programme of training in October.</p> <p>All GP practice staff and community pharmacists have been trained.</p> <p>Dental practices are now being trained- to complete by Dec 2008.</p> <p>Ophthalmic practitioners will start training in Jan 2009.</p>
<p>R 8 That the PCT commission more Level 1 and Level 2 Smoking Cessation advisors and develop an action plan to re-energise inactive advisers.</p>	<p>There is currently a programme to review all smoking cessation provision in Tower Hamlets in partnership and new commissioning areas for 09/10 are currently being identified as part of the PCT commissioning process. The objective is to ensure that services match need and that there is appropriate capacity.</p> <p>50 staff are currently trained monthly. A programme of re-activation is underway.</p> <p>Dental services are now commissioned.</p>	01/09/2008	<p>All current advisers have been contacted and those not active have been released.</p> <p>A training review is under way and from Jan 2009 a new licensing system for advisers will begin</p> <p>Dental practices are now being trained- to complete by Dec 2008</p>
<p>R 9 That the PCT commission more voluntary and community sector organisations including exploring options through the Tower Hamlets Partnership to deliver smoking</p>	<p>A tendering process will occur in July 2008 in order to commission additional capacity from the third sector. All current third sector provision have had their funding confirmed for 2008-2009 and have</p>	01/09/2008	<p>There has been some slippage with the tendering progress. A recovery plan will ensure that this is completed by the end of July. A member of the PCT has been appointed to develop capacity and links within the</p>

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cessation services.	had funding increases in order to reflect additional requirements.		community and third sector. Early examples of this include work with Poplar Harca and several Somali groups.