



## Smoking Still Kills

### Introduction

Smoking is still the biggest preventable cause of death in England, accounting for more than 80,000 premature deaths each year and around 700 per year in Warwickshire. Tobacco use is one of the most significant causes of health inequalities and one of our most significant public health challenges. About 18.4% of adults in England and 14.5% in Warwickshire smoke, although rates are much higher in some areas.

The five-year strategy set out in the Government's Tobacco Control Plan for England 'Healthy Lives, Healthy People' ends in 2015. Smoking Still Kills proposes new targets for a renewed national strategy to accelerate the decline in smoking prevalence over the next decade. The report sets out short-term objectives and longer term aims and develops the agenda for tobacco control launched in 2008 with Beyond Smoking Kills. The recommendations were developed by an editorial board in consultation with an advisory board of academics and experts, and feedback from four regional events with local and national tobacco control professionals. Warwickshire was part of the influencing process and contributed to two regional events.

Although it is up to government to take a lead and set a new course for tobacco control over the next five years, the achievement of the vision will require the full participation of stakeholders across society including local authorities, the NHS, regional offices of tobacco control and civil society. The long-term goal of bringing smoking prevalence down to below 5 per cent in all socio-economic groups by 2035, and the medium-term targets that this translates into, will only be achieved through a genuinely comprehensive and collaborative approach.

The following '**Actions**' are the suggested response of Warwickshire to the national '**Recommendations**' (with explanatory notes in some cases). Additional actions have been identified for Warwickshire which are not associated with the national recommendations.

### **KEY** (As at December 2015)

CCG - Clinical Commissioning Group (s)

CEnTSA - Central England Trading Standards Authorities

COMPASS - Young Persons Drug and Alcohol Treatment

CRC - Community Rehabilitation Company

CWPT - Coventry and Warwickshire Partnership Trust

EHO - Environmental Health Officers (D&B)

GEH - George Eliot Hospital

H&WBB - Health and Wellbeing Board

HMRC - HM Revenue and Customs

MECC - Making Every Contact Count

NHS - Whole of NHS Estate (incl acute and primary care)

PHE - Public Health England

SATOD – Smoking at time of delivery

SFW - Smoke Free Warwickshire Alliance/Partnership

SSIPS - Stop Smoking in Pregnancy Service

SWFT - South Warwickshire Foundation Trust

TCCC - Tobacco Control Collaborating Centre

TCL - Tobacco Control Lead (Sue Wild supported by Paul Hooper)

TRP - The Recovery Partnership (Adult Drug and Alcohol Treatment Service)

TSO - Trading Standards Officers (WCC)

UHCW - University Hospital Coventry and Warwickshire

WCC - Warwickshire County Council

WMTCN - West Midlands Tobacco Control Network

WSSS - Warwickshire Stop Smoking Services (Commissioned by WCC)

WHO FCTC - World Health Organisation Framework Convention on Tobacco Control

## Section 1 Strategy and Data

Recommendation	Action	Who (Lead in bold)	Timescales (by)	Measure/Outcomes	Updates (6 months)
1.1 Publish a new comprehensive tobacco control plan for England with a commitment to tackling inequalities at its heart.	SFW to review action plan against government plans when published.	<b>TCL</b> , SFW	TBC	Updated plan	
1.2 Define a long-term vision to end the smoking epidemic: reducing adult smoking prevalence to less than 5% in all socio-economic groups by 2035.	SFW to agree vision for Warwickshire (with clarity re e-cigarette use) and seek endorsement by H&WBB	<b>TCL</b> , SFW	March 2016	Agreed vision for Warwickshire endorsed by H&WBB (subsequent endorsement by partner agencies)	
1.3 Set new national targets that define achievable mid-term objectives: <ul style="list-style-type: none"> <li>• Reduce smoking in the adult population to 13% by 2020 and 9% by 2025</li> <li>• Reduce smoking in the routine and manual socio-economic group to 21% by 2020 and 16% by 2025</li> <li>• Reduce smoking among pregnant women to 8% by 2020 and 5% by 2025</li> <li>• Reduce regular and occasional smoking among 15-year-olds to 9% per cent by 2020 and 2% by 2025</li> </ul>	a) SFW to agree targets for Warwickshire (with clarity re e-cigarette use) and seek endorsement by H&WBB.  b) Consider differential targets for districts and boroughs	<b>TCL</b> , SFW, Public Health Observatory	March 2016	Agreed vision for Warwickshire endorsed by H&WBB (subsequent endorsement by partner agencies)	
1.4 Ensure full implementation of legislative measures already	a) SFW to receive regular reports from	<b>TSO, EHO</b> , (Police), HMRC	In place by March 2016 and then	Benchmarking with other areas	

<b>Recommendation</b>	<b>Action</b>	<b>Who (Lead in bold)</b>	<b>Timescales (by)</b>	<b>Measure/Outcomes</b>	<b>Updates (6 months)</b>
underway including standardised packaging, the prohibition of smoking in cars carrying children, the prohibition of proxy purchasing for young people, and the EU Tobacco Products Directive.	Regulatory Services regarding the enforcement of enacted measures.  b) Dashboard of action to be created. Re-establish links and contact with HMRC.		6/12 reports.	Consistent and proportionate enforcement/compliance.  Identification of supporting measures that can be applied.	
<b>1.5</b> Support tobacco control teams in local authorities to develop strategic approaches to reducing smoking prevalence in local communities, exploiting all the opportunities offered by the local government setting.	SFW to participate in the PHE organised Tobacco Control Network and to continue to be involved in Regional and National events as appropriate	<b>TCL</b>	Ongoing (quarterly network meetings)	Reports to SFW	
<b>1.6</b> Promote evidence-based supra-local/regional action on tobacco control throughout England where the evidence indicates this is appropriate, such as in tackling inequalities, controlling illicit trade, mass media work and research and evaluation.	The West Midlands is not a region serviced by an office of tobacco control (OTC). However, we are able to utilise the work carried out in other areas - illicit campaigns. In addition Warwickshire may be able to link with neighbours (Coventry) and other authorities to benefit from economies of scale.	<b>TCL</b>	Ongoing	Reports to SFW on potential joint working.	
	Involve WREP and LGBT Groups in SFW activities	<b>TCL</b> , WREP, LGBT Groups	Ongoing	Proportionate and appropriate campaigns, materials and access to services	

<b>Recommendation</b>	<b>Action</b>	<b>Who (Lead in bold)</b>	<b>Timescales (by)</b>	<b>Measure/Outcomes</b>	<b>Updates (6 months)</b>
<b>1.7</b> Provide expert support and encouragement to low and middle income countries to help implement the WHO Framework Convention on Tobacco Control and its Guidelines.	Paul Hooper to continue to support WHO Missions (e.g. Moldova) in conjunction with TCCC	<b>Paul Hooper</b>	Ongoing	Learning from missions to be shared with partners.	
<b>1.8</b> Improve national statistics to ensure that timely and robust data are available on smoking prevalence including data on all socio-economic groups, people with long-term conditions, people with mental health problems, minority ethnic groups, the LGBT population and other disadvantaged groups.	Use local statistics and data to add to understanding and interpretation of national data (e.g. SATOD)	<b>Observatory (individual TBC),</b> TCL, WSSS, Pfizer	Ongoing	Detailed reports to SFW regarding interpretation of national data, supported by local information. (E.g. GP Data)	
<b>1.9</b> Improve national data on mortality by requiring smoking history to be recorded on death certificates when it is judged to have been a significant contributory factor.	No local action identified				
<b>1.10</b>  Additional Local Action	Use new CLear assessments (part of whole) to help deliver action plan and establishing baseline so that progress can be measured	<b>TCL, ALL</b>	March 2016	CLear Assessments completed. Baselines established.  Consider peer review.	
<b>1.11</b>  Additional Local Action	Distribute 'What I can do' sheets to all relevant parties especially elected members	<b>TCL, ALL</b>	January 2016	Wider understanding of effects tobacco control can have.	

## Section 2 The tobacco industry and the costs of tobacco control

Recommendation	Action	Who (Lead in Bold)	Timescales (By)	Measure/Outcomes	Updates
2.1 Introduce a new annual levy on tobacco companies, the Tobacco Companies Obligation, to help fund evidence-based tobacco control and Stop Smoking Services in England.	Other than being supportive no local action identified				
2.2 Establish a clear mechanism for the calculation of the Tobacco Companies Obligation, based on the costs of evidence-based tobacco control interventions at national, regional and local levels. Apply the levy in proportion to companies' market share in order that monies raised from each company are commensurate with harm caused.	No local action identified				
2.3 Establish a transparent and accountable process for administering the Tobacco Companies Obligation.	No local action identified				
2.4 Seek a revision of the EU Tobacco Tax Directive to prevent the tobacco industry from passing on the costs of the Tobacco Companies Obligation to smokers.	No local action identified				

<b>Recommendation</b>	<b>Action</b>	<b>Who (Lead in Bold)</b>	<b>Timescales (By)</b>	<b>Measure/Outcomes</b>	<b>Updates</b>
<b>2.5</b> Require tobacco companies to make public their sales data, marketing strategies and lobbying activity.	See section 4.10				
<b>2.6</b> In accordance with Article 5.3 of the WHO Framework Convention on Tobacco Control and its guidelines: <ul style="list-style-type: none"> <li>•• Ensure the tobacco industry is excluded from public health policy-making at all levels of government</li> <li>•• Prohibit tobacco companies, and their subsidiaries and agents, from using advertising or 'corporate social responsibility' communications to promote their interests and influence public policy</li> </ul>	See below				
<b>2.7</b> Encourage all local authorities to act in accordance with Article 5.3 of the WHO Framework Convention on Tobacco Control and its Guidelines.	Ensure that all partners are aware of FCTC requirements.  (Linked to LGA Tobacco Control Declaration)	<b>TCL</b> , DPH, Chair, ALL	December 2015	Briefing to all partners and H&WBB including those not usually associated with Tobacco Issues (e.g. economic regeneration, litter control) but who may receive approaches from the Tobacco Industry	
<b>2.8</b> Additional Local Action	SFW to stay abreast of guidance and policy on non-tobacco nicotine products	<b>TCL</b> , WSSS, TSO.		Report to SFW	

## Section 3 Helping Smokers Quit

Recommendation	Action	Who (Lead in Bold)	Timescales (by)	Measure/Outcomes	Updates
3.1 Ensure that good quality evidence-based Stop Smoking Services are accessible to all smokers, particularly those from lower socio-economic groups and disadvantaged populations.	a) Continue evidence based commissioning of stop smoking services	<b>TCL</b> , CCG	March 2016	Contracts renewed and in place	
	b) Targeted actions to increase access to services	<b>WSSS</b> , TCL, ALL	Ongoing	Demographics of those accessing services.	
3.2 Include training on providing very brief advice on smoking cessation within the core curricula of all education programmes for healthcare professionals.	Contact all professional training institutions (in conjunction with WMTCN)	<b>TCL</b> , WMTCN, Local professional groups	March 2016	All new professionals to receive training in tobacco and smoking cessation	
3.3 Ensure that smokers with mental health problems and smokers with long term conditions receive stop smoking interventions as a routine part of their care.	a) Continue to promote 'cut down to quit' model in partnership with CWPT and support smoke free hospital policy	<b>WSSS</b> , CWPT, TCL	Ongoing	Numbers of staff trained and clients seen.	
	b) Jointly commission action on long term conditions	<b>TCL</b> , WSSS, <b>CCG</b> , PHE			
3.4 Promote universal adherence to NICE guidance on tobacco, especially: <b>3.4.1</b> •• Brief interventions and referral for smoking cessation	Ensure development of Smoking Cessation as part of 'MECC' including live or 'warm' referrals where possible	<b>TCL</b> , ALL	Ongoing	Numbers of referrals to WSSS	
<b>3.4.2</b> •• Smoking cessation in secondary care: acute, maternity and mental health services	MECC plays a part but needs to ensure all relevant departments are involved. CQINS to be considered.	<b>WSSS</b> ; CCG; GEH; UHCW; CWPT; SWFT, PHE	Ongoing	Referrals to Stop Smoking Services; Quality assurance in acute sector	

<b>Recommendation</b>	<b>Action</b>	<b>Who (Lead in Bold)</b>	<b>Timescales (by)</b>	<b>Measure/Outcomes</b>	<b>Updates</b>
3.4.3•• Quitting smoking in pregnancy and following childbirth	See separate Smoking in Pregnancy Action Plan	TCL, WSSS, <b>SSIPS</b> , TCCC, Maternity Services	Ongoing	Report to SFW on detailed SIP action plan	
3.5 Ensure that midwives have the training, equipment and time to undertake carbon monoxide screening with every pregnant woman.	In Warwickshire this is already part implemented. Need to ensure training is mandatory; delivered and effective.	SSIPS, Maternity Services, <b>CCG</b>	March 2016	SFW to monitor.	
3.6 Ensure that Stop Smoking Services and all health professionals are equipped to provide accurate, high quality information and advice to smokers about the relative risks of nicotine and all nicotine-containing products.	See also reference to MECC. Briefing on proportionate use of Electronic cigarettes to be provided to all GPs, Pharmacists and other professionals involved in giving smoking cessation advice.	WSSS; CWPT; SWFT; GEH (UHW)	December 2015  Ongoing	E-Cigarette briefing issued  SFW to monitor	
3.7 Increase the support and information available to smokers who are unable to quit to switch to less harmful sources of nicotine, in line with the principles set out in the NICE guidance on tobacco harm reduction.	a) Latest PHE guidance on electronic cigarettes encourages their integration into the smoking cessation services toolkit.	WSSS, <b>TCL</b> , Acute Trusts	Ongoing	Monitoring by TCL	
	b) Prepare for regulation of products by MHRA	<b>TCL</b> , WSSS	TBC	TBC	
3.8 Regulate the market for electronic cigarettes and other non-tobacco nicotine-inhaling products to maximise their value to smokers/ minimise the risk of uptake by non-smokers.	No local action identified				

<b>Recommendation</b>	<b>Action</b>	<b>Who (Lead in Bold)</b>	<b>Timescales (by)</b>	<b>Measure/Outcomes</b>	<b>Updates</b>
3.9 Promote improvements in the quality, safety and efficacy of electronic cigarettes and other non-tobacco nicotine-inhaling products.	TSO to advise wrt safety breaches via CEnTSA  SFW stay abreast of developments with non-tobacco nicotine delivery devices (see also 2.8)	<b>TSO</b>  <b>ALL</b>	TBC	Report developments to SFW	
3.10 Closely monitor the impact of the market for electronic cigarettes and other non-tobacco nicotine-inhaling products on smoking uptake, smoking behaviour and public attitudes to smoking.	Make Stop Smoking Service more attractive to those using e-cigarettes (as opposed to in competition with). Monitor those being offered support	<b>TCL, WSSS</b>	Ongoing	Number of quitters using e-cigarettes/other non-tobacco products (higher is better)	
<b>3.11</b> Additional Local Action	Revisit joint promotion of Robert West's Smoke Free Formula book via Books on Prescription	<b>WSSS,</b> Warwickshire Libraries; Coventry Public Health	December 2015	Increased take up of SFF	
<b>3.12</b> Additional Local Action	Encourage all partners to ensure stop smoking services promoted to own workforce	<b>ALL</b>	Ongoing	Increased referrals. Reduced costs to partner agencies.	
<b>3.13</b> Additional Local Action	Development of an online Quit4good service through a dedicated website	<b>TCL, WSSS</b>	January 2016	Increase in number of quitters accessing the SSS online	
<b>3.14</b> Additional Local Action					

## Section 4 The affordability and sale of tobacco

Recommendation	Action	Who (Lead in Bold)	Timescales (by)	Measure/Outcomes	Updates
4.1 Increase the tax escalator on tobacco products to 5 per cent above the level of inflation.	No local action identified				
4.2 Remove the tax differential between manufactured and hand-rolled cigarettes.	No local action identified				
4.3 Adjust the current national tax regime to raise the price of the cheapest cigarettes and prevent down-trading, and seek a revision of the EU Tobacco Tax Directive to enable the creation of a minimum unit price for all tobacco products.	No local action identified				
4.4 Fully implement the WHO Illicit Trade Protocol including an international tracking and tracing regime for tobacco products.	No local action identified				
4.5 Strengthen and resource national, regional and local partnerships to enable co-ordinated action on illicit trade.	Re-establish local links with HMRC	<b>TSO</b> , HMRC, TCL	December 2015	Sharing of intelligence between TSO & HMRC  Involvement of HMRC in SFW	
4.6 Set new targets for the control of tobacco smuggling: •• Reduce the illicit market share for cigarettes to no more than 5% by 2020 •• Reduce the illicit market	a) Local illicit market to be explored and where possible identified and baseline set.	<b>TSO</b> ; HMRC; Police (SOC)	March 2016	Baseline of local Warwickshire illicit market established so that improvement / deterioration can be measured.	

<b>Recommendation</b>	<b>Action</b>	<b>Who (Lead in Bold)</b>	<b>Timescales (by)</b>	<b>Measure/Outcomes</b>	<b>Updates</b>
share for hand-rolled tobacco to no more than 22% by 2020 and no more than 11% by 2025.	b) Hot spots identified and action plans developed	<b>TSO, HMRC, Police</b>	March 2016	Specific action to be taken where problem areas exist	
<b>4.7</b> Introduce a positive licensing scheme for all tobacco retailers and wholesalers, to be paid for by the tobacco industry.	No local action identified (other than support)				
<b>4.8</b> Develop best practice guidelines for using the licensing scheme to enforce the law on the sale of tobacco, communicate with retailers and control the tobacco supply chain	No local action identified				
<b>4.9</b> Additional Local Action	Additional mass media activity to be undertaken building upon the week of roadshows featuring sniffer dogs	<b>TSO, TCL, HMRC</b>	Ongoing	Continued publicity regarding illicit tobacco	
<b>4.10</b> Additional Local Action	a) Monitor marketing strategies impacting on Warwickshire	<b>ALL</b> (?Crimestoppers?)	Ongoing (as and when available)	Identification of ways in which smokers and other are influenced so that counter measures can be developed.  Feed reports to national organisations.	
	b) Analyse sales data	<b>TSO, Observatory</b>	Ongoing (as and when available)	Identification of where smokers are and cross referencing to prevalence data	

## Section 5 Mass media campaigns and social marketing

Recommendation	Action	Who (Lead in Bold)	Timescales (by)	Measure/Outcomes	Updates
5.1 Target mass media and social marketing campaigns on lower socio-economic groups and disadvantaged populations, and provide adequate resources to ensure that their reach, duration and frequency are in line with best practice.	<p>Link with national campaigns such as Stoptober; New Year Resolutions; No Smoking Day.</p> <p>Develop comprehensive communications / campaign plan for Quit4good</p>	TCL, WSSS, <b>WCC Comms ALL</b> (Communications group)	Ongoing	SFW to review comms plan (and who delivers it)	
5.2 Ensure that all mass media campaigns signpost and promote local Stop Smoking Services.	Clear call to action included on every publicity item	WSSS, TCL, <b>WCC Comms</b>	Ongoing	Quality assurance of campaigns; Numbers accessing to service	
5.3 Additional Local Action	Explore use of social media mechanisms to convert hits into direct contact through the Quit4good website	<b>WCC Comms</b> , TCL, WSSS	December 2015	Improved conversion rates from hits to quit attempts	
5.4 Additional Local Action	Refresh of Smokefreewarwickshire website	<b>WCC Comms</b> , TCL, WSSS	December 2015	Improved website stats (compared with previous site and similar local service sites)	
5.5 Additional Local Action					
5.6 Additional Local Action					

## Section 6 Smokefree environments

Recommendation	Action	Who (Lead in Bold)	Timescales (by)	Measure/Outcomes	Updates
6.1 Increase the proportion of homes occupied by adult smokers and dependent children that are smokefree to 80% by 2020 and 90% by 2025.	a) Re- launch smoke free homes packs.	<b>TCL</b>	March 2016	Numbers of packs distributed	
	b) Ensure smoke free homes are publicised and implemented through the Health Visiting (HV) contract	Lead professional for Health Visiting	Ongoing	% Families assisted to smoke free status	
6.2 Remove the smokefree exemption for prisons and provide support to prisoners to remain tobacco-free when they return to the community.	a) Link with CRC and The Recovery Partnership to ensure those being released from Prison receive help to access WSSS.	<b>CRC, NPS, TRP, WSSS</b>	Ongoing	Numbers of smoking offenders accessing services	
	b) Smoke free policy wrt approved premises (to maintain healthy lifestyles) to be explored	<b>PHooper, NPS, CRC</b>	March 2016	Policy established	
6.3 Remove the smokefree exemption for theatrical performances.	Assess impact of current law on performances (Stratford)	<b>Geoff Turton</b>	November 2015	Report to SFW to consider action	
6.4 Extend smokefree regulations to cover sea-going shipping and inland waterway vessels.	Assess extent of issue (Stratford?)	<b>Geoff Turton</b>	November 2015	Report to SFW to consider action	
6.5 Review the evidence and consult on the prohibition of smoking in all cars and motor vehicles.	a) Support national media campaigns to inform public of change in the law.	<b>EHO, Police (TBC) (WMTCN for joint campaigns)</b>	Enforcement from October 2015	High levels of compliance.	

Recommendation	Action	Who (Lead in Bold)	Timescales (by)	Measure/Outcomes	Updates
	<p>b) Local compliance measures to include school run roadshows</p> <p>c) Encourage fixed penalty notices (FPNs) for offences in smokefree private vehicles where compliance is not achieved.</p> <p>d) determine status of police as an enforcement authority for these measures and consider joint action</p>	<b>TCL</b> to establish the enforcement expectations			
<p><b>6.6</b> Ensure universal compliance with NICE guidance on a smokefree NHS and promote a smokefree estate including primary &amp; secondary care, maternity services and mental health services.</p>	<p>Survey of all NHS estate to determine current position</p> <p>Identify areas where further action needed</p>	<b>TCL via clear assessment, NHS</b>			
<p><b>6.7.</b> Consult on legislative and non-legislative options to make outdoor environments smokefree where there is good evidence that this would improve public health.</p>	<p>Where defensible as a health or reputational risk, designate areas under the control of partner agencies as smokefree where secondhand smoke is an issue (e.g. country park cafe areas, children's play areas, school gates)</p>	<b>TCL, ALL</b>	Ongoing	Numbers of areas designated as smokefree and compliance.	

<b>Recommendation</b>	<b>Action</b>	<b>Who (Lead in Bold)</b>	<b>Timescales (by)</b>	<b>Measure/Outcomes</b>	<b>Updates</b>
<b>6.8</b> Additional Local Action	WCC to lead the way in implementing a smoke free workplace policy and provide support to staff to quit smoking	<b>TCL</b> , ALL	April 2016	Reduction in number of staff that smoke	
<b>6.9</b> Additional Local Action	All district and boroughs to pledge support for the implementation of smoke free workplace policies	<b>TCL</b> , ALL	?	Number of pledges from districts/boroughs	
<b>6.10</b> Additional Local Action	Support businesses to implement smoke free policies in the workplace and ensure business are informed of impact of smoking	<b>TCL</b> , ALL	Ongoing	Number of businesses implementing smokefree	
<b>6.11</b> Additional Local Action	Identify local schools to support the campaign for smoke free cars	<b>Trevor Wright</b> ,	Jan 2016	Number of schools promoting smoke free cars	

## Section 7 Smoking in films and the wider media

Recommendation	Action	Who (Lead in Bold)	Timescales (by)	Measure/Outcomes	Updates
7.1 Require short anti-smoking films to be shown before films and programmes that portray smoking and can be seen by children and young people, including those viewed in cinemas, on TV and on pay-to-view internet.	No immediate local action identified. (TCL to explore local action with VOX or other appropriate youth organisations)	<b>TCL</b> , VOX	TBC  Aspirational	TBC	
7.2 Raise awareness among policy-makers of the harm to children and young people of smoking in films, and consult on options to reduce their exposure to images of smoking in films and other media including the internet, music videos and computer games.	Ensure opinion formers are briefed on the influence of films etc. on young people and their future smoking prevalence.	<b>TCL, ALL</b>	TBC	Support for action to protect young people from the influence of the tobacco industry.  Media studies?  Video Games	
7.3 Additional Local Action	Use the release of films with gratuitous smoking scenes (especially those aimed at young people) to draw attention to issue (Media releases)	<b>TCL, WCC Comms</b>	Ongoing	Media coverage achieved	
7.4 Additional Local Action					

## Section 8 Smoking in schools

<b>Recommendation</b>	<b>Action</b>	<b>Who (Lead in Bold)</b>	<b>Timescales (by)</b>	<b>Measure/Outcomes</b>	<b>Updates</b>
<b>8.1</b> Additional Local Action	Identify the evidence for linking smoking with educational achievement and communicate through the education channels	<b>TCL</b>	Ongoing	Number of schools who register interest in addressing smoking	
<b>8.2</b> Additional Local Action	Work with schools to identify resources that focus on the social norms approach to smoking, linking with alcohol and drugs	<b>TCL</b>	Ongoing	Resources available online	
<b>8.3</b> Additional Local Action	Ensure the school health and wellbeing service is trained to provide advice/support and referral to young people to quit smoking	<b>TCL/SSS</b>	Ongoing	Number of pupils supported to quit smoking	