



SMOKE-FREE BRISTOL ANNUAL REPORT 2005-2006

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with contributions from:

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Purpose

Smoke-free Bristol is a five year plan, adopted by the Bristol Partnership. Its aim is to protect people from harm caused by secondhand smoke. This report summarises the work of the first year of implementation of the smoke-free Bristol plan.

Background

Smoke-free Bristol (SFB) was launched in January 2005, by the Bristol Partnership, with the signing of a smoke-free Charter. It is a key action of the partnership's Community Strategy.

There is now extensive evidence that second-hand smoke (SHS) contributes significantly to the risk of a range of conditions, from cot death and respiratory diseases in children, to lung cancer and heart disease in adults. It is estimated that SHS causes at least 12,000 deaths each year in the UK, with at least 500 of these due to workplace exposure. On average, at least one bar worker dies each week as a result of second-hand smoke.

High levels of smoking in parts of Bristol make this a particularly important issue for the city. The SFB report 'Exposure to second-hand smoke in Bristol' suggests that 34% of adults in Bristol are smokers compared with 27% for England. Rates vary across the city, from 56% for Filwood to 12% in Henleaze. Death rates reflect the high smoking rates. Bristol lung cancer deaths are over 20% higher than the Avon average, and Bristol South & West Primary Care Trust rates are 35% higher.

On 14 February 2006 the House of Commons voted for legislation making all workplaces smoke-free, including pubs and clubs. The likely date for enforcement will be summer 2007.

Progress in the First Year

Much progress has been made in the first year of smoke-free Bristol;

- a Steering group has been established to lead the work (for more details please see Appendices)
- a project manager for smoke-free Bristol has been appointed, employed by Bristol North Primary Care Trust and hosted by Bristol City Council
- a Health Visitor has been appointed on secondment to lead the work on smoke-free homes

- five working groups are established, covering Workplaces, Public Services, Communications, Community Settings, and Monitoring (see appendix 2 for progress reports)
- a supper briefing evening was held to help promote the initiative through the education, business, politics, voluntary and health sectors. Support has been very strong, especially from local Members of Parliament and from local media correspondents.
- a Seminar was held in November 2005 involving all the working groups. Progress was shared and forward plans consolidated.
- a website has been created to give clear information about the project to all who need it www.smokefreebristol.org
- comprehensive information about the extent of second-hand smoke exposure in Bristol has been collated and published, to provide a baseline against which we can monitor progress. The Report is called "Exposure to second-hand smoke in Bristol, Baseline Report, September 2005" and is available on the website.

Impact of the campaign

Hospitality Trade

There are 414 pubs and bars in Bristol, these now include:

- 3 smoke free bars (up from 0 in 2004)
- 2 smoke free pubs (up from 0 in 2004)
- 27 pubs have separate no-smoking rooms (up from 16 in 2004)
- 78 pubs with no-smoking areas (up from 58 in 2004)

There are 770 cafes and restaurants in Bristol, of these;

- 203 are now smoke-free. See www.easybreathing.nhs.uk for information.

Smoke Free Workplaces

Seventy percent of small business workplaces in neighbourhood renewal areas have been visited and advised on smoking policies. The majority have policies in place, and we are continuing to work with around 50 businesses that do not.

All businesses on industrial and trading estates in Bristol have been visited and those without policies have been given advice and

'Toolkits'. Many businesses have improved their smoke-free policies as a result of the visits.

Environmental Health Services staff routinely ask about smoke-free policies on all their visits, and refer the businesses to the tobacco control staff where there are no policies.

Smoke-free Bristol is working in partnership with Business West to disseminate information to employers on smoking policies.

Public Sector Services that have gone smoke-free as part of smoke-free Bristol include;

- Bristol South and West PCT, April 05
- United Bristol Healthcare Trust, Oct 05
- Bristol City Council, Oct 05
- Government Office of the South West, Jan 06

In addition, those that are planning to go smoke-free include:

- North Bristol NHS Trust, March 06
- Avon and Wiltshire Mental Health Partnership, June 06

Plans for 2006/2007

The planned legislation will add to the speed of implementation of smoke-free Bristol. Workplaces will need assistance with understanding and preparing for the new legislation. Communication with the public will be essential to ensure that everyone understands the health benefits of smoke-free workplaces, and the implications of the legislation.

The next stage in the SFB action plan will involve;

- increased work with businesses and the voluntary sector, using the structures now set up
- work with the Neighbourhood Renewal Areas, focusing on supporting community centre premises in implementing smoke-free policies
- development of a strategy to reduce exposure to second-hand smoke in the home
- continued publicity and information so that there is public understanding and support, without victimisation of smokers

Katie Porter. March 2006

Appendix 1

Steering Group membership

Alison Frater, Director of Public Health (Chair)
Fiona Andrews, Regional Tobacco Manager GOSW
Karen Blowers, Manager of the PCT Bristol Smoking Advice Service (Chair of the Public Services Group)
Heather Clarke, Environmental Health Manager (Chair of the Workplace Group)
John Jefferies, Group Manager of the BCC Public Protection Team
Julie Hendry and Jo Davies, Communications Officers (Co- chairs of the Communications Group)
Katie Porter, smoke-free Bristol Manager (Chair of the Community Group)
Angela Raffle, Public Health Consultant for Bristol (Chair of the Baseline Group)
Matthew Symonds, Councillor
Howard Thomas, BCC Head of Environmental Services
Yvonne Wilkin, BCC Health Policy Manager

Membership of working groups:

Public Services Group

United Bristol Healthcare Trust	North Bristol NHS Trust
Bristol North PCT	Bristol South PCT
Bristol City Council	Avon Ambulance Trust
Avon Fire and Rescue	Bristol Prison
Avon and Somerset Constabulary	
Avon and Wiltshire Mental Health Partnership	
Government Office for the South West	
SFB manager	

Communications Group

Primary Care Trusts (communications)
Bristol City Council (communications)
Chairs of other working groups
SFB manager

Workplace Group

Business West
Bristol Hotels Association
Federation of Small Businesses
Trades Council
2 trades unions (GMB and Unison)
Health and Safety Executive
Bristol North PCT (BSAS)
Bristol City Council (Environmental Health, HR, OH, Clean and Green)
SFB Manager

Community Group

Primary Care Trusts (community development, health visitors)

Bristol City Council (Neighbourhood Renewal, sustainable cities, community buildings)

ASH

The Care Forum

SFB manager

Monitoring Group

Primary Care Trusts (Public Health Consultant)

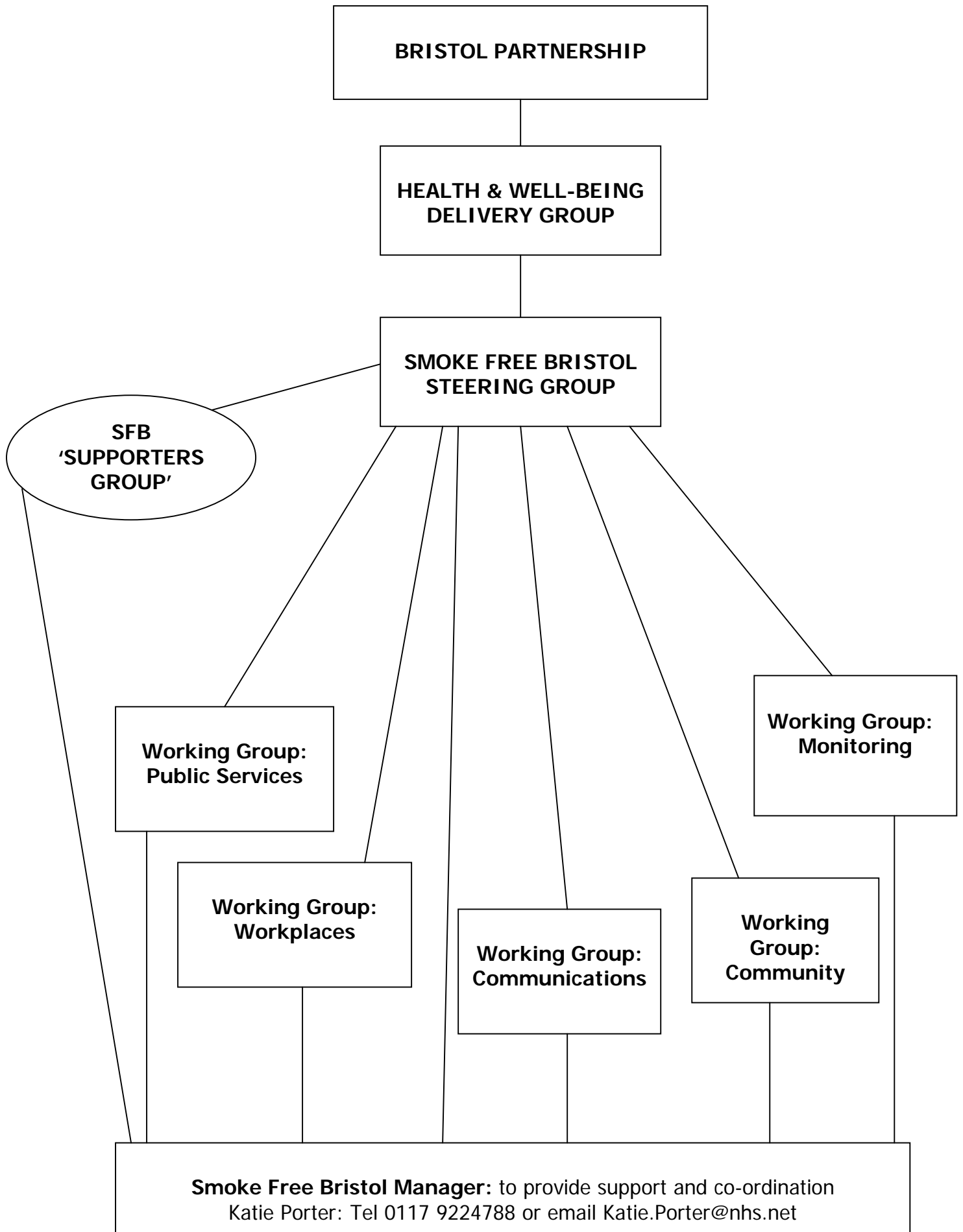
UWE (researcher)

Bristol University (researcher)

Bristol City Council (environmental quality manager)

GOSW (Regional Tobacco Manager)

SFB manager.



Appendix 2 Working Groups

Membership of the groups includes representatives from many organisations and professions.

WORKPLACE GROUP

This group had its first meeting in June 2005 and is chaired by an environmental health officer from the council's public health and safety team. It has agreed terms of reference and its principal aims are to:

- To promote smoke-free workplaces
- To support employers to implement smoke-free workplaces
- To facilitate access to smoking cessation services in the workplace
- To encourage council suppliers and funded organisations to become smoke-free
- To find high profile workplaces to champion smoke-free status

At this stage the group's main ways of working are to:

- Support and encourage private sector employers to protect their employees from the effects of second-hand smoke
- Provide members with sources of information on smoke control and smoking cessation for dissemination beyond the group
- Raise awareness on smoking policies and methods of smoke control

Achievements

In the first year the group has achieved the following:

- Drawn up and agreed terms of reference
- Distributed a list of sources of information to all its members
- Asked the HSE to make smoking at work a priority topic for health and safety inspectors working for HSE and local authorities
- Established regular attendance by a wide range of individuals from sectors as diverse as trades unions, small and large businesses, the hospitality industry, health and safety inspectors, and subject experts in smoking cessation, smoke control in the workplace, personnel, occupational health and street cleansing.
- The representative from Business West has distributed a questionnaire on attitudes to smoking policies by employers in the region and received responses showing that
 - 9 out of 10 companies have well-established policies restricting smoking in the workplace, with over half having a total ban.
 - The most significant impact on businesses of total smoking bans were felt to be a better working environment and encouraging staff to give up smoking, with increased productivity and reduced fire hazard coming next.

- The vast majority of responses were in favour of a total smoking ban in most public places, although there was less consensus as to whether 'wet' pubs should be included.
- A questionnaire has been distributed to larger hotels in the region.
- Environmental Health Officers in the group are gathering information in the course of routine health and safety inspections regarding smoking policies, which will be analysed in April 2006.
- Training has been provided to support staff working for the Health & Safety Executive on smoking policies and sources of information, for dissemination to employers whom they visit.
- Publicising the help with smoking cessation available to employees via their workplaces.
- Raising the group's awareness of the issue of street litter from cigarette butts which is possible if smoking is banned within a workplace.
- The chair of the group has responded to the government's consultation on new legislation to control smoking in public places.

Future aims include:

Widening the group's membership to include a greater number of private sector representatives and people from umbrella organisations e.g. managers of shopping centres.

Attracting exemplar organisations who already have excellent smoking policies and help for employees with cessation.

Supporting all employers in complying with legislation in due course.

PUBLIC SERVICES GROUP

The focus of the public services working group has been on meeting the objectives of the smoke-free cities template for year one that relates to NHS, local government and public sector organisations. These organisations have been represented in the membership of the group.

Not all organisations have had an opportunity to attend the bi-monthly meetings, but those who have been there have found that the informal networking and information gathering has been invaluable to implementing a smoke-free policy for their organisation.

Year One Objective

- **To implement a smoke-free policy within the represented organisations.**

Some organisations, such as the NHS Trusts and government departments, had a target to become smoke-free by 2006 as outlined in the 'Choosing Health' White paper. This has included ensuring that all staff are not exposed to second-hand smoke when visiting clients in their own homes.

Some of the membership had already achieved this such as the Police, Fire, Ambulance trusts and the PCTs. They have acted as very useful mentors for those organisations going through the process.

Outcomes

- Bristol South and West PCT went smoke-free from April 05.
- Bristol City Council went smoke-free from Oct 05.
- United Bristol Healthcare Trust went smoke-free from Oct 05.
- Government Office for the South West went smoke-free from Jan 06.
- North Bristol NHS Trust will be smoke-free from March 2006.
- Avon and Wiltshire Mental Health Partnership Trust will be smoke-free from June 06.
- It has been agreed that all council adult residential homes will have a smoking lounge for residents in line with expected legislation.

Challenges

- Litter from cigarette butts outside the newly smoke-free sites have increased.
- Competing priorities preventing attendance of members at the meetings.
- The current position of the legislation on smoke-free public places and workplaces.
- Local offices of large organisations are subject to policies from head office.

Next steps

There are some key areas to work with for the next two years in order to develop the work towards Bristol becoming a smoke free city:

- Work with Bristol Prison to provide smoke-free cells and wings.
- Support educational environments including primary and secondary schools, further and higher education facilities and pre-school venues to provide smoke-free sites.
- Work with organisations funded by the represented membership to become smoke-free.
- Contribute towards the dissemination of the smoke-free progress in Bristol locally, regionally and nationally as required.
- To identify further public sector organisations within the city that are smoke-free or offer support to work with them towards the implementation of a smoke free environment.

COMMUNICATIONS

The communications group has been very busy and productive throughout the year.

Its key achievements have been

- Established a branding for Smoke-free Bristol

- Organised a huge amount of publicity – put Smoke-free Bristol firmly on the local agenda
- Agreed key messages
- Helped set up the Smoke-free Bristol website.
www.smokefreebristol.org

Branding

This has included our image and key messages but also the look for smoke-free. Part of the branding has involves driving for workplaces, pubs and enclosed public places to be smoke-free rather than “ban” smoking.

In the early months the group used a cigarette end logo, but then moved on to a “clean air” look which has been amplified on the website. However, the group still use the character “Mr Butt” at press photo opportunities as an easy to understand symbol of keeping smoke out.

The group has successfully bridged the cultures of the NHS and the local authority with smooth joint-working between the two communications offices. A protocol has been agreed for how press releases and photo opportunities are checked, giving equal opportunities for council leaders and NHS spokespeople to be alerted and involved.

The group have also agreed that a summary of key messages will be included at the bottom of all news releases as “notes to the Editor” to reinforce what the initiative is all about.

Key Messages

The group has agreed that the main key messages for press and media are:

- Protect non-smokers from second-hand smoke
- Educate and inform about the dangers of second -hand smoke
- Support smokers who want to quit
- Reduce prevalence of smoking locally

Activities

Smoke-free Bristol aims to release one press release a month. In practice there have been far more. This has included topical photo opportunities, such as the wrist bands, and comments on national smoke-free moves.

The group also organised for a half-hour long documentary on smoking in Bristol on HTV (or ITVWEST) and after the BBC reporter attended our smoke-free briefing he ran a short item every night over 5 days when UBHT went smoke-free.

Website

Everyone is particularly pleased with the website, which is bright “clean” and newsy. This has information about what smoke-free Bristol has achieved and is aiming for with links to appropriate sites. It also provides a chance for local people to get involved through on line surveys etc. The launch provided a successful media opportunity. Have a look on www.smokefreebristol.org .

The site has been widely used by other smoke-free workers in the South West.

The Future

Using the mass media is the most effective way of getting the message over, and the job of Smoke-free Bristol has only just begun.

COMMUNITY

The aims of this group are to

- Promoting smoke-free environments with and for children
- Support local people to lead and take smoke-free messages into community settings.
- Raising capacity and confidence of local people to influence and enhance 'life expectations' (quality of life and life expectancy) and 'challenge the norm'.

Over the last year the group have:

- Developing a monitoring system for health visitors to record smoking in the home.
- Started to develop a strategy to reduce smoking in the home
- Worked with the Looked after Children team to develop ways to protect children from secondhand smoke in adopted and foster homes.
- Worked with BCC children's residential homes to develop a smoking policy for the residents.
- Audited the status of smoking policies in community centres with a view to developing smoke-free work with smoky community associations.
- Took part in the 'Closing the Gap' conference, designed to develop a strategy to tackle health inequalities.
- Carried out an audit of smoking policies in residential care homes to give a baseline to the proposed work by the PCT staff to encourage care homes to have good smoking policies.
- Put out articles through the neighbourhood renewal newsletters.
- Ensured that all voluntary groups in receipt of a grant from the Sustainable Cities Team (BCC), and Community Development (BCC) have smoking policies from March 2006.
- Carried out a survey of smoking policies in businesses in NR areas to inform the work of the PCT workplace policy staff.

The challenge for this group is to develop community based smoke-free work with local residents. It is hoped that neighbourhood renewal monies can be used to develop this work in the coming year.

MONITORING GROUP

If you are planning on doing something to make a difference, you must first record how things are before you begin so you can chart your progress. This was the first task for the smoke-free Bristol monitoring group. The monitoring group met four times in 2005 and has:

- achieved membership from key organisations (Bristol City Council, the Primary Care Trusts, both Universities, Government Office South West) and links with other groups and bodies;
- defined its terms of reference;
- publicised its remit and sought contributions from researchers and staff in the field;
- compiled a Baseline Report, 'Exposure to second-hand smoke in Bristol', launched on 13 September 2005;
- started to improve data collection where this is lacking (smoky homes, and smoking prevalence).

Main findings presented in the Baseline Report were:

- Across Bristol over ten thousand workers are still exposed to second-hand smoke in their workplace.
- The percentage of Bristol households that are smoky is well over 30%, which significantly damages the health of children living in smoky rooms.
- The City Council, the Health Service, and other public sector organisations have made significant progress with smoke-free policies.
- Many Bristol businesses are smoke-free but around 4 out of every 10 employers still do not have adequate workplace policies.
- Over 8 out of 10 cafes and restaurants in Bristol are not smoke-free.
- Almost all Bristol pubs are not smoke-free.
- Over 80% of Bristol people are bothered by second-hand smoke and would prefer it if indoor public places were smoke-free.

Tasks for the group for 2006 are:

- develop key measures / indicators for charting progress;
- compile a 'One Year In' report.