

TOBACCO ACTION PLAN 2021/24

ACTION		ASSIGNED TO	MILESTONE DESCRIPTION
TAP 1: PREVENTION			
<p>Plan and implement targeted tobacco prevention programmes across key target groups, in a variety of settings, and including the whole lifespan</p>			<p>Engage with Ayrshire College students via social media advertising with tobacco information</p> <p>Engage with UWS students via social media advertising with tobacco information</p> <p>Target the young workforce with tobacco information</p> <p>Target young apprentices through local authorities to provide tobacco information</p> <p>Develop links with youth workers to promote the tobacco agenda</p>

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			<p>Engage with young people through social media advertising on Facebook/Instagram</p> <p>Deliver ASH training to staff in residential units</p> <p>Promote the use of the ASH Tobacco Free Schools Pack</p> <p>Evaluate the use of the primary school lesson plans</p>
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Review and monitor pathways for pregnant women who smoke, or who are exposed to smoke, to reduce smoking in pregnancy and increase maintenance of cessation following birth			<p>Deliver various cessation training courses for maternity staff</p> <p>Promote the smoking cessation service for pregnant women on social media</p>

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			<p>Compare referral numbers to QYW to number of smokers on Badgernet to ensure all smokers are referred for smoking cessation support</p> <p>In partnership with maternity services explore a more intensive support method for cessation by means of a risk perception intervention</p>
Reduce smoking cessation prevalence in people with mental health issues			<p>Train all staff in Woodland View in IMPACT training to increase patient referrals to QYW</p> <p>Identify mental health teams in all 3 localities and offer IMPACT training</p> <p>Offer IMPACT training to other partners including all Primary Care staff, third sector e.g. TACT</p> <p>Incorporate mental health and smoking in to QYW Facebook page offering</p>

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			<p>links to available online resources</p> <p>Widely distribute our “Did you know stopping smoking is good for your mental health?” leaflet</p>
Provide specialist smoking cessation behavioural support to prisoners in line with the national smoke free prison pathway			<p>Continue to implement a smoking cessation programme within HMP Kilmarnock</p> <p>Create links with prison through care to establish referral pathway for prisoners who would benefit from continued smoking cessation support on liberation</p>
Consider targeted approaches for smoking cessation in young people			<p>Continue to engage with Ayrshire College students via social media advertising and by creating a stopping smoking podcast</p> <p>Continue to engage with UWS students using methods agreed by all partners</p>

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			<p>Target the young workforce through workplace smoking cessation programmes</p> <p>Target young apprentices through local councils for smoking cessation</p> <p>Establish links with youth workers to promote the tobacco agenda</p> <p>Target 16-24 age group through social media advertising</p> <p>Engage with young carers organisations to support young carers with cessation</p> <p>Work with care experienced children and delivery of ASH training to staff</p>
Develop partnerships with money advice services			Continue to establish referral pathways across Ayrshire & Arran in to Specialist Smoking

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			Cessation service from money advice services
Implement HPHS framework by developing programmes of support to manage smoking of patients			<p>Continue to support patients in UHC/UHA and AMU to stop smoking</p> <p>Education sessions for student nurses on VBA</p> <p>Ensure relevant smoking cessation resource material is readily available in all hospital clinics</p> <p>Explore opportunity of working with hospital radio station to promote smoking cessation support available within the hospital</p> <p>Scope out opportunity of raising the issue of smoking/ brief advice as a Learnpro module for NHS staff</p>

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			<p>Deliver Training to Healthcare staff to deliver VBA (i.e. pharmacists)</p> <p>Continue to review ward referrals and discuss any issues/actions if necessary with ward managers</p> <p>Engage with staff in outpatient departments to support continued referral all patients to QYW who would benefit from stopping smoking</p>
Work with employers across Ayrshire and Arran to support smoking cessation in workforce			<p>Plan a programme of support to workplaces who would benefit from in-house , short life smoking cessation support</p> <p>Advertise in Healthy Working Lives monthly newsletter of smoking cessation support available in the workplace</p> <p>Plan a campaign to support employees in the workplace to stop smoking and</p>

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			<p>highlight the effects of COVID on smokers</p> <p>Deliver Training/support sessions through MS Teams</p> <p>Recruit Workplace Smoking Cessation champions</p> <p>Engage with remote/lone workers through employers e.g. care at home workers to support their cessation journey</p>
Provide specialist smoking cessation service across Ayrshire and Arran			<p>Using local data sources provide targeted smoking cessation messages to targeted areas within Ayrshire</p> <p>Target specific groups regarding smoking cessation e.g. workplaces/ homeless/ clients in recovery</p> <p>Work in partnership with pharmacy to increase smoking quit rates across</p>

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			<p>Ayrshire specifically the 4 week overdue PCR records</p> <p>Plan a social media Christmas campaign targeted at the most deprived areas highlighting £s savings</p>
Establish annual training plan to increase referrals into Quit Your Way and to better support clients smoking cessation			<p>In agreement with Tobacco Lead and QYW Programme Leads, develop a training plan</p> <p>Decide what training should be offered and whether that training should be targeted or date driven or a mix of both</p> <p>Develop training plan and email to partners across Ayrshire</p>
Review annually the role of e-cigarettes in supporting cessation and consider new innovative ways of working with retailers			Review e-cigarettes in supporting cessation
Quit Your Way communication plan established and implemented			Produce an annual communication plan for the Quit Your Way Team

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			<p>Continue to promote local Quit Your Way services via social media platforms to include Public Health Twitter feed and Facebook</p> <p>Continue to promote local Quit Your Way services within community settings</p>
Pharmacy service delivered in line with the national smoking cessation specification for pharmacies			<p>Support to pharmacies on national data collection systems and follow ups</p> <p>Produce reports indicating potential earnings that pharmacies are missing out on for local/Area & Regional managers</p> <p>Learn from other Board areas their approach to maximising 4 week follow ups</p>
QYW established as a key service supporting the work of Caring for Ayrshire			<p>Identify staff groups included within Caring For Ayrshire (existing A&A HB and H&SCPs across Ayrshire) and also Third Sector agencies e.g. TSI North Ayrshire (TACT)</p>

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			<p>Set up referral pathways in to QYW from these identified groups</p> <p>Offer training e.g. VBA (Very Brief Advice) to the above identified groups</p> <p>Re-engage with GPs/pharmacies/optoms and dentists to increase referrals in to QYW</p> <p>Increase the use of social media to support links between QYW, H&SCPs and the Third Sector</p>
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<p>Engage with key partners to increase the scope of smoke-free policies to further protect children from the effects of second hand smoke</p>			<p>Liaise with health visitors to re-establish air quality monitoring intervention programme</p> <p>Deliver local campaign activity – ‘Take it Right Outside’ - around second-hand smoke</p> <p>Explore working with South Ayrshire Family engagement programme, Barnardos, social work and other family support organisations</p> <p>Work in partnership with healthcare staff to enable those working in primary and secondary care to provide advice on second hand smoke</p>

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			Educate young carers on the dangers of second hand smoke
Implement actions to ensure compliance with smoke free policy			<p>Raise awareness with NHS staff / personal carers of their rights to expect a smoke free environment when entering a service users home</p> <p>Facilitate staff awareness sessions on Smoke Free Grounds, and await outcome of Scottish Government legislation to identify future activity</p> <p>Review fresh air policy and disseminate via management structures</p>
Continue to implement actions to ensure compliance with age restriction legislation			<p>Work with trading standards around test purchases to be carried out in Ayrshire, testing age compliance for sales of tobacco and NVPs with targets set by SG</p> <p>Support trading standards with any projects or campaign activity</p>

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Targeted advertising via Facebook (budget allowing)			<p>Looking in to targeting QYW messages to those on Facebook</p> <p>Based on cost, decide which targeting to action</p> <p>Make sure our social media presence links in with local, regional and national tobacco-related campaigns</p>
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Performance Management			<p>Tobacco Action Plan (TAP) put on to Pentana</p> <p>TAP updated on Pentana</p> <p>TAP reviewed quarterly and any slippage addressed</p> <p>LDP smoking target reviewed quarterly and reported to QYW Lead</p> <p>Quarterly themed report sent to Members of the Tobacco Free Alliance</p>
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