

Smoking Prevention & Cessation Strategy Newsletter

ISSUE 1

FEBRUARY 2012

Key dates for
Quit Educator
Training,
Carlton:
Mar 26 & 27
May 7 & 8
Jul 16 & 17
Aug 27 & 28
Oct 8 & 9

For more
information
please
contact
Rebecca Riley,
Quit's
Prevention/
Cessation
Program Project
Officer on
(03) 9635-5531

Peninsula Smoke Free Anniversary!

Peninsula Health celebrated its first Smoke free anniversary on the 1st September 2011. Over 240 staff and volunteers took advantage of the free Nicotine Replacement Therapy (NRT) that was offered as part of the support package of the overall Smoke Free strategy. Within the first six months 22% of these participants had completely quit. Smoke Free continues to be a Peninsula Health priority. The implementation of all sites being smoke free continues to be enforced and the positive impact this has had has been commented on by staff and consumers. Support to manage or quit smoking is available through Quitline on 13 78 48 (13QUIT) or at www.quit.org.au.



Celebrating World No Tobacco Day 2012



If you are holding an event or celebrating World No Tobacco Day 2012 why not share what you are doing in this newsletter? Or if you would like support to explore how you might celebrate World No Tobacco Day contact Amy Hagger on 9784-8125 or AHagger@phcn.vic.gov.au

World No Tobacco Day was established by the World Health Organization (WHO) in 1987 to "draw global attention to the tobacco epidemic and its lethal effects" (WHO, 2012). It is celebrated on May 31st each year and aims to draw attention to the health risks associated with tobacco and the need to advocate for policies to reduce tobacco consumption (WHO, 2012). It also provides the opportunity to promote tobacco control messages and adherence to the WHO Framework Convention on Tobacco Control (FCTC). The FCTC is a WHO treaty developed to address the global tobacco epidemic.

The theme for World No Tobacco Day 2012 is: Tobacco industry Interference.

New signatories!

The Smoking Prevention and Cessation Strategy Steering Committee would like to welcome two new signatories of the Frankston & Mornington Peninsula Smoke Free Charter:

- Mt Erin Secondary College
- Mornington Secondary College

The schools have signed up to the Charter because they are passionate about smoking prevention and cessation and would like to contribute to the reduction of smoking related harm in the catchment, particularly for young people.

How can you take action to address smoking in your catchment?

As signatories we are committed to reducing the prevalence of smoking and protecting people from the effects of second-hand smoke. The aim of this newsletter is to support signatories to take action to reduce smoking related harm in the catchment.

There are a number of things you can do to reduce the prevalence of smoking and protect people from exposure to tobacco smoke. These include:

- Undertaking an Organisational Audit to gain information about what your organisation could do
- Undertaking a policy review, or if applicable, policy development
- Referring staff and community members to, or promoting, Quit Smoking Support Services or
- Consultations with staff, consumers and community members about smoking and support structures that may be needed.

See page 3 for more information about how to conduct an organisational audit.

For further assistance please contact Amy Hagger, Health Promotion Practitioner on 9784-8125 or AHagger@phcn.vic.gov.au

Smoking Prevention and Cessation Implementation Guide

To further assist with smoking prevention and cessation strategies an implementation guide is currently in development. This guide aims to provide support and guidance to enable organisations to effectively plan, implement and evaluate smoking related strategies. Types of activities to bear in mind when considering smoking related activities include:

- Smokefree environments
- Smoking Cessation Services and
- The denormalisation of smoking behaviour.

Look out for more information soon about the implementation guide.



How to conduct an organisational audit



Before undertaking action on a particular area, in this case smoking prevention and cessation, it is important to firstly determine:

- What your organisation is currently doing to address smoking related harm?
- What is working?
- What is not working?
- What else could your organisation do to address smoking?

This process is described as a needs assessment or an organisational audit. An organisational audit can help to determine what action is most appropriate for your organisation by identifying what is already in place, what is working and any gaps that there might be. When conducting a needs assessment or organisational audit it is important to consider the following:

1. Determining what you want to know - it is a good idea to define the goal or aim for this process (why you are doing an organisational audit and what you want from the process)

What do you want to know?
Why do you want to know?

What questions should you ask?
What information do you need to answer these questions?
What information is already available?
What other information do you require?
How will you use the information?

2. The most appropriate methodology - now that you have determined *what* you want to know, *how* do you find this out?

What is the best method to obtain this information? (eg surveys, focus groups, interviews, document review). You may need to use a range of methods.

Decide your sample size (how many people you will consult?)
How can you do this (consult) within budget and other constraints (eg time)?
Does this method promote the level of engagement that you would like to see?
Does the consultation include a range of different people, views and opinions?



3. Planning the organisational audit

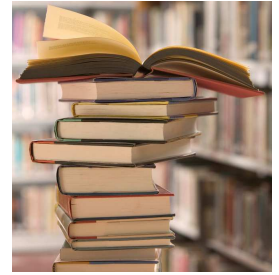
When will you undertake the audit?
How much time will you allocate for the audit?
Trial the questions
Determine the consultation timeframe
Delegate roles

In the next newsletter we will give some tips on how to conduct the audit and analyse the information gathered so that a plan can be developed.

If you would like further information or assistance with any of the above please contact Amy Hagger, Health Promotion Practitioner, on 9784-8125 or AHagger@phcn.vic.gov.au



Research & Publications Corner



Quit Victoria & Cancer Council Victoria (August 2011). **Plain packaging of cigarettes: a review of the evidence.** Available from: <http://www.cancervic.org.au/plainfacts/browse.asp?ContainerID=plainfacts-evidence> This publication presents a significant evidence base

supporting plain packaging and the positive impact it can have on smoking rates.

WHO (December 2011). **Making Cities Smoke Free.** Available from: http://www.who.int/tobacco/publications/second_hand/making_cities_smoke_free/en/index.html Making Cities Smoke Free aims to assist Member States implementing Article 8 of the WHO Framework Convention on Tobacco Control and its guidelines. Article 8 is concerned with protection from exposure to tobacco smoke.

Heart Foundation & Quit Victoria (2011). **Smoke-free policies in outdoor areas: A 2011 Victorian council survey report.** Available from: <http://www.heartfoundation.org.au/SiteCollectionDocuments/Survey-report-2011.pdf> This study examines Smoke Free policies in outdoor areas in Victorian local government areas.

Lovato C, Watts A & Stead LF (October 2011). **Impact of tobacco advertising and promotion on increasing adolescent smoking behaviours.** Available from: <http://summaries.cochrane.org/CD003439/does-tobacco-advertising-and-promotion-make-it-more-likely-that-adolescents-will-start-to-smoke> This article reports on the potential negative impact tobacco advertising and promotion can have on non-smoking adolescents. The results indicate that non-smoking young people who are aware of or more receptive to tobacco advertising are more likely to be smokers later in life.

Need help quitting or know someone who does?

Peninsula Health provides Quit Smoking Support Services for individuals who require assistance with quitting smoking. This can be accessed via Quit courses and one-on-one support.

For further information or to book please contact the Peninsula Health Community Health Access Line on 1300 665 781, the Quitline on 13 78 48 or see

www.quit.org.au/courses

Do you have a success story or information of interest relating to smoking prevention and cessation that you would like to highlight through the Smoking Prevention and Cessation Strategy newsletter? To contribute to the next edition of the newsletter please contact Amy Hagger, Health Promotion Practitioner, on 9784 8125 or AHagger@phcn.vic.gov.au by MARCH 19.

