

Tobacco Control Delivery Plan

Action Area One: Promoting leadership in tobacco control				
	Action	Lead	Supporting Agencies	Progress Review
1.1	A Tobacco Control Delivery Board will be established by the Welsh Government to oversee the progress of the Tobacco Control Delivery Plan. This Board will be comprised of key stakeholders responsible for the delivery of the targets and actions in the plan	Welsh Government	Public Health Wales, Directors of Public Health, Voluntary Sector, Professional bodies, Health Professionals (pharmacy, dental primary, secondary care) Smoking Cessation Services, Trading Standards, Environmental Health, Local Government, Research	March 2012
1.2	The Welsh Government will continue to press the case for a broad range of action on non-devolved tobacco control issues with the UK Government	Welsh Government	Public Health Wales, Directors of Public Health Wales, Voluntary Sector, Health Professionals and Professional bodies	December 2012
1.3	The Welsh Government will continue to encourage the UK Government to prioritise tackling the illicit tobacco trade and to work with Trading Standards services in Wales on how they can identify and tackle the sale of counterfeit tobacco products	Welsh Government, Trading Standards	Wales Tobacco Control Alliance	December 2012

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1.4	The Welsh Government will press the case for plain packaging of tobacco products and further restrictions on tobacco related imagery with the UK Government	Welsh Government	Public Health Wales, Directors of Public Health Wales, Voluntary Sector, Health Professionals and Professional bodies	February 2012
1.5	The Welsh Government will work with local government to consider their powers and duties arising out of the Licensing Act 2003 and to assess if they have the relevant power to reduce tobacco imagery to young people by making rulings on classifications of films containing such images	Welsh Government	Welsh Local Government Association	December 2012
1.6	The Welsh Government will explore the possibility of introducing a tobacco retail register in Wales	Welsh Government	Trading Standards Institute Wales	March 2013
1.7	The Welsh Government will consider alternative strategies for tobacco control such as an independent regulatory agency and price cap regulation for discussion with the UK Government	Welsh Government	Trading Standards Institute Wales	March 2013
1.8	The Welsh Government will ensure that tobacco control continues to be embedded in the NHS planning system to ensure the impetus from the NHS recognising their exemplar role in making further efforts to reduce levels of smoking is maintained	Directors of Public Health	Public Health Wales	September 2012
1.9	Each Local Health Board and its partners should formally recognise the Director of Public Health as the lead officer for tobacco control	Welsh Government	Directors of Public Health, Public Health Wales	December 2012
1.10	Comprehensive tobacco control action plans should be developed for each local authority area of Wales, as part of local	Directors of Public Health	Public Health Wales	March 2012

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	planning arrangements. These plans should be informed by local data and intelligence and develop appropriate and measurable outcomes			
1.11	ASH Wales will continue to provide third sector leadership in tobacco control	ASH Wales	Wales Tobacco Control Alliance	March 2012
1.12	The Welsh Government will work with Health Professional bodies to continue to raise the profile of tobacco-related harm	Welsh Government, Health Professional bodies		December 2012
1.13	Working closely with Research Councils and other funding bodies, NISCHR will continue to encourage the academic community to undertake research and development in tobacco control	NISCHR		December 2012

Action Area Two: Reducing the uptake of smoking				
Action		Lead	Supporting Agencies	Timing
Preventing young people from starting to smoke				
2.1	Public Health Wales will undertake a review of existing curriculum materials and make recommendations on the future development of bilingual materials to the Welsh Government	Public Health Wales	School Personal and Social Education and Healthy School Teachers	August 2012
2.2	Public Health Wales will provide the Assist programme to 40 to 50 schools per year, focussing on areas of deprivation	Public Health Wales	Local Authorities	March 2014
2.3	The Welsh Government will include smoking prevention in the roll-out of the Healthy and Sustainable Pre-School Scheme and will consider it in development of the healthy further and higher education settings work	Welsh Government	Public Health Wales, Local Health Boards Local Authorities, Pre-school sector, HE/FE sector	March 2013

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2.4	Public Health Wales will consider the further use of out of school settings for smoking prevention and advise the Welsh Government on any additional or alternative programmes, including on the training of health, youth services and other staff, which could reduce smoking uptake	Public Health Wales		December 2012
2.5	The Welsh Government will encourage the linking of smoking prevention and other behaviour change programmes	Welsh Government	Public Health Wales	March 2013
2.6	Public Health Wales will advise the Welsh Government on including young people in the planning and delivery of tobacco control services and programmes to ensure their perspectives are reflected	Public Health Wales	Directors of Public Health ASH Wales Peer Health Promoter team	December 2012
Reducing access to tobacco products by young people				
2.7	Trading Standards Services will continue test purchasing exercises in each local authority area to tackle under-age sales	Trading Standards	Trading Standards Institute Wales	December 2012
2.8	Activity will be undertaken by Wales Heads of Trading Standards to raise awareness of tobacco control offences through magistrates' training to facilitate an increase in the penalties awarded	Wales Heads of Trading Standards		March 2013
2.9	The Welsh Government will examine the case for Fixed Penalty Notices being issued to retail staff caught by enforcement officers selling tobacco products to under 18 year olds	Welsh Government	Trading Standards Institute Wales	March 2013
2.10	The Welsh Government will consider research findings on adults purchasing tobacco products for children and, if appropriate, will press the UK Government for action to address this issue	Welsh Government	Trading Standards Institute Wales	March 2013
2.11	The Welsh Government will make regulations on the display of tobacco products at the point of sale as soon as the legal position	Welsh Government		December 2012?

Action Area Two: Reducing the uptake of smoking				
Action		Lead	Supporting Agencies	Timing
	is clear			

Action Area Three: Reducing smoking prevalence levels				
Action		Lead	Supporting Agencies	Timing
Meeting the challenge				
3.1	The Welsh Government will commission an independent review of smoking cessation activity in Wales to identify both improvements that could be made to existing work and further action which will assist in achieving the 16% adult smoking prevalence target by 2020	Welsh Government	Smoking Cessation Services, Public Health Wales	May 2012
Motivating smokers to give up				
3.2	The Welsh Government will undertake annual public health campaigns which will include encouraging smokers to quit	Welsh Government	Public Health Wales, Community Pharmacies	April 2012
3.3	ASH Wales will consider the findings from the review of the No Smoking Day campaign and implement changes to enhance its effectiveness	ASH Wales	Welsh Government	March 2012
Assisting smokers to give up				
3.4	Smokers Helpline Wales and Stop Smoking Wales, Local Health Boards (primary, community and secondary care) and the third sector will work together to provide a range of seamless smoking cessation services and take forward the recommendations of the independent review of smoking cessation activity in Wales	Smoking Cessation Services, Directors of Public Health, Local Health Boards, Third Sector	Welsh Government	March 2014
3.5	Building on the Stop Smoking Wales database, Public Health Wales will establish a comprehensive National Smoking Cessation database with monthly reporting to key stakeholders	Public Health Wales		March 2013

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3.6	Public Health Wales, working with ASH Wales, will consider the applicability of the Smoking Toolkit Study to Wales and advise the Welsh Government on next steps	Public Health Wales	ASH Wales	December 2012
3.7	Public Health Wales will monitor the prescription of cessation medicines to encourage more effective use of cessation medicines	Public Health Wales	Professional bodies	March 2013
Smoking in pregnancy				
3.8	Public Health Wales will work with Local Health Boards to further strengthen referral pathways between maternity units and Stop Smoking Wales to increase pregnant smokers' access to smoking cessation and to ensure that recommendations contained in NICE guidance on Quitting Smoking in Pregnancy and Following Childbirth (NICE 2010) are implemented	Public Health Wales Directors of Public Health, Local Health Boards		March 2013
3.9	Public Health Wales will work with Local Health Boards and NHS Wales Informatics Service (NWIS) to improve data collection on smoking rates in pregnancy as part of routine maternal and child health record systems	Public Health Wales, Directors of Public Health, Local Health Boards NWIS		March 2013
Mental Health				
3.10	Public Health Wales will continue to support mental health patients in the community through Stop Smoking Wales	Public Health Wales		December 2012
3.11	Public Health Wales will establish a task and finish group to further develop and implement the mental health service delivery model for smoking cessation in the community and within mental health units	Public Health Wales	Third Sector, Professional bodies	September 2012
Young People				
3.12	Public Health Wales will link to Healthy School practitioners PSE advisors, and youth; sexual health and other services,	Public Health Wales	Local Authorities	December 2012

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	relevant to children and young people to ensure that smoking cessation materials for young people are available in relevant educational health and community settings			
Enhancing the role of community and primary care – general practice				
3.13	The Welsh Government will work with Local Health Boards to ensure that Quality Operating Framework (QOF) quality assurance visits are used to monitor the level and extent of smoking cessation advice and referral and ensure that variation from best practice is addressed	Welsh Government, Directors of Public Health, Local Health Boards		March 2013
3.14	Public Health Wales will continue the primary care engagement programme with a focus on low referring practices, to support primary care practitioners in delivering effective smoking cessation advice	Public Health Wales		December 2012
3.15	Stop Smoking Wales will work with Cardiff University, School of Postgraduate Medical and Dental Education (Deanery) to develop a module on smoking cessation as part of the GP appraisal and continuing professional development system	Public Health Wales Cardiff University	Professional bodies	March 2013
Enhancing the role of community and primary care – pharmacy				
3.16	Local Health Boards should agree the delivery of pharmacy smoking cessation services with community pharmacy contractors, taking account of the national enhanced services specification, to achieve closer integration of pharmacy smoking cessation services with those provided by Stop Smoking Wales	Directors of Public Health, Local Health Boards	Community Pharmacies, Welsh Government	January 2013
3.17	Public Health Wales and the Welsh Centre for Pharmacy Professional Education will work together to ensure the All Wales Competency and Training Framework to support the	Public Health Wales Welsh Centre for Pharmacy Professional	Welsh Government	December 2012

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	delivery of enhanced community pharmacy smoking cessation services is consistent with national standards for smoking cessation services	Education		
Enhancing the role of community and primary care – dental teams				
3.18	Local Health Boards should discuss with dental providers the delivery of smoking cessation advice as part of their Dental NHS Contract negotiations	Directors of Public Health, Local Health Boards		March 2012
3.19	The Dental Postgraduate Department will provide training in brief intervention for smoking cessation to dental teams throughout Wales	Dental Postgraduate Department		November 2012
Smoking cessation in secondary care				
3.20	Local Health Boards should invest in in-house smoking cessation services, in collaboration with Public Health Wales	Directors of Public Health, Local Health Boards	Public Health Wales	December 2012
3.21	Smoking should be included in clinical pathways, with smoking cessation offered as an appropriate medical intervention	Directors of Public Health, Local Health Boards	Public Health Wales, smoking cessation services	December 2012
Smoking cessation in secondary care – pre-operative smoking cessation				
3.22	Public Health Wales will undertake further work to strengthen referral pathways for pre-operative smoking cessation, exploring direct referral mechanisms and ‘opt-out’ systems along with linking smoking cessation within clinical care pathways	Public Health Wales	Directors of Public Health, Local Health Boards	January 2013
3.23	Local Health Boards should aim to achieve an increase in the number of smokers receiving cessation support services prior to elective surgery to a minimum of 20%	Directors of Public Health, Local Health Boards		March 2015
Workplace initiatives				
3.24	Public Health Wales will promote the workplace smoking	Public Health Wales	Welsh Government,	September

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	cessation guidance to employers through channels including the website, the workplace health e-bulletin, e-newsletter and employer engagement events for the Corporate Health Standard and Small Workplace Health Award		Smoking Cessation Services, Independent Assessment Contractor, ASH Wales	2012
3.25	NHS Wales Health Boards should prioritise smoking cessation for their staff, to aim for 35% of smoking staff accessing support per annum	Directors of Public Health, Local Health Boards	Public Health Wales, Smoking Cessation Services	March 2014
Increasing knowledge of smoking cessation and tobacco control				
3.26	Building on the work already being carried out by Stop Smoking Wales, Public Health Wales will develop and implement a systematic approach to training, including e-learning, in brief intervention for smoking cessation for all existing and student health care professionals.	Public Health Wales	Professional bodies	March 2013
3.27	Public Health Wales will conduct an option appraisal on the development of an accredited training programme for smoking cessation specialist advisors in Wales and implement its findings	Public Health Wales		March 2013
3.28	Public Health Wales and ASH Wales will work on increasing the range and number of , community leaders and community groups who have a high level of awareness and knowledge of tobacco control issues, including the health effects of tobacco use and the services available to give up smoking	Public Health Wales ASH Wales		March 2014
Niche tobacco products				
3.29	Awareness of the effects of niche tobacco products relevant communities	Public Health Wales	ASH Wales	January 2014
3.30	Stop Smoking Wales will develop a protocol for assisting people who use niche tobacco products and wish to give up	Public Health Wales		January 2014

Action Area Four: Reducing exposure to second-hand smoke

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Action		Lead	Supporting Agencies	Timing
Promoting smoke-free environments				
4.1	Local authorities will continue to work with the business community and customers of particular premises to address problems such as smoke-drift, noise and litter arising from the increase in smoking out-of-doors	Local Government	Welsh Local Government Association	December 2012
4.2	The Welsh Government will consider the possibility of amending the Smoke-Free Premises (etc) Wales Regulations 2007 to ban smoking in areas of hospital grounds where volumes of smoke may be high and where patients, visitors and staff congregate	Welsh Government		March 2013
4.3	In recognition of the importance of the NHS taking an exemplar role in action to discourage smoking, Local Health Boards and NHS Trusts should introduce smoke-free policies throughout NHS grounds, in addition to the enclosed premises	Directors of Public Health, Local Health Boards		March 2012
4.4	Local Authorities should work with all schools to encourage them to adopt smoke-free policies across their school grounds and sports grounds	Local Government	Public Health Wales	March 2013
4.5	Local authorities should be encouraged to introduce smoke-free policies for children's playgrounds in Wales	Welsh Government	Wales Tobacco Control Alliance	March 2012
4.6	The Welsh Government will review the exemption for residential mental health units under the Smoke-Free Premises (etc) Wales Regulations 2007	Welsh Government		March 2013
Smoke-free cars				
4.7	The Welsh Government will develop a campaign on smoking in	Welsh Government		January

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	cars carrying children and consider pursuing legislative options to ban smoking in cars carrying children if children's exposure to second-hand smoke does not start to fall within three years			2012
Smoke-free homes				
4.8	Public Health Wales will review the information currently available on smoke-free homes initiatives and working with ASH Wales will encourage local activity based on the reviews findings	Public Health Wales	ASH Wales	March 2012
4.9	The Welsh Government will ensure joint working between the Department for Health, Social Services and Children and the Department for Communities and Social Justice of the Welsh Government on reducing smoking related fires	Welsh Government		March 2013