



SMOKE-FREE BRISTOL ANNUAL REPORT 2006-2007

Katie Porter, Smoke-free Bristol manager, Bristol Primary Care Trust

With contributions from:

Karen Blowers, Bristol Smoking Advice Service, Bristol Primary Care Trust

Sarah Banting, senior environmental health officer, Bristol City Council

Louise Hudson and Lynda Wookey, marketing officers, Bristol City Council

Julie Hendry, communications officer, Bristol Primary Care Trust

Angela Raffle, consultant in public health, Bristol Primary Care Trust

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 second year of implementation of the smoke-free Bristol plan.

Background

The Smoke-free Bristol (SFB) initiative is characterised by the strength of commitment and coherence of objectives, from strategy through to direct delivery. Membership is drawn from a wide range of public and private sector partners. Our approach has been to maximise joint working between the Council and the PCT (lead partners) to increase efficiency rather than pooling budgets. The workload is overseen by a Steering Group and managed by the Smoke-free Bristol Manager who has led the partnership work and kept the initiative on track (see appendix 1). The work is dealt with through subgroups that deal with workplaces, public services, communications, communities, and monitoring. The five working groups have continued to make progress in the second year (see appendix 2 for reports).

When we embarked on this initiative there was no national proposal to bring in smokefree legislation. SFB campaigned to this end as a member of the Smokefree Communities and the Smoke Free Action Coalition. During the spring of 2006, the Houses of Parliament voted for legislation to make all workplaces smokefree, including pubs and clubs. The date for enforcement of the smokefree legislation will be 1 July 2007.

The Smoke Free Action Coalition won a worldwide award from the Global Tobacco Control Partnership at the World Tobacco conference in Washington DC, USA in 2006 for its campaigning for smokefree English legislation. Cecilia Farren, southwest region representative for ASH, was an invited expert speaker at the world conference talking about 'The power of the individual, some UK successes – achieving big impact with a small budget'. Cecilia has contributed to the work of Smoke-free Bristol as a member of the communities group. a member of our Communities Group.

Progress in the Second Year



Cllr Barbara Janke, chair of the Bristol Partnership and Dr Hugh Annett, Director of Public Health, discuss Smoke-free Bristol with James Townsend, owner, at the BSB bar. Dec 2006.

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

- A highly successful SFB conference was held in March 06. Nan Savage, an environmental health officer from the Irish Republic, spoke of implementing and enforcing smokefree legislation in Ireland
- A Seminar for pubs on the proposed smokefree legislation was held in Sept 06
- A seconded Health Visitor developed a smoke-free homes strategy, which will be consulted on and finalised in 07-08. The Health Visitor was hosted in the council's Chief Executive Department.
- 2 smokefree advisors have been funded by the Neighbourhood Renewal Fund to work in the areas of high health need. In 2006-07 they have targeting community associations helping them go smokefree in preparation for the forthcoming legislation.
- A team of environmental health officers (EH), the head of Licensing and the SFB manager spent a day in Edinburgh researching how smokefree legislation was enforced there, its effect on other

departments of the council, knock-on effects like litter and noise, and the effect on the NHS support to stop smoking services.

- A Task Force has been set up consisting of heads of licensing, planning, highways, street scene, pollution control and environmental health to assess the impact of the forthcoming legislation on their work areas, and devise a set of briefings for councillors and guidelines for workers.
- The SFB website has been regularly updated and extended to give clear information about the project to all who need it www.smokefreebristol.org
- A report "Exposure to secondhand smoke in Bristol, One-year update on the Baseline Report" describing progress made against our monitoring measures in the last year has been produced and is available on the website. At: <http://www.smokefreebristol.org/downloads/second-hand-smoke-final-baseline-report-nov-06.pdf>.

Impact of the campaign

South West region

We have developed the largest Smokefree Alliance in the southwest region and have shared our learning and resources with our NHS and council colleagues in the South West. This has helped everyone to respond quickly to the demands of a developing legislative environment. Members of SFB have presented at various business, voluntary sector, and professional conferences on the topic of smokefree to build compliance for the legislation.

Public Opinion

Monthly press releases and the continual development of the web site are designed to maximise awareness amongst the public of the benefits of a smokefree culture. We have monitored this change through the askBristol discussion pages.

'I'm a smoker and I support the ban. Having visited Ireland last year I experienced what a difference it made to the amount I smoked, and I think that's a good thing.'

Posted by becca at 20.08pm on 13th Dec 06.

We have also worked with children to encourage them to take the smokefree message into their homes. Over 800 children entered the Healthy Schools poster competition.



Athaliah Dart - St Anne's Primary

Workplaces

We have reached most businesses in neighbourhood renewal areas and recorded their smoking status, assisting many to improve their smoking policies. Many businesses have used the Smoke-free Bristol web site to inform themselves about workplace policies. SFB has been working in partnership with Lloyds TSB to develop their UK-wide smokefree policy, which is a challenge as the regulations differ across the UK and Northern Ireland. Smokefree workplace legislation will take effect in England on 1st July 2007.

Hospitality Trade

There are now four pubs and five bars in Bristol that are smokefree. SFB has received many enquiries about the new smokefree legislation from publicans. We surveyed customers of smokefree and smoky pubs to find out if the levels of carbon monoxide in their blood changed as they spent time in the pubs. We found that after two hours non-smokers in smoky pubs have the same level of carbon monoxide in their bodies as light smokers.

Plans for 2007/2008

We will be busy building compliance for the smokefree legislation and then enforcing the regulations from July 07 onwards. 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 smokefree workplaces, and the implications of the legislation.

We will also be completing the smokefree homes strategy and commencing its implementation.

Katie Porter. March 2007

Appendix 1

Abbreviations:

ASH: Action on Smoking and Health
BCC: Bristol City Council
BSAS: Bristol Smoking Advice Service
EH: Environmental Health
GOSW: Government Office of the South West
HR: Human Resources
NRA: Neighbourhood Renewal area
OH: Occupational Health
PCT: Primary Care Trust
PRU: Pupil Referral Unit
SFB: Smoke-free Bristol
UWE: University of the South of England

Steering Group membership

Hugh Annett, Director of Public Health
Fiona Andrews, GOSW Regional Tobacco Manager
Sarah Banting, BCC Environmental Health Officer (Chair of the Workplace Group)
Karen Blowers, PCT Manager of the Bristol Smoking Advice Service (Chair of the Public Services Group)
Kathy Eastwood, BCC Manager of Scrutiny and Policy,
Julie Hendry, PCT, Louise Hudson and Lynda Wookey, BCC Communications Officers (Co- chairs of the Communications Group)
John Jefferies, BCC Group Manager of the Public Protection Team
Liz MacDougall, BCC Principal Health Policy Officer
Katie Porter, Smoke-free Bristol Manager (Chair of the Community Group)
Angela Raffle, PCT Public Health Consultant for Bristol (Chair of the Baseline Group), Co-chair of SFB
Sylvia Townsend, BCC Councillor
Howard Thomas, BCC Head of Environmental Services, Co-chair SFB
Julia Verne, PCT Acting Director of Public Health

Membership of working groups:

Public Services Group

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

North Bristol NHS Trust
Bristol South PCT
Avon Ambulance Trust

Communications Group

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

Workplace Group

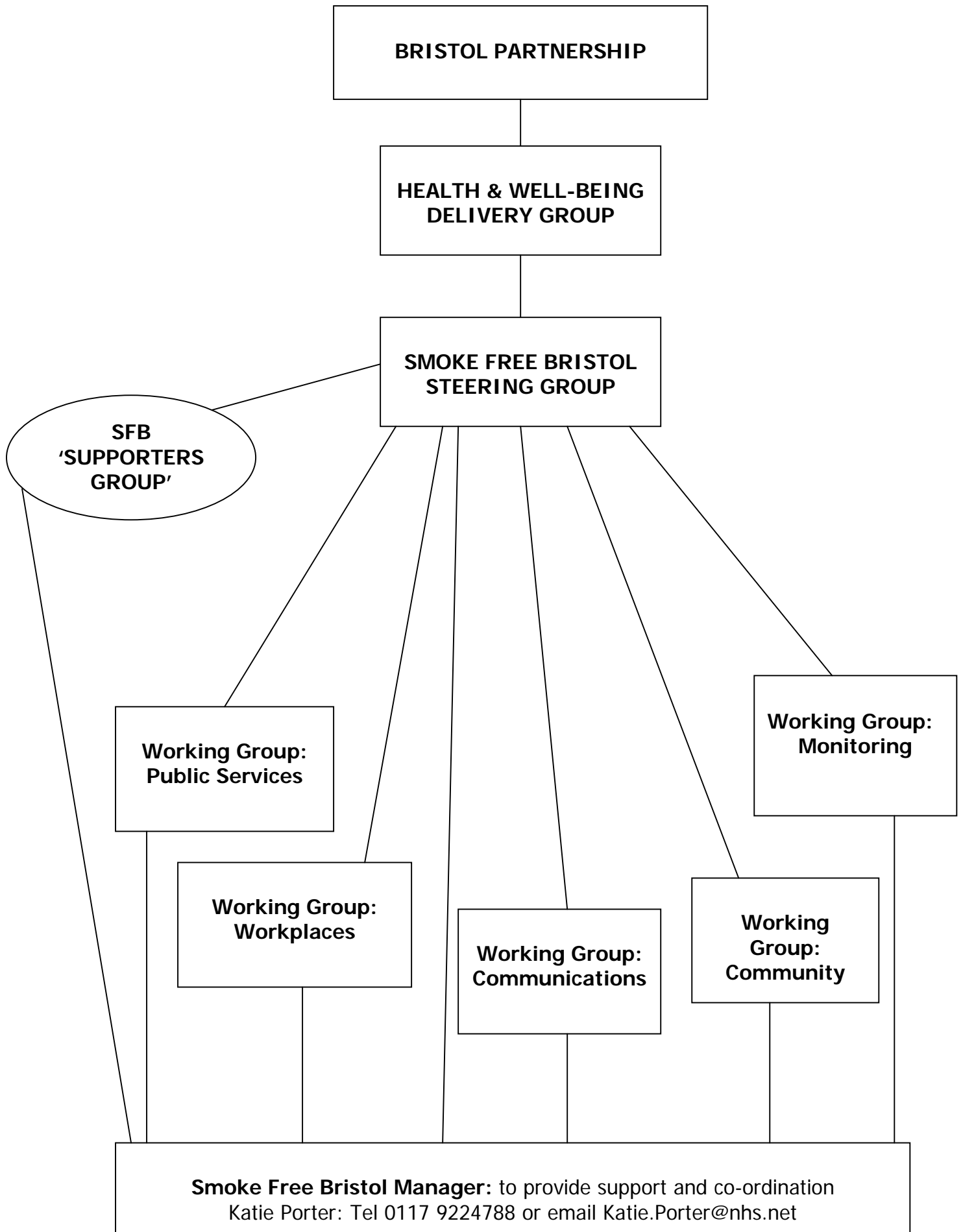
Business West
Bristol Hotels Association
Federation of Small Businesses
Trades Council
2 trades unions (GMB and Unison)
Health and Safety Executive
Bristol North PCT (BSAS)
Bristol City Council (Environmental Health, HR, OH, Streetscene
Enforcement, Licensing, Pollution Control)
Police (Community Safety)
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

A new chair for this group was selected during the year, however we continued the practice of it being an environmental health officer from the council's public health and safety team.

The group's main focus of work has been:

- 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
- Prepare for the smokefree legislation

Achievements

In the last year the group has achieved the following:

- There has been close working between the lead partners, the council and the PCT
- The chair of the group, licensing, the police, and pollution control have responded to the government's consultation on new regulations to control smoking in public places
- A well-organised and helpful seminar for publicans was held in September 06. Many lead officers from different departments of the council were available to give advice to publicans on the smokefree legislation. Ian Gray the national policy manager from the Chartered Institute of Environmental Health presented to the delegates
- A team of EH officers, the head of Licensing and the SFB manager spent a day in Edinburgh researching how smokefree legislation was enforced there, its effect on other departments of the council, knock-on effects like litter and noise, and the effect on the NHS cessation services. They found that:
 - EH ran seminars for businesses, publicans, council workers and councillors
 - EH took a high visibility approach with officers in distinctive clothing
 - On the first day of smokefree all council workers acted as the eyes and ears of the enforcement officers
 - 40 enforcement officers were drafted in from many section of the council to enforce the legislation in the early days
 - Media attention was immense and the council had to employ a dedicated press officer

- The legislation was successfully introduced and very few notices were served
 - The Licensing Act is different in Scotland. There a council can initiate a variation to a liquor license, which is not possible in England
 - Edinburgh set up a licensing system for its public pavements to be used as part of the area covered by a liquor license, and for tables and chairs to be put there
 - There were issues with noise nuisance/disturbance (smokers making a noise during the night outside pubs and casinos)
 - There was an increase in butt litter
 - Planning were inundated with requests for planning permission for smoking shelters
 - The council smokefree hotline was busy as people preferred to call the local number rather than the national hotline
- A Task Force consisting of heads of licensing, planning, highways, street scene, pollution control, trading standards and environmental health from BCC is assessing the impact of the forthcoming legislation on their work areas, and devising a set of briefings for councillors, guidelines for workers, and information for the public
 - PCT workplace advisors have continued to work with businesses in neighbourhood renewal areas, advising them on smoking policies
 - SFB has been working in partnership with Lloyds TSB to develop their UK-wide smoking policy. A challenge as the regulations differ in the different countries.
 - Environmental Health Officers in the group are gathering information in the course of routine health and safety inspections regarding smoking policies and continue to receive training on the smokefree legislation
 - Relevant council cabinet members have been briefed
 - The council Customer Service Centre has been briefed on where to signpost people to when they phone to ask about smokefree issues
 - Working in partnership with BCC Streetscene Enforcement team we are raising the awareness of the issue of street litter from cigarette butts. In 2006 the team ran campaigns to encourage litter-conscious smokers. The knowledge gained provides a foundation to develop the corporate strategy to tackle the citywide litter anticipated to result from the smokefree legislation.
 - Publicising the help with smoking cessation available to employees via their workplaces

Future aims include:

Intensify the work of building compliance for smokefree legislation by advising and supporting businesses to prepare for smokefree legislation. Continue to provide business seminars.

Achieve compliance with smokefree legislation.

PUBLIC SERVICES GROUP

Much of the work in going smokefree for the public services in Bristol was completed by January 2006. Only two further NHS trusts needed to implement their plans to become smokefree and this took place as planned.

North Bristol NHS Trust became a smokefree trust on March 8th 2006 – No Smoking Day. The Trust had two hospital sites – Southmead and Frenchay Hospitals and both were well prepared for the planned change.

Avon and Wiltshire Mental Health Partnership NHS Trust became smokefree for staff and patients on 1st June 2006. There was a lot of training provided for staff before this date to prepare and support them in instigating this change as this was seen as a more challenging strategy to put into action for patients in a long stay setting. However, there have been fewer problems than anticipated in successfully implementing the smokefree policy in the buildings and training to support staff to maintain this is on going as required.

Information on accessing stop smoking support was sent to all schools in Bristol in September 2006. Support staff are being trained to offer stop smoking support through the Healthy Schools network and there are currently 7 schools across Bristol with trained support to stop advisors. 73 schools now have a smoke free policy as they all have National Healthy School Status. All the Bristol schools have a policy of smoke free grounds apart from the Pupil Referral Units. The PRU's have designated smoking areas only.

The Healthcare Commission reviewed the NHS and partnership tobacco control work in Bristol in the early part of 2006. The review looked at all aspects of tobacco work carried out across the city and in particular focused on the NHS stop smoking services – Support to Stop. The outcomes from this review can range from poor to excellent. The Healthcare Commission has found the NHS tobacco control provision for Bristol is 'Good'.

COMMUNICATIONS

The communications group has had another busy and eventful year and has maintained the health messages as the communications theme has moved from lobbying for smokefree to celebrating forthcoming legislation announcements and the move towards enforcing smokefree.

Its key achievements have been

- Organised a huge amount of publicity – responding swiftly to smokefree announcements
- Agreed key messages
- Updating Smokefree Bristol website. www.smokefreebristol.org
- Maintaining the smokefree Bristol branding

Key Messages

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

- Protect non-smokers from secondhand smoke
- Educate and inform about the dangers of secondhand smoke

- Support smokers who want to quit
- Reduce prevalence of smoking locally

These messages are even more important as we move towards legislation and enforcement so the people feel more inclined to comply.

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

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 has updated a summary of key messages that is included at the bottom of all news releases as “notes to the Editor” to reinforce what the initiative is all about.

Activities

Smokefree Bristol aims to release one press release a month. In practice there have been more. This includes getting draft press releases agreed prior to announcements with quotes agreed by Bristol city council and the PCT spokespeople, so that we are ready to react – this included a hasty photocall with Barbara Janke and Dr Hugh Annett!

We also encouraged the Evening Post decided to visit Edinburgh to see how successful smokefree had been there which resulted in a two-page spread in the paper.

Website

The website reflects the new phase of the smokefree campaign. This means that the emphasis has moved from campaigning to providing support and advice for businesses that are planning to go smokefree either ahead of legislation or to be ready on time. The site has information about what smoke-free Bristol has achieved and is aiming for with links to appropriate sites. Have a look on www.smokefreebristol.org .

The site has been widely used by other smokefree workers in the South West.

The Future

Communications for smokefree are at a crucial stage for managing the smooth move into post legislation. If we don't succeed in getting the right messages across, there could be difficulties in achieving compliance with the legislation. Communications are working with local journalists to provide case studies of people who are really looking forward to smokefree public places including bar staff and people with respiratory illnesses.

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 achieved the following:

- A seconded Health Visitor developed a smoke-free homes strategy, which will be consulted on and finalised in 07-08. The Health Visitor was hosted in the council's Chief Executive Department. An innovative approach, this has resulted in a grassroots health worker working alongside the corporate policy function.
- Launched a monitoring system for health visitors to record the prevalence of smoking in the home from April 06.
- Developed a Health Visitor Toolkit about smoking and smokefree homes.
- Worked with foster carers to encourage smokefree homes.
- Presented at the Heath Inequalities conference for the voluntary sector at the Care Forum.
- Disseminated smoking policies templates to the voluntary sector through the Care Forum and assisted groups to finalise their policies.
- Audited the smoking status of council owned community association buildings. 44% were smokefree in 2006.
- Supported the work of 2 SFB workers who support community associations in neighbourhood renewal areas (NRAs) to develop smoking policies and prepare for the smokefree legislation. The workers are also engaged in promoting smokefree homes in the community.
- Surveyed attitudes to smoking and smokefree in residents of neighbourhood renewal areas through the Residents Perception survey.
- Surveyed carbon monoxide levels in patrons of smokefree and smoky pubs
- Put out articles through a variety of newsletters.

The challenge for this group is to implement the smokefree homes strategy in 2007-8.

MONITORING GROUP

During 2006 the Monitoring Group has met to progress key pieces of work as set out in the 'Exposure to secondhand smoke in Bristol Baseline Report' of September 2005. The new data collection, by health visitors, concerning smoke exposure for infants, commenced from April 2006. In addition, several GP practices are piloting an analysis of smoking prevalence rates in their practices. The update report, 'Exposure to secondhand smoke in Bristol, One-year update on the Baseline Report', was published in November 2006 and has been disseminated widely. It is available on the website:

<http://www.smokefreebristol.org/downloads/second-hand-smoke-final-baseline-report-nov-06.pdf>.