



# Smoke Free Newcastle Revised Tobacco Control Action Plan 2005 – 2008

Revised May 2007

Newcastle   
Primary Care Trust



Newcastle   
CITY COUNCIL

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## **1.1 Introduction and Context**

The Smoke Free Newcastle Tobacco Control Action Plan 2005 - 2010, was produced jointly by Newcastle PCT and Newcastle City Council in partnership with other agencies. It was formally ratified by Newcastle City Council Executive in March 2005. Steady progress towards meeting the challenging targets set in the plan was made in 2005/6 with the majority of these being reached. A summary of progress in 2005/6 and 2006/7 is given in the revised action plan.

Since the original plan was produced work on tobacco control nationally, regionally and locally has moved forward at great pace. Such progress has had a positive impact on the original Smoke Free Newcastle Action Plan, by bringing forward a number of its targets by several years, impacting on the original delivery schedule. Most notably the Health Bill 2006 introduces legislation to make all enclosed and substantially enclosed workplaces and public places smoke free from 6am on the 1 July 2007. Smoke Free Newcastle welcomes this legislation and will play a major role in its successful implementation.

Additionally since the original plan was produced, Fresh – Smoke Free North East Office, has been set up to lead a comprehensive tobacco control programme in the north east. Fresh was launched in May 2005, and has achieved a great deal in its first two years. This includes the production of a Regional Tobacco Control Strategy, which local alliances such as Smoke Free Newcastle are responsible for delivering specific strands of, at a local level.

In the light of this progress and the forthcoming legislation it has become necessary to update the Smoke Free Newcastle Plan so that it fits with both the legislative timetable and Fresh's Action Plan.

## **1.2 The Role of Smoke Free Newcastle**

Smoke Free Newcastle has played a critical role in moving the tobacco control agenda forward in the city. It operates at both a strategic and operational level and in July 2006, became formally accountable to the Newcastle Wellbeing and Health Partnership Executive (WBHPE). Smoke Free Newcastle acts as an expert to the WBHPE on tobacco control and was involved in developing tobacco control targets within the Local Area Agreement. Whilst Smoke Free Newcastle does not have a formally identified budget it has secured a small grant from Fresh for its work and some funds from the LPSA2 smoking cessation target were also designated for the group's work in 2006-7. In addition Smoke Free Newcastle prepared a successful NRF funding submission. This comprised two parts focussing on supporting businesses for the smoke free legislation and developing smoking cessation services in the NR areas. The city council has also been granted funding to implement and enforce the smoke free Legislation. Strategically Smoke Free Newcastle will continue to submit responses to national and regional consultations on tobacco control, such as the Department of Health's consultation on the regulations which accompany the smoke free legislation.

## **1.3 Outline of Changes to the Revised Plan**

The introduction of the smoke free legislation from 1 July 2007, has major implications for Smoke Free Newcastle. In order to accommodate this change to the original plan, a new section has been added; 'Smoke Free Legislation Implementation Plan' to which many of the other areas of the plan cross reference to. The timescale for the whole Smoke Free

Newcastle Plan was originally intended to be 2005 – 2010. However in view of the legislative timetable and to maintain consistency with the regional tobacco control strategy, the revised plan now covers the period 2005 – 2008.

The following pages provide an update of the targets and detailed actions required for each strand of the plan. The appendix provides a summary of the plan's key targets.



# **Smoke Free Legislation Implementation Plan 2006 – 8**

## Smoke Free Legislation Implementation Plan 2006 – 7

Target	Actions required	Lead Agency/Partners	Progress at 31/3/07
<p>1.1 To ensure the infrastructure is in place in Newcastle to implement the smoke free legislation effectively.</p>	<ul style="list-style-type: none"> <li>• Set up a working group to lead implementation, to include the NCC Planning Dept, PHEP, Neighbourhood Services, Highways.</li> <li>• Allocate budget for implementation.</li> <li>• Agree staffing requirements and allocate staff to lead on supporting implementation.</li> <li>• Agree consistent policy regarding planning advice and consent.</li> <li>• Agree NCC policy regarding provision of extra bins for smoking materials and their emptying, in terms of responsibility and cost.</li> <li>• Agree consistent policy regarding Highways and licensing of pavement cafés in relation to the smoke free legislation. Consider 'one stop shop' service on smoking shelters.</li> </ul>	<p>NCC – PHEP, Neighbourhood Services, Planning, Highways</p> <p>NCC – PHEP</p> <p>NCC – PHEP</p> <p>NCC – PHEP, Planning</p> <p>NCC – PHEP, Neighbourhood Services</p> <p>NCC – PHEP, Highways</p>	<p><b>Green</b> City Council Officers implementation group established and meets coordination via directorate DMT's and key officer meetings to regularly to create a seamless service.</p> <p><b>Green</b> City Council allocated central government funding. NRF funding is also contributing to implementation in specific areas.</p> <p><b>Green</b> Smoke Free Support Office established and staff seconded into roles.</p> <p><b>Green</b> Liaison with planning department good. Simple planning guidance regarding the legislation and shelters produced.</p> <p><b>Amber</b> Stubbis (disposable ashtrays) purchased for distribution widely to business.</p> <p><b>Green</b> City Council licensing policy for pavement cafes and pavement café guidance agreed at Planning and Transport Strategy Committee</p>

Target	Actions required	Lead Agency/Partners	Progress at 31/3/07
	<ul style="list-style-type: none"> <li>Prepare NRF bid to provide intensive support to businesses in NRF areas.</li> </ul>	NCC- PHEP, PCT-SSS, HI	<p>19<sup>th</sup> April 2007 and Licensing Committee 20<sup>th</sup> April 2007. Planning guidance related to the legislation produced.</p> <p><b>Green</b> NRF bid successful. Intensive one to one support to businesses being given and business briefings to be held May 2007. Smoke Free Support Office set up.</p>
1.2 To achieve high compliance with smoke free legislation	<ul style="list-style-type: none"> <li>Identify enforcement staff</li> <li>Access CIEH/Fresh training on enforcement of the legislation and implement effectively.</li> <li>Ensure staff attend Fresh Health Act/compliance seminars and utilise the planned 'Enforcement Pocket Guide'.</li> <li>Set up appropriate procedures relating to enforcement and collection of fines.</li> <li>Agree number and scale of compliance visits prior to its introduction targeting venues at higher risk of non compliance</li> </ul>	<p>NCC – PHEP</p> <p>NCC – PHEP</p> <p>NCC – PHEP, PCT, Councillors, SFNEO</p> <p>NCC – PHEP</p> <p>NCC – PHEP</p>	<p><b>Green</b></p> <p>City Council enforcement staff have completed CIEH training.</p> <p>Tyne and Wear wide enforcement protocol to be adopted in principle Newcastle</p> <p>Detailed PHEP Compliance Monitoring Strategy agreed at NCC Executive 18<sup>th</sup> April 2007.</p>

Target	Actions required	Lead Agency/Partners	Progress at 31/3/07
	<ul style="list-style-type: none"> <li>• Undertake compliance visits.</li> <li>• Monitor and evaluate compliance.</li> <li>• Cooperate with Fresh proposed air quality monitoring visits/data collection.</li> </ul>	<p>NCC – PHEP</p> <p>NCC – PHEP</p> <p>NCC – PHEP, SFNEO</p>	<p>Compliance visit data base being compiled. Planned for post 1 July 2007.</p> <p>Planned for post 1 July 2007.</p> <p>City Council to be involved in air quality monitoring project once national protocol is approved.</p>
<p>1.3 To effectively communicate the implications of the smoke free legislation to businesses and the public</p>	<ul style="list-style-type: none"> <li>• Work closely with Fresh, to distribute local and national publicity materials to local businesses.</li> <li>• Agree named central contact point for local queries about the smoke free legislation and communicate widely.</li> <li>• Undertake presentations to key local forums on the smoke free legislation e.g. licensees, Chamber of Commerce.</li> <li>• Increase the number of Smoke Free Newcastle members who are media trained, to ensure consistent messages are conveyed to the press, public and businesses.</li> </ul>	<p>SFNEO, NCC – PHEP, PCT</p> <p>NCC – PHEP</p> <p>NCC – PHEP, PCT, Fresh</p> <p>SFNEO, Robson Brown, NCC</p>	<p><b>Green</b> Smoke Free Support Office has undertaken mail out to businesses about locally available support. DH is mailing out to all VAT registered businesses. Office is to hold a central stock of signage information.</p> <p><b>Green</b> Presentations to various forums e.g. licensees, Private Members Clubs, Pub Watch, CSCI undertaken. Further business briefings planned.</p> <p><b>Green</b> Local authority staff to complete media training.</p>

Target	Actions required	Lead Agency/Partners	Progress at 31/3/07
	<ul style="list-style-type: none"> <li>Publicise the SF legislation in as many local newsletters/e-bulletins as possible eg. City Life, City Council and PCT's internets, Chamber of Commerce</li> <li>Advertise national compliance telephone number widely.</li> </ul>	<p>PCT, NCC – PHEP, SFNEO.</p> <p>SFNEO, NCC - PHEP</p>	<p><b>Green</b> Legislation publicised in City Life, Fresh News, City Council and PCT internet sites and range of other publications. Civic Centre plasma screens displaying key messages. A Number of pubs contacted to run smoke free advert in the countdown to legislation. New City Council website being set up. Press releases to promote early win businesses.</p> <p><b>Green</b> Linking into DH national and Fresh advertising. Local businesses directed to national number for information. National compliance line not yet available.</p>
<p>1.4 To support businesses, including the hospitality industry to prepare for the legislation</p>	<ul style="list-style-type: none"> <li>Pro actively promote the National Clean Air Award to businesses, supporting them to develop smoke free policies ahead of legislation. Target is to increase the number of catering and licensed premises with the Award by 50% from baseline of 15 in June 2005.</li> <li>Support the planned Fresh Roadshow for businesses on the legislation.</li> </ul>	<p>NCC – PHEP, PCT, SFNEO.</p> <p>SFNEO, PCT, NCC – PHEP.</p>	<p><b>Green</b> Clean Air Award promoted to businesses as an extra benefit of having a smoke free policy. 70 Businesses gained the award by 31 March 2007.</p> <p>Roadshow cancelled but other local support for businesses being provided by City Council Smoke Free Support Office.</p>

Target	Actions required	Lead Agency/Partners	Progress at 31/3/07
	<ul style="list-style-type: none"> <li>• Distribute DH and Fresh materials and signage for the legislation to businesses and supplement as necessary with any local contact support information.</li> <li>• Visit businesses, particularly in potentially non compliant areas to outline the legislation and advise them on its requirements, promoting the support available locally to help them.</li> </ul>	<p>SFNEO, PCT, NCC – PHEP.</p> <p>NCC – PHEP.</p>	<p><b>Green</b> Mail out by City Council Smoke Free Support Office to businesses undertaken giving local contacts. DH undertaking direct mail shot.</p> <p><b>Green</b> Smoke Free Support Office undertaking one to one visits to ‘high risk’ businesses to offer support and guidance.</p>
1.5 To prepare for an increased demand for Stop Smoking support as a result of the legislation	Please see section 3.1	PCT, SSS	<p><b>Green</b> Business case for increased staffing demand made and was successful.</p>

# Detailed Action Plans and Progress to Date

## Key to Acronyms used in Action Plans

Comms: Communications  
FE: Further Education  
PHGNE: Public Health Group North East (hosted by Government Office for the North East)  
HE: Higher Education  
NCC: Newcastle City Council  
NETSA: North East Trading Standards Association  
NHSS: National Healthy School Programme  
SHA: Northumberland & Tyne and Wear Strategic Health Authority  
PCT: Newcastle Primary Care Trust  
PCT-HI: Newcastle Primary Care Trust Health Improvement Department  
PHO: North East Public Health Observatory  
PTA: Passenger Transport Association  
SFNE Alliance: Smoke Free North East Alliance  
SFNEO / Fresh: Smoke Free North East Office for Tobacco Control/ Fresh; the Campaign for a Smoke Free North East  
SSS: Primary Care Trust's Stop Smoking Service  
TS: Trading Standards Department  
NCCA: National Clean Air Award  
NCC-PHEP: City Council Public Health and Environmental Protection Department

## Traffic Lights Code for Progress Report

**Green** Making very good progress. Likely to achieve target

**Amber** Progress being made but slower than anticipated. Some slippage on the target date likely.

**Red** Little if any progress. Serious risk that target will not be reached on time.

<b>Element of Tobacco Control : 2. Reducing Exposure to Second Hand Smoke: Smoke Free Public Places</b>
<p><b>Setting</b>  <b>2.1 The buildings owned or operated by Newcastle City Council and staffed by NCC employees, and buildings owned by NCC and leased to other enterprises</b> including offices, public buildings, hospitality venues (e.g. the Civic Centre Banqueting Suite, Gosforth Civic Hall, City Hall), schools, leisure and social centres, premises of council registered childminders. (NB: Cross reference with sections 2.4, 2.5, 2.6, 2.9, 2.11, 2.13).</p>
<p><b>Long Term Target</b>  All buildings and vehicles, owned or operated by Newcastle City Council and staffed by NCC employees, and buildings owned by NCC and leased to other enterprises are smoke free. Strategic bids by NCC to consider smoke free provision (NB: cross reference 2.6 workplaces).</p>
<p><b>Baseline</b>  To be established in 2005/6.</p>

<b>Target 2005/06</b>	<b>Actions required</b>	<b>Progress at 31/3/06</b>
<p>By the end of March 2006, smoking is prohibited in all public buildings and vehicles owned and operated by Newcastle City Council and staffed by NCC employees.</p> <p><i>Further detail related to specific categories of premises that are covered can also be found in other sections of the action plan - cross reference sections 2.4, 2.5, 2.6, 2.9, 2.11, 2.13).</i></p>	<ul style="list-style-type: none"> <li>• Undertake audit of current restrictions in premises owned or operated by NCC and staffed by NCC employees and of vehicles owned and operated by NCC.</li> <li>• Review NCC smoking policy and develop in full consultation with staff and management side, (including consideration of smoke free grounds). Produce a plan and timetable for consultation and implementation of revised policy. Ensure stop smoking support is offered to staff.</li> <li>• Contribute to the regional development, launch and promotion of the National Clean Air awards for workplaces in Newcastle including the NCC. (cross reference 2.6)</li> </ul>	<p><b>Green</b>  Revised no smoking policy for City Council implemented with effect from the 1 April 2006. Covers all City Council owned, staffed and operated premises.</p> <p>Fresh promotional materials to advertise no smoking policy made available. Council employees taking up Stop Smoking Services, including those provided by Occupational Health department. Stop smoking support widely advertised to NCC staff. Several groups in progress</p> <p>City Council premises being encouraged to apply for NCAA. In 2005/6 44 businesses in Newcastle gained the NCAA.</p>

Target 2006/07	Actions required	Progress at 31/3/07
<p>All new tenancy &amp; lease agreements for NCC's commercially let property to include, if possible, a clause on buildings being smoke free ahead of national legislation.</p> <p>NCC to prepare businesses, including the hospitality industry for the introduction of smoke free legislation on 1 July 2007.</p>	<ul style="list-style-type: none"> <li>NCC to review tenancy and lease agreements for premises it owns, to ensure that new leases include, if possible, a clause that NCC property is to be smoke free. NCC to take appropriate implementation action.</li> <li>Prepare for the introduction of smoke free legislation – see 'Smoke Free Legislation Implementation Plan' for details.</li> </ul>	<p><b>Amber</b> Action not necessary as the introduction of smoke free legislation in July 2007 will ensure all workplaces and public places are smoke free. City Council is focussing work on ensuring that it is fully prepared and compliant with the legislation.</p> <p><b>Green</b> See page 6 onwards</p>

Targets 2007/08	Actions required	Lead Agency/Partners	Performance Indicator
<p>NCC to monitor and enforce national smoke free legislation for workplaces, including licensed premises.</p> <p>NCC effectively addresses the set tobacco control targets within the Local Area Agreement.</p>	<ul style="list-style-type: none"> <li>Support businesses to go smoke free and enforce legislation from 1 July 2007 - see 'Smoke Free Legislation Implementation Plan' for details.</li> <li>Regular review of progress with tobacco control targets within the LAA, with progress measured.</li> </ul>	<p>NCC - PHEP</p> <p>NCC, PCT</p>	<p>High compliance with law.</p> <p>Achievement of LAA targets.</p>

<b>Element of Tobacco Control : 2. Reducing Exposure to Second Hand Smoke: Smoke Free Public Places</b>
<b>Setting</b> 2.2 The NHS (acute, primary care and community settings) in Newcastle (Newcastle PCT and Newcastle Hospitals Trust and community healthcare facilities).
<b>Long Term Target</b> All acute, primary care and community NHS premises in Newcastle are totally smoke free no later than the end of 2006 (buildings).
<b>Baseline</b> All acute, primary care and community NHS premises in Newcastle have smoking policies for the workplace which restrict smoking. However they are not all entirely smoke free (buildings and grounds).

<b>Target 2005/06</b>	<b>Actions required</b>	<b>Progress at 31/3/06</b>
Smoking will be prohibited in all NHS healthcare acute, primary care and community setting facilities in Newcastle (Freeman, General, RVI, Hunters Moor, Dental Hospital, clinics, GP surgeries, residential healthcare facilities, convalescent homes) by the 31 March 2006.	<ul style="list-style-type: none"> <li>• Undertake audit of current policies and their operation in NHS premises/sites in Newcastle to establish a baseline and inform action.</li> <li>• Support NHS facilities to review and develop their current smoking policies. Agree targets for extending smoke free provision to the whole site. Pay particular attention to smoking directly outside the entrance to GP practices and hospitals in the first stages of implementation.</li> <li>• Provide a rolling programme of smoking cessation support for staff.</li> <li>• Respond as quickly as possible to inpatients and residents who want to stop.</li> <li>• Review the policies of all main local statutory agencies to ensure the protection of staff visiting people at home e.g. PCT, NCC. Work with SFNE to produce guidance on the issue.</li> </ul>	<p><b>Green</b> PCT revised smoking policy approved by Board in April 2005 and operational since then. PCT gained gold NCCA in June 05 (smoke free buildings and grounds).</p> <p><b>Green</b> Hospital's Trust sites smoke free from the 3 Oct 2005. SSS contributing to policy development and support in the longer term. No change</p> <p><b>Amber</b> Residential healthcare facilities, convalescent homes No dialogue yet established to assess baseline, however NCC producing reviewed 'Smoking Control Policy for residential day care units and homecare staff in Social Services for implementation from June 2006. National legislation in 2007 will have an impact on revised policy which will be addressed in 2006/7. PCT looking at policy in connection with home workers.</p>

Target 2006/07	Actions required	Progress at 31/3/07
<p>Smoking will be prohibited at the entrance to all clinics, GP surgeries, residential healthcare facilities, convalescent homes, where that is not already the position.</p> <p>NHS effectively addresses the set tobacco control targets within the Local Area Agreement.</p>	<ul style="list-style-type: none"> <li>Implementation of non smoking policy to be a planned priority within organisational objectives. Trusts to monitor and review non smoking policies and implement appropriate action.</li> <li>No smoking policy is widely publicised in patient, staff and visitor information and reinforced through adequate signage.</li> <li>Maintenance of stop smoking provision for staff and patients.</li> <li>PCT policy related to home workers is effectively implemented and progress monitored.</li> <li>Regular review of progress with tobacco control targets within the LAA, with progress measured</li> </ul>	<p><b>Green</b> PCT policy revised in line with legislation requirements. Policy covers all Trust sites, not just buildings.</p> <p><b>Amber</b> PCT advised of signage requirements and information requested for staff. Clear lead to be identified to ensure signage occurs. Best practice guidance for home workers produced, complementing RCN guidance. PCT advised of this guidance which has been incorporated into PCT revised policy.</p> <p><b>Green</b> LAA tobacco control targets monitored.</p>

Targets 2007/08	Actions required	Lead Agency/Partners	Performance Indicator
<p>By the end of 2008, at the latest, smoking will not be permitted on any part of acute, primary care and community NHS sites where that is not already the case.</p> <p>NHS effectively addresses the set tobacco control targets within the LAA.</p>	<ul style="list-style-type: none"> <li>Implement next stage of the agreed action plan to prohibit smoking on the whole site (buildings and grounds).</li> <li>Ensure signage is clear and evident throughout the site.</li> <li>Provide stop smoking support for staff and patients.</li> <li>Regular review of progress with tobacco control targets within the LAA, with progress measured.</li> </ul>	<p>PCT, SSS</p> <p>NHS acute and community settings</p> <p>SSS</p> <p>PCT, NCC</p>	<p>NHS sites completely smoke free.</p> <p>Stop smoking support provided</p> <p>LAA targets met</p>

<b>Element of Tobacco Control: 2. Reducing Exposure to Second Hand Smoke: Smoke Free Public Places</b>
<b>Setting</b> 2.3 The NHS – mental health facilities i.e. the 3 N's Trust in Newcastle
<b>Long Term Target</b> Smoking will not be permitted indoors or outdoors within the premises owned or operated by the 3 N's Trust within Newcastle.
<b>Baseline</b> The 3N's Trust does have a smoking policy, which restricts smoking in hospital settings.

<b>Target 2005/06</b>	<b>Actions required</b>	<b>Progress at 31/3/06</b>
<p>Smoking within communal areas of the premises owned or operated by the 3 N's Trust within Newcastle will be prohibited.</p> <p><b>NB</b> <i>For patients in residential mental health facilities and day treatment centres, smoking may be permitted in a separate enclosed room as long as it meets defined criteria and no person other than patients are allowed to smoke in the room.</i></p>	<ul style="list-style-type: none"> <li>• Establish a working group for the 3N's Trust involving all districts involved to facilitate consistency across the districts and Trust.</li> <li>• Review current smoking policy and undertake an audit of current practice in all 3N's Trust premises but in particular those in Newcastle.</li> <li>• Produce an action plan to establish non smoking indoors throughout the 3N's Trust in Newcastle by December 2006.</li> <li>• Provide stop smoking support for staff.</li> </ul>	<p><b>Green</b> Smoking policy has been revised and strengthened. Fresh working with mental health trusts regionally to support smoke free policies. New policy to implemented from 1 January 2007.</p> <p>Training for staff to provide stop smoking treatment for patients in preparation across North of Tyne</p>

Target 2006/07	Actions required	Progress at 31/3/07
<p>By the end of 2006 all NHS facilities to be entirely smoke free indoors.</p> <p><i>NB Smoking in a designated room may be permitted for some residential patients legislation..</i></p>	<ul style="list-style-type: none"> <li>• Implement agreed action plan ensuring consultation with patients/clients occurs.</li> <li>• Ensure signage is clear and evident throughout the premises.</li> <li>• Undertake regular review and monitoring of no smoking policy, addressing particular issues as they occur.</li> <li>• Provide systematic stop smoking support for staff and patients.</li> </ul>	<p><b>Green</b></p> <p>Revised smoke free policy produced and implemented for 1 January 2007. New group established for Northumberland and Tyne and Wear Trust to review and further develop smoke free policy so that it complies with legislation.</p> <p>Revised draft policy produced (March 2007) for consultation. Estates undertaking audit on signage requirements.</p> <p>Extensive brief intervention training being provided to Northumberland and Tyne and Wear NTW Trust staff to support those wishing to quit.</p>

Targets 2007/08	Actions required	Lead Agency/Partners	Performance Indicator
<p>Work towards smoke free site status for NTW NHS Trust.</p> <p><i>NB Smoking in a designated room may be permitted for some residential patients only until 1 July 2008 – as per the regulations that accompany the smoke free legislation.</i></p>	<ul style="list-style-type: none"> <li>• Review and develop no smoking policy to prohibit smoking on the whole site (buildings and grounds) of the NTW Trust in line with smoke free legislation regulations.</li> <li>• Ensure signage is clear and evident throughout the premises.</li> <li>• Provide systematic stop smoking support for staff and patients.</li> </ul>	<p>PCT HI and SSS, NTW Trust.</p> <p>NTW Trust.</p> <p>SSS, NTW Trust.</p>	<p>Smoking prohibited on all NTW sites to agreed timetable.</p> <p>High compliance with policy.</p> <p>Stop smoking support accessed by staff and patients within NTW Trust.</p>

<b>Element of Tobacco Control : 2. Reducing Exposure to Second Hand Smoke: Smoke Free Public Places</b>
<b>Setting</b> 2.4 Shopping Centres; including privately owned shopping centres and malls and council owned markets (Eldon Square, Monument Mall, Eldon Gardens, Green Market, Grainger Market, Cruddas Park, Newgate and Gosforth Shopping Centres). (Cross reference 2.1)
<b>Long Term Target</b> All privately or council owned shopping centres and malls in Newcastle will be smoke free by 1 July 2007.
<b>Baseline</b> Smoking is not permitted in the Monument Mall, Gosforth Sopping Centre, Eldon Square and Eldon Gardens (from Sept 04).

<b>Target 2005/06</b>	<b>Actions required</b>	<b>Progress at 31/3/06</b>
All Newcastle City Council run indoor markets and shopping centres will be smoke free by the end of March 2006. (Cross reference 2.1)	<ul style="list-style-type: none"> <li>• Work with shopping centres and markets to highlight the benefits of being smoke free. Set up appropriate working groups and produce comprehensive plans for introducing and implementing bans, including consideration of tenancy conditions and the introduction of appropriate byelaws (Grainger and Green Markets).</li> <li>• Ensure smoking cessation support is offered to staff working in the centres.</li> <li>• Ensure signage is clear.</li> <li>• Publicise and market the bans, highlighting the benefits and positive feedback received.</li> <li>• Establish early dialogue with privately run shopping centres to assist them to introduce a ban by the end of 2007.</li> </ul>	<p><b>Green</b> Eldon Square is smoke free. Cruddas Park Shopping centre went smoke free from the 1 April 2006 although enforcement problems have been reported.</p> <p><b>Red</b> Bye law passed to make Grainger and</p> <p><b>Green</b> Markets smoke free from the 1 Jan 06. However following representations by some market traders, the Constitutional Committee Delegated Sub-Committee, resolved not to implement the byelaw in its entirety and to allow some smoking in the café areas of the markets though not the walkways. Smoke Free Newcastle were not consulted on this decision.</p>

Target 2006/07	Actions required	Progress at 31/3/07
Support all privately owned shopping centres and malls in Newcastle (not yet smoke free) to become smoke free in line with the legislation.	<ul style="list-style-type: none"> <li>• Work with privately owned shopping centres and markets to assist them to become smoke free. See 'Smoke Free Legislation Implementation Plan' for details.</li> <li>• Ensure that smoking cessation support is advertised and made available to staff working in the centres.</li> <li>• Publicise the success of any centres going smoke free ahead of legislation.</li> </ul>	<p><b>Green</b> See Legislation Plan progress from page 6 onwards.</p> <p>Local services widely promoted. Drop-in's held within some shopping centres e.g. Cruddas Park</p>

Targets 2007/08	Actions required	Lead Agency/Partners	Performance Indicator
High compliance to smoke free legislation in all shopping centres and indoor markets.	<ul style="list-style-type: none"> <li>• Enforce legislation on smoking in enclosed public places and workplaces from 1 July 2007 and publicise success. See 'Smoke Free Legislation Implementation Plan' for details.</li> </ul>	NCC, Retailers, PCT-HI	High compliance rate. Press coverage gained

<b>Element of Tobacco Control : 2. Reducing Exposure to Second Hand Smoke: Smoke Free Public Places</b>
<b>Setting</b> 2.5 Education (including nurseries, schools, universities, Higher Education and Further Education establishments). (Cross reference 2.1).
<b>Long Term Target</b> Smoking will be prohibited in all children and young people's settings including schools and further education establishments.
<b>Baseline</b> In 2005, 74schools in Newcastle (65% all state and independents) held the NTWSHA Smoke Free School Award for their non smoking policy. No baseline exists for private nurseries or HE and FE establishments with non smoking policies.

<b>Target 2005/06</b>	<b>Actions required</b>	<b>Progress at 31/3/06</b>
<p>By 31 March 2006 all schools in Newcastle will have a written non smoking policy, covering the whole school site. (Cross reference 2.1)</p> <p>By 31 March 2006 all other childcare centres (e.g. Surestart, private and LEA nurseries) and further education establishments. (Newcastle College, Newcastle University and Northumbria University) to be smoke free - includes the indoor and outdoor grounds but <b>excludes</b> FE and HE bars/pubs).</p>	<ul style="list-style-type: none"> <li>• Further promote the Smoke Free School Awards to all schools in the city between Oct 2004 and March 2006. Offer support and training to schools to assist them to become smoke free and share good practice.</li> <li>• Undertake an audit of smoking polices within other childcare settings and HE/FE establishments to establish a baseline.</li> <li>• Establish appropriate working groups to assist and support establishments to become smoke free.</li> <li>• Promote and implement the National Clean Air award scheme. (Cross reference 2.6)</li> </ul>	<p><b>Amber</b> 83 <b>school</b> sites have smoke free school award for being smoke free sites. The number of smoke free school sites is likely to be higher as not all schools with policies apply for an award. All school buildings are known to be smoke free. Potential problem with one LEA school becoming a smoke free site - support being offered. Engaging with independent schools difficult as PHSCE not a priority.</p> <p><b>Green</b> Worked with <b>Surestarts</b> to review and develop smoke free site policies.</p> <p><b>Amber</b> <b>Higher ed establishments</b>-UNAN smoke free in indoor areas except bars. Newcastle College smoke free from Oct 05. Working with N'cle Univ to review and develop smoke free policy with implementation from 1/1/07. Buildings will become smoke free but grounds unlikely in both universities due to public rights of way on campus.</p>

Target 2006/07	Actions required	Progress at 31/3/07
<p>Support local colleges and universities to become smoke free (where they are not already).</p> <p>Support any remaining schools to become smoke free sites by March 2007.</p>	<ul style="list-style-type: none"> <li>• Work with established working group at Newcastle University to support them to introduce a non smoking policy.</li> <li>• See 'Smoke Free Legislation Implementation Plan' for details.</li> <li>• Further promote the Smoke Free School Awards to all schools in the city. Offer support and training to schools to assist them to become smoke free and share good practice.</li> </ul>	<p><b>Green</b> Newcastle University became a smoke free site on 1 January 2007. Implementation of policy regularly reviewed and any problems identified and followed up.</p> <p><b>Green</b> 95 school sites have gained Smoke Free School Award for being smoke free sites. The number of smoke free sites is under reported however as only those applying for an award are included in this data. All schools have been advised on legislation requirements. National Healthy Schools Status requires schools to have smoke free site policies.</p>

Targets 2007/08	Actions required	Lead Agency/Partners	Performance Indicator
<p>High compliance to smoke free legislation in all educational establishments, including licensed premises within education sites</p>	<ul style="list-style-type: none"> <li>• Enforce smoke free legislation. See 'Smoke Free Legislation Implementation Plan' for details.</li> </ul>	<p>NCC-PHEP</p>	<p>High compliance with the legislation.</p>

<b>Element of Tobacco Control : 2. Reducing Exposure to Second Hand Smoke: Smoke Free Public Places</b>
<b>Setting</b> 2.6 Workplaces (excluding licensed premises). (Cross references 2.1, 4.1, 4.2)
<b>Long Term Target</b> No worker in Newcastle will be exposed to SHS involuntarily at work.
<b>Baseline</b> health@work award ran in Newcastle until 2003. One criteria point of the award scheme covered the non smoking policy.

<b>Target 2005/06</b>	<b>Actions required</b>	<b>Progress at 31/3/06</b>
To increase awareness of the benefits of smoke free workplaces and provide support to businesses to develop and implement non smoking policies in preparation for the introduction of smoke free legislation.	<ul style="list-style-type: none"> <li>• Audit current smoke free status of workplaces in Newcastle to establish a baseline.</li> <li>• Promote the benefits of smoke free workplaces via the National Clean Air award scheme. Support businesses to develop and implement non smoking policies. (Cross references 4.1, 4.2)</li> <li>• Promote the availability of the Stop Smoking Service to employees who want to quit.</li> <li>• Investigate and consider introducing local legislation to prohibit smoking in workplaces following the lead taken by local authorities in Liverpool and London. Support both in this process.</li> </ul>	<p><b>Amber</b> NCCA being promoted locally and regionally but local capacity to deliver support is restricting the number of targeted approaches that can be made. Not all NCAA team members are actively involved in recruitment. NCCA team increased Dec 05 to assist. NCC increased capacity so that one EHT (technician) focuses on NCAA one day per week from Oct 05. Capacity to deliver in the PCT still an issue without a workplace officer. In 2005/6 44 businesses in Newcastle gained the NCAA.</p> <p>Smoke Free Newcastle submitted a response to the proposals for smoke free legislation. It worked closely with Fresh to ensure a large number of responses were submitted from Newcastle.</p>

Target 2006/07	Actions required	Progress at 31/3/07
Businesses prepared for the introduction of smoke free legislation on 1 July 2007.	<ul style="list-style-type: none"> <li>• See 'Smoke Free Legislation Implementation Plan' for details.</li> <li>• Promote the National Clean Air awards in Newcastle supporting workplaces to achieve it. (Cross references 4.1, 4.2)</li> <li>• Provide stop smoking support to employees wishing to quit.</li> </ul>	<p><b>Green</b> See Smoke Free Legislation Plan from page 6 onwards.</p> <p>70 businesses have attained the Clean Air Award. Award scheme used as an extra incentive for businesses to produce smoke free policies.</p> <p>Stop Smoking Service running an increasing number of workplace groups. 1:1 business visits by Smoke Free Office providing sign posting to SS Service.</p>

Targets 2007/08	Actions required	Lead Agency/Partners	Performance Indicator
High compliance to smoke free legislation in all workplaces.	<ul style="list-style-type: none"> <li>• Continue to enforce legislation and monitor smoke free legislation. See 'Smoke Free Legislation Implementation Plan' for details.</li> <li>• NCC to enforce legislation on smoke free workplaces, ensuring that there is a clear and well publicised route for employees who continue to be exposed to SHS to get help and support.</li> <li>• Provide stop smoking support to employees wishing to quit.</li> </ul>	<p>NCC-PHEP</p> <p>NCC</p> <p>SSS</p>	<p>High compliance to legislation.</p> <p>No of employees accessing SSS.</p>

<b>Element of Tobacco Control : 2. Reducing Exposure to Second Hand Smoke: Smoke Free Public Places</b>
<b>Setting</b> 2.7 Restaurants and unlicensed and licensed premises preparing and serving food
<b>Long Term Target</b> No worker will be involuntarily exposed to SHS in restaurants and unlicensed and licensed premises preparing and serving food in Newcastle by the end of 2008.
<b>Baseline</b> In 2004 no baseline data exists on the number of restaurants with smoking restrictions in Newcastle.

<b>Target 2005/06</b>	<b>Actions required</b>	<b>Progress at 31/3/06</b>
To establish a baseline of smoking policies in restaurants and other eating establishments in Newcastle.	<ul style="list-style-type: none"> <li>• Work with SFNE to conduct a survey of smoke free policies in restaurants to: <ul style="list-style-type: none"> <li>◇ Establish baseline of smoke free provision.</li> <li>◇ Identify key business leaders and supportive business owners.</li> <li>◇ Identify how best to educate the more sceptical about the need for greater smoke free provision.</li> <li>◇ To gather feedback on the benefits to business of going smoke free.</li> </ul> </li> <li>• Share case study examples of how restaurants have successfully moved to smoke free with restaurant owners. Publicise and market the benefits to business and tourism of having smoke free restaurants through the development and promotion of the National Clean Air awards scheme. (Cross reference 2.6)</li> <li>• Investigate local licensing criteria to determine if it is possible to include the application of smoke free restrictions to licences, particularly in cases where facilities for children are provided.</li> </ul>	<p><b>Amber</b></p> <p>No capacity to undertake survey to date. However with impending legislation the necessity for such data is questionable. May decide to establish with Fresh how ready businesses are for the forthcoming legislation and the type of support they will require to implement it.</p> <p>NCC are promoting the NCAA to restaurants, with some success. In 2005/6 44 businesses in Newcastle gained the NCAA. NCAA competition also brought in some data on smoke free places. NCC increased capacity of one EHT (technician) to focus on NCAA one day per week from Oct 05. Fresh also promoting NCAA.</p> <p>Local licensing laws prevent restrictions relating to provision of smoke free rooms although NCC licensing committee do ask licensees about this issue.</p>

Target 2006/07	Actions required	Progress at 31/3/07
<p>Businesses, prepared for the introduction of smoke free legislation on 1 July 2007.</p> <p>The number of food premises gaining the National Clean Air Award is increased by 50% from the 2005 baseline. (Cross reference 2.6)</p>	<ul style="list-style-type: none"> <li>• See 'Smoke Free Legislation Implementation Plan' for details.</li> <li>• Promote the National Clean Air Award scheme and support businesses to attain it. Publicise success of smoke free restaurants on relevant regional and local websites. (Cross reference 2.6)</li> </ul>	<p><b>Green</b> See Smoke Free Legislation Plan from page 6 onwards.</p> <p>See 2.6</p>

Targets 2007/08	Actions required	Lead Agency/Partners	Performance Indicator
<p>High compliance with smoke free legislation in all licensed premises serving food from 1 July 2007.</p>	<ul style="list-style-type: none"> <li>• See 'Smoke Free Legislation Implementation Plan' for details.</li> <li>• Enforce legislation on smoke free workplaces, ensuring that there is a clear and well publicised route for employees who continue to be exposed to SHS to get help and support.</li> <li>• Provide stop smoking support to employees wishing to quit.</li> </ul>	<p>NCC – PHEP, PCT-HI</p> <p>Newcastle City Council</p> <p>SSS</p>	<p>High compliance with legislation.</p> <p>No of employees accessing SSS.</p>

<b>Element of Tobacco Control : 2. Reducing Exposure to Second Hand Smoke: Smoke Free Public Places</b>
<b>Setting</b> <b>2.8 Pubs, bars, nightclubs and other licensed premises</b> in Newcastle which do not prepare or serve food. (Cross reference 2.6)
<b>Long Term Target</b> No worker should be involuntarily exposed to SHS at work in pubs, bars and nightclubs in Newcastle.
<b>Baseline</b> In 2004 no pubs, bars or nightclubs in Newcastle are entirely smoke free. Some do have a non smoking area however.

<b>Target 2005/06</b>	<b>Actions required</b>	<b>Progress at 31/3/06</b>
To establish a clear case for the introduction of no smoking in bars and pubs in Newcastle which do not prepare or serve food	<ul style="list-style-type: none"> <li>• Undertake a survey on the number of licensed premises likely to be excluded from the proposed legislation on smoking in workplaces. Work with SFNE to publicise the results and lobby for strengthened legislation.</li> <li>• Audit SHS smoke levels through indoor air monitoring of all pubs and collate results.</li> <li>• Support publicans to go smoke free and gain the National Clean Air Award. (Cross reference 2.6)</li> <li>• Engage with publicans to discuss the barriers to going smoke free and publicise the benefits. Share case study examples on smoke free pubs.</li> </ul>	<b>Green</b> Fresh SFNE developed a communications campaign with 4 key messages, all of which relate to workplace health and safety and one of which refers to bar workers. Articles in City Life and local press have also emphasised this issue. Fresh trying to identify some local bar worker champions who are happy to get involved in publicity on the issue in preparation for legislation. Newcastle gained its first two smoke free pubs in 2005/6.  Fresh planning publicity in advance of legislation, focussing on SHS to complement DH planned advertising.

Target 2006/07	Actions required	Progress at 31/3/07
<p>To increase the number of wet pubs/bars in Newcastle gaining the National Clean Air Award and support all to prepare for the smoke free legislation.</p>	<ul style="list-style-type: none"> <li>• Promote National Clean Air Award scheme and support publicans to attain it. (Cross reference 2.6)</li> <li>• Publicise success on relevant websites promoting the business case for going smoke free.</li> <li>• See 'Smoke Free Legislation Implementation Plan' for details.</li> <li>• Brief licensees on the legislation.</li> <li>• Liaise with Planning Department on 'smoking shelters' and planning applications.</li> </ul>	<p><b>Amber</b> See Smoke Free Legislation Plan from page 6 onwards.</p> <p>Little interest from pubs in going smoke free ahead of legislation however a number of licensees are publicly supportive of the new law. Newcastle has one smoke free pub with the Clean Air Award.</p> <p>Licensees briefed on legislation, including working men's clubs. Fresh working closely with British Beer and Pub Association and CIU.</p>

Targets 2007/08	Actions required	Lead Agency/Partners	Performance Indicator
<p>High compliance with smoke free legislation in all licensed premises from 1 July 2007.</p>	<ul style="list-style-type: none"> <li>• See 'Smoke Free Legislation Implementation Plan' for details.</li> <li>• Enforce legislation on smoke free workplaces, ensuring that there is a clear and well publicised route for employees who continue to be exposed to SHS to get help and support.</li> <li>• Provide stop smoking support to employees wishing to quit.</li> </ul>	<p>NCC, PCT-PH, SFNE.</p> <p>NCC-PHEP, SFNEO</p> <p>SSS</p>	<p>High compliance with legislation.</p> <p>No of employees accessing SSS.</p>

<p><b>Element of Tobacco Control : 2. Reducing Exposure to Second Hand Smoke: Smoke Free Public Places</b></p> <p><b>Setting</b>  <b>2.9 Sports Stadia</b> i.e. LA owned leisure centres; Eldon Leisure, Lightfoot Centre, Newburn, Cowgate , Westgate Centre for Sport, City Pool, West Denton Pool, East End Pool, plus privately owned centres such as St James' Park, Metro Radio Arena, Brough Park, Falcons Rugby Ground. (Cross references 2.1, 2.6)</p> <p><b>Long Term Target</b>  All council and privately owned sports facilities will be 100% smoke free in indoor areas (including terraces and stands which are either partially or fully enclosed under a roof and food/bar areas).</p> <p><b>Baseline</b>  Smoking restrictions are in place in some of the stadia listed but none are known to be 100% smoke free.</p>
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<b>Target 2005/06</b>	<b>Actions required</b>	<b>Progress at 31/3/06</b>
<p>By the end of March 2006 all Newcastle City Council owned sports facilities to be smoke free (including café/bar areas). (Cross reference 2.1)</p>	<ul style="list-style-type: none"> <li>• Establish a baseline of smoking policies in Newcastle City Council owned sports facilities.</li> <li>• Set up a working group to review, develop and implement a non smoking plan for NCC sports venues.</li> <li>• Offer support to employees who wish to quit smoking.</li> </ul>	<p><b>Green</b>  Revised no smoking policy for City Council implemented with effect from the 1 April 2006. Covers all City Council owned, staffed and operated premises. City Council premises being encouraged to apply for NCCA.  Fresh promotional materials to advertise no smoking policy made available. Council employees informed of policy through intranet, posters, circulars. Support to help those who wish to quit advertised and offered.  Work underway with Newcastle United to support them to go smoke free although progress is very slow.</p>

Target 2006/07	Actions required	Progress at 31/3/07
<p>Sports stadia supported to become smoke free even where they may not be covered by the smoke free legislation. (Cross reference 2.6)</p>	<ul style="list-style-type: none"> <li>• Establish baseline of current non smoking provision in private sports facilities.</li> <li>• Work with sports venues to review, develop and implement non smoking policies. Promote National Clean Air Awards and publicise success. (Cross reference 2.6)</li> <li>• Support stadia covered by the legislation to become smoke free by 1 July 2007- See 'Smoke Free Legislation Implementation Plan' for details.</li> </ul>	<p><b>Green</b> Baseline of non smoking provision in sports facilities established.</p> <p>Work underway with key stadia i.e. NUFC, Brough Park and Falcons to ensure that they are prepared for and implement the smoke free legislation.</p>

Targets 2007/08	Actions required	Lead Agency/Partners	Performance Indicator
<p>By the end of 2008 all privately owned sports facilities to be smoke free, including those not covered by the legislation in their outdoor areas.</p>	<ul style="list-style-type: none"> <li>• Enforce smoke free legislation.</li> <li>• Ensure there is a clear and well publicised route for employees who continue to be exposed to SHS to get help and support.</li> <li>• Work with other sports stadia to support their introduction of no smoking policies</li> </ul>	<p>NCC</p> <p>NCC, SFNEO</p> <p>PCT-HI</p>	<p>High compliance with law.</p> <p>All stadia not covered by law will be smoke free</p>

<b>Element of Tobacco Control : 2. Reducing Exposure to Second Hand Smoke: Smoke Free Public Places</b>
<b>Setting</b> 2.10 Public Transport and Newcastle International Airport
<b>Long Term Target</b> The transport system (public and private) across Newcastle will be entirely smoke free by 1 July 2007.
<b>Baseline</b> Smoking is not permitted on the Metro System or on buses within Newcastle. Smoking carriages are provided on many trains and smoking is also permitted in Newcastle's bus and train concourses. Non smoking and smoking areas are currently provided within areas of Newcastle Airport's terminal building.

Target 2005/06	Actions required	Progress at 31/3/06
No target set due to progress to date.		N/A

Target 2006/07	Actions required	Progress at 31/3/07
The transport system is prepared for the smoke free legislation.	<ul style="list-style-type: none"> <li>• Work with NEXUS, PTA, railways and airport management to assist them to prepare for legislation. See 'Smoke Free Legislation Implementation Plan' for details.</li> <li>• Review taxi licensing regulations to include prohibition of smoking</li> </ul>	<b>Green</b> Smoke Free Support Office working closely with airport, NEXUS and taxi licensees to publicise legislation and assist them to prepare for it. NEXUS publishing smoke free countdown on electronic board.

Targets 2007/08	Actions required	Lead Agency/Partners	Performance Indicator
From 1 July 2007, the transport system across Newcastle – including taxis, trains, buses, metros and the airport terminus are smoke free in line with legislation.	<ul style="list-style-type: none"> <li>• Enforce the legislation.</li> <li>• Ensure there is a clear and well publicised route for employees and the public who continue to be exposed to SHS to get help and support.</li> </ul>	NCC  SFNEO, NCC	High compliance with law.

<b>Element of Tobacco Control : 2. Reducing Exposure to Second Hand Smoke: Smoke Free Public Places</b>
<b>Setting</b> 2.11 Community Centres. (Cross references 2.1, 2.6)
<b>Long Term Target</b> All community centres will be smoke free within their indoor boundaries by 1 July 2007.
<b>Baseline</b> In 2004 no baseline data exists on the smoking policies of community centres.

<b>Target 2005/06</b>	<b>Actions required</b>	<b>Progress at 31/3/06</b>
By the 31 March 2006 all City Council owned and operated community centres to be smoke free. (Cross reference 2.1)	<ul style="list-style-type: none"> <li>Undertake an audit of current smoking policies in City Council community centres.</li> <li>City Council to issue clear directive to their community centres to become smoke free by 31 March 2006.</li> <li>Provide support and guidance to community centres on the implementation of a smoking ban, including signposting to publicity material. Promote National Clean Air Awards.</li> </ul>	<p><b>Green</b></p> <p>Revised no smoking policy for City Council implemented with effect from the 1 April 2006. Covers all City Council owned, staffed and operated premises. City Council premises being encouraged to apply for NCCA.</p> <p>Fresh promotional materials to advertise no smoking policy made available. Council employees informed of policy through intranet, posters, circulars &amp; Support to help those who wish to quit advertised and offered.</p>

<b>Target 2006/07</b>	<b>Actions required</b>	<b>Progress at 31/3/07</b>
Community centres prepared for smoke free legislation.	<ul style="list-style-type: none"> <li>Support community centres to become smoke free. See 'Smoke Free Legislation Implementation Plan' for details.</li> </ul>	<p><b>Green</b></p> <p>Smoke Free Support Office working with Community Centres regarding the legislation.</p>

<b>Target 2006/07</b>	<b>Actions required</b>	<b>Lead Agency/Partners</b>	<b>Performance Indicator</b>
High compliance with smoke free legislation in all community centres from 1 July 2007.	<ul style="list-style-type: none"> <li>Enforce the legislation from 1 July 2007. See 'Smoke Free Legislation Implementation Plan' for details.</li> <li>Ensure there is a clear and well publicised route for employees and the public who continue to be exposed to SHS to get help and support.</li> </ul>	<p>NCC</p> <p>NCC-PHEP, SFNEO</p>	High compliance with law.

**Element of Tobacco Control : 2. Reducing Exposure to Second Hand Smoke: Smoke Free Public Places**

**Setting**  
**2.12 Privately owned indoor recreation areas** such as cinemas (The Gate, Tyneside Cinema), theatres (Newcastle Theatre Royal, Tyne Theatre, Playhouse, and People’s Theatre), bowling alleys (Westgate Road), museums, concert halls (Newcastle City Hall, Metro Radio Arena), Centre for Life. (Cross reference 2.6)

**Long Term Target**  
 No employee of a privately owned recreation area will be involuntarily exposed to SHS.

**Baseline**  
 Smoking restrictions are in place at theatres and cinemas listed above. Smoking is permitted in the other venues listed although designated non smoking areas may be provided.

Target 2005/06	Actions required	Progress at 31/3/06
Establish baseline of non smoking provision in indoor recreation venues	<ul style="list-style-type: none"> <li>• Undertake audit of smoking policies at privately owned indoor recreation areas in conjunction with SFNE and the PHO.</li> <li>• Promote the National Clean Air award scheme and publicise success. (Cross reference 2.6)</li> </ul>	<p><b>Amber</b>                      Tyne Theatre became smoke free from 1/9/05. Arena became smoke free from Jan 06 for all events though not heavily publicised yet. A 3 month settling in time is planned before re-approaching for the Clean Air Award.                      Playhouse theatre is smoke free as are the cinemas. Centre for Life to go smoke free in June 2006.                      Approaches not yet made to other venues due to lack of capacity in PCT and NCC, however legislation will cover these public spaces from 1 July 2007.</p>

Target 2006/07	Actions required	Progress at 31/3/07
All unlicensed indoor recreation venues are supported to go smoke free in line with legislation.	<ul style="list-style-type: none"> <li>• Promote the National Clean Air Award scheme. Publicise success. (Cross reference 2.6)</li> <li>• See 'Smoke Free Legislation Implementation Plan' for details.</li> </ul>	<p><b>Green</b> See Smoke Free Legislation Plan Progress from page 6 onwards.</p>

Targets 2007/08	Actions required	Lead Agency/Partners	Performance Indicator
High compliance with smoke free legislation in all recreation venues from 1 July 2007.	<ul style="list-style-type: none"> <li>• Enforcement of smoke free legislation.</li> <li>• Ensure that there is a well publicised route for employees who continue to be exposed to SHS to get help and support</li> </ul>	<p>NCC-PHEP</p> <p>SFNE, NCC</p>	High compliance with law.

<b>Element of Tobacco Control : 2 Reducing Exposure to Second Hand Smoke: Smoke Free Public Places</b>
<b>Setting</b> 2.13 Local Authority and privately owned retirement facilities and nursing homes. (Cross references 2.1, 2.6)
<b>Long Term Target</b> No employee of a privately owned retirement facility or nursing home will be involuntarily exposed to SHS.
<b>Baseline</b> In 2004 no baseline exists.

<b>Target 2005/06</b>	<b>Actions required</b>	<b>Progress at 31/3/06</b>
<p>By 31 March 2006 all NCC nursing homes and retirement facilities to be smoke free. <i>(NB: Smoking will be permitted for a small number of residents in a designated room provided it meets specific criteria.)</i>. (Cross reference 2.1)</p> <p>Owners of private homes and facilities encouraged to prohibit smoking in all communal areas.</p>	<ul style="list-style-type: none"> <li>• NCC to issue guidance to their nursing homes and retirement facilities on going smoke free and support them to do so. NCC to ensure that staff are protected from SHS in the workplace.</li> <li>• The availability of support to help staff and residents to give up smoking to be widely publicised.</li> <li>• Undertake audit of smoke free provision in privately owned retirement facilities or nursing homes. Provide case study support and promote the National Clean Air Awards. (Cross reference 2.6)</li> </ul>	<p><b>Green</b> Revised no smoking policy for City Council implemented with effect from the 1 April 2006. Covers all City Council owned, staffed and operated premises. NCC producing 'Smoking Control Policy for residential day care units and homecare staff in Social Services for implementation from June 2006.</p> <p><b>Red</b> SFNE Fresh campaign is highlighting the effects of second hand smoke on all workers but no specific work has yet been done targeting private residential homes who will be allowed to have a designated room in the legislation provided it meets specific criteria.</p>



<b>Element of Tobacco Control : 2. Reducing Exposure to Second Hand Smoke: Smoke Free Public Places</b>
<b>Setting</b> 2.14 Premises owned by local membership organisations e.g. private sports clubs and social clubs. (Cross reference 2.6)
<b>Long Term Target</b> Increase in number of local membership organisations in Newcastle who have smoke free policies.
<b>Baseline</b> In 2004 no baseline data exists.

<b>Target 2005/06</b>	<b>Actions required</b>	<b>Progress at 31/3/06</b>
Smoking <i>will be permitted</i> in not-for-profit membership associations but steps will be taken to encourage governing committees to review or develop no-smoking policies. (NB At original time of writing in 2005, the then proposed legislation specifically excluded this group)	<ul style="list-style-type: none"> <li>• Promote the National Clean Air Awards to not for profit membership organisations to encourage their participation in it. (Cross ref 2.6)</li> <li>• Provide support to clubs wishing to review their smoking policies.</li> <li>• Carry out audit to assess the number of private membership clubs likely to be excluded from the proposed legislation and use in lobbying activity.</li> </ul>	<p><b>Green</b></p> <p>Consultation response to the smoke free elements of the Health Improvement and Protection Bill highlighted the number of clubs that would be excluded from the legislation and mapped these against disadvantage. Wide publicity by Fresh NE about this issue. On 14/02/06 MP's voted overwhelmingly to introduce comprehensive smoke free legislation for all workplaces and enclosed public places, including private clubs from 1 July 2007. Currently in licensing committees NCC are encouraging all private clubs to have non smoking rooms for children's events.</p>

Target 2006/07	Actions required	Progress at 31/3/07
Private clubs prepared for legislation. (Cross reference 2.6)	<ul style="list-style-type: none"> <li>• Promote National Clean Air Award scheme and support publicans to attain it. (Cross reference 2.6)</li> <li>• Publicise success on relevant websites promoting the business case for going smoke free ahead of legislation.</li> <li>• Support clubs to prepare for the comprehensive smoke free legislation. See 'Smoke Free Legislation Implementation Plan' for details. Brief licensees on the legislation.</li> </ul>	<p><b>Red</b> No private members clubs had a smoke free policy currently or the Clean Air Award. However the focus is on preparing clubs for legislation which is going well.</p> <p><b>Green</b> Smoke Free Support Office are assisting private clubs to be prepared for the legislation. Briefings have been held with CIU and good relationships established NR project focussing on such 'high risk' businesses.</p>

Targets 2007/08	Actions required	Lead Agency/Partners	Performance Indicator
High compliance with smoke free legislation in all licensed premises from 1 July 2007.	<ul style="list-style-type: none"> <li>• See 'Smoke Free Legislation Implementation Plan' for details.</li> <li>• Enforce legislation on smoke free workplaces, ensuring that there is a clear and well publicised route for employees who continue to be exposed to SHS to get help and support.</li> <li>• Provide stop smoking support to employees wishing to quit.</li> </ul>	<p>NCC, PCT-PH, SFNE.</p> <p>NCC-PHEP, SFNEO</p> <p>SSS</p>	<p>High compliance with legislation.</p> <p>No of employees accessing SSS.</p>

<b>Element of Tobacco Control : 2. Reducing Exposure to Second Hand Smoke: Smoke Free Public Places</b>
<b>Setting</b> 2.15 Private homes
<b>Long Term Target</b> To reduce exposure of children and young people in their homes to the effects of SHS.
<b>Baseline</b> Over 50% of children and young people in Newcastle live in households with at least one smoker.

<b>Target 2005/06</b>	<b>Actions required</b>	<b>Progress at 31/3/06</b>
Support and encourage carers to reduce or eliminate children's exposure to SHS in the home.	<ul style="list-style-type: none"> <li>Work with the SFNE to develop and implement a regional smoke free homes initiative.</li> </ul>	<b>Amber</b> Fresh currently reviewing evidence on smoke free homes initiatives with a view to producing guidance/policy on the issue. Agreed at SFNEA that this should not be key focus of activity in build up to and preparation for smoke free legislation. No info yet available on the training programme
<b>Target 2006/07</b>	<b>Actions required</b>	<b>Progress at 31/3/07</b>
Awareness campaigns developed to encourage private citizens to protect others from SHS (especially children).	<ul style="list-style-type: none"> <li>Consider rolling out the SFNEO non smoking in the home programme once the pilot phase has reported, subject to capacity.</li> </ul>	<b>Red</b> Results of pilot disseminated by Fresh January 2007. Next stage of programme not clearly defined yet. Not a priority in preparing for the legislation.

<b>Targets 2007/08</b>	<b>Actions required</b>	<b>Lead Agency/Partners</b>	<b>Performance Indicator</b>
Relevant professionals to promote non smoking homes initiative, targeting the homes of children in disadvantaged areas.	<ul style="list-style-type: none"> <li>Continue to implement a non smoking homes initiative in Newcastle subject to capacity.</li> </ul>	PCT-SSS, Surestarts', LA staff, childcare centres, SFNEO	Non smoking in the home initiative rolled out and successfully operating. Brief Advice training for Foster carers arranged for Oct 06

<b>Element of Tobacco Control 3. Stop Smoking Support</b>
<b>Setting</b> 3.1 <b>Community-</b> smokers in Newcastle requiring treatment support to stop smoking.
<b>Long Term Target</b> To provide a quality treatment service to help smokers give up, particularly targeting disadvantaged populations, manual workers, young people and pregnant women.
<b>Baseline</b> Newcastle and North Tyneside Stop Smoking Service has successfully met and exceeded its targets of annual quitters supported to give up smoking every year since its initiation.

<b>Target 2005/06</b>	<b>Actions required</b>	<b>Progress at 31/3/06</b>
<p>Provide quality treatment support to help 1742 smokers to give up.</p> <p>Work towards national agreed targets to reduce smoking prevalence in pregnancy, manual workers and in young people aged 11-15 years.</p>	<ul style="list-style-type: none"> <li>• Stop Smoking Service to implement the agreed service work plan.</li> <li>• To further develop existing smoking policies and provide systematic support for employees in NCC and NHS, by training staff and providing treatment directly within these settings. (Cross refs 2.1, 2.2, 2.3, 2.4, 2.5, 2.9, 2.11, 2.13).</li> <li>• Continue to develop partnerships in primary, secondary and community care, including the new Health Direct Together programme.</li> <li>• To target training ensuring key workers are appropriately trained, including new Health Trainers.</li> <li>• Support, pilot and evaluate a range of interventions, in several settings, to help young people to quit smoking.</li> </ul>	<p><b>Amber</b></p> <p>Target was changed to 2,400. In 2005/6 almost 5000 smokers accessed the Stop Smoking Service, of whom 48% succeeded in stopping smoking. The service reached 98% of its target. A 21% increase in stop smoking activity on last year was evident in 2005/6.</p> <p>New measures and a recovery plan are in place to address how to increase further the number of smokers accessing the service and quitting at the 4 week measurement point.</p> <p>New drop-in clinic in Newcastle East, and new appointment clinic in West.</p> <p>All staff at Streetwise trained. WEYES intending to train a member of staff. All GPs aware of freedom to provide NRT for those over 12.</p>

Target 2006/07	Actions required	Progress at 31/3/07
<p>Provide quality treatment support to help 2947 smokers to stop in line with targets (4 week quitter target).</p>	<ul style="list-style-type: none"> <li>• Stop Smoking Service to implement the agreed service plan, addressing key priorities within disadvantaged areas and population groups, especially pregnant women and routine and manual workers.</li> <li>• Further develop accessible stop smoking services across Newcastle particularly in disadvantaged areas, to encourage hard to reach smokers to stop.</li> <li>• Target stop smoking training to a range of workers, to include an increased number of pharmacists and community based workers.</li> <li>• Implement a 'Drop In to Quit service' on several Saturdays in 2007 inline with LPSA2 Plan.</li> <li>• Prepare intermediate advisors for likely increase in quitters with the introduction of the smoke free legislation.</li> </ul>	<p><b>Amber</b></p> <p>The SSS has trained almost 100 new stop smoking advisers this year who will be providing services across Newcastle from pharmacies and from expanded services in primary care. Targets are very challenging, and although more people than ever have used services this year, they will probably not be met (Final data is not available at time of writing). A new community stop smoking adviser has taken up post to work specifically at increasing uptake in NRF areas – this post is for a year initially.</p> <p><b>Green</b></p> <p>The Join in to Quit event in January and February attracted over 100 people, of whom 74 successfully stopped – an excellent quit rate. The SSS has identified extra resources to prepare for Smokefree England which include 2 more drop-ins, higher staffing levels and resources to support and train more stop smoking advisers in the community.</p>

Targets 2007/08	Actions required	Lead Agency/Partners	Performance Indicator
<p>Provide quality treatment support to help 3747 smokers to stop at 4 weeks</p> <p>To work to agreed priority population groups and areas of the city.</p>	<ul style="list-style-type: none"> <li>• Stop Smoking Service to implement the agreed service plan (not available at time of writing).</li> </ul> <p>Stop smoking treatment to be provided to 4 x more clients from disadvantaged to address inequalities. NRF bid to be prepared to support target.</p>	<p>SSS/ Primary Care/Secondary Care/Community</p> <p>Wellbeing and health partnership</p>	<p>4 week quitter target achieved</p> <p>NRF bid achieved</p>

<b>Element of Tobacco Control 4: Supporting and Developing Public Education and Media Campaigns</b>
<b>Setting</b> 4.1 The media
<b>Long Term Target</b> To influence and shift public opinion on SHS to contribute to the de-normalisation of tobacco.
<b>Baseline</b> There is currently a strong media and PR presence on tobacco in the north east though this involvement is not formalised in a strategy.

<b>Target 2005/06</b>	<b>Actions required</b>	<b>Progress at 31/3/06</b>
<p>To develop a local communications plan for Smoke Free Newcastle.</p> <p>Contribute to the development of a regional PR and media strategy for tobacco.</p> <p>The profile of tobacco control in the local media increased.</p>	<ul style="list-style-type: none"> <li>• Agree and write plan for Smoke Free Newcastle, ensuring it links with the regional strategy.</li> <li>• Work with regional partners to contribute to the development of a regional PR and media strategy.</li> <li>• Identify individuals who can rapidly respond to media enquiries and challenge propaganda and misinformation locally and regionally.</li> <li>• Provide regional opportunities for key local stakeholders to access media training.</li> <li>• Lobby for changes in tobacco legislation and stimulate debate.</li> <li>• Develop a Smoke Free Newcastle section on Smoke Free North East's website and hyperlink to PCT and NCC sites.</li> <li>• Produce a series of 'ready-made' briefings on key tobacco issues e.g. ventilation for press use.</li> </ul>	<p><b>Green</b></p> <p>Smoke Free Newcastle communications plan developed and operational. Plan revised Oct 05 in the light of key messages from Fresh SFNE to ensure consistency across the north east. Actively involved in SFNE alliance at which communication plans are discussed. All communications leads in NHS meet regularly and are consulted about Fresh. PR agency appointed to SFNE to undertake PR for at least a year - excellent coverage gained. Regionally efforts are being made to engage further with LA communications reps. Smoke Free Newcastle has gained a substantial amount of publicity for its work.</p> <p>Advocacy and lobbying work for smoke free legislation demonstrated key role of communications in tobacco control.</p> <p>Separate report from Fresh on communications activity in 2005/6 available.</p>

Target 2006/07	Actions required	Progress at 31/3/07
<p>To implement the Smoke Free Newcastle communications plan ensuring that it links explicitly with the Smoke Free North East Office Plan.</p> <p>To implement the agreed regional PR and media strategy for tobacco at a local level.</p>	<ul style="list-style-type: none"> <li>• Work with partners in Smoke Free Newcastle to ensure that a consistent message and approach are used.</li> <li>• Review impact of communications plan regularly and revise as necessary.</li> <li>• Work with regional partners to support the implementation of the Fresh communications strategy within Newcastle.</li> <li>• Support businesses for the introduction of smoke free legislation using a wide range of media. See 'Smoke Free Legislation Implementation Plan' for details.</li> </ul>	<p><b>Amber</b> Smoke Free Newcastle have adopted the Fresh Communications messages and liaise with them. Fresh to work more closely with LA and PCT leads in future to ensure a 'joined up' approach. Fresh continues to receive excellent media coverage.</p> <p><b>Green</b> Local authority communications team taking a lead role in publicising the smoke free legislation, both proactively and reactively.</p>

Targets 2007/08	Actions required	Lead Agency/Partners	Performance Indicator
<p>To implement the Smoke Free Newcastle communications plan ensuring that it links explicitly with the Smoke Free North East Office Plan.</p> <p>To implement the agreed regional PR and media strategy for tobacco at a local level.</p>	<ul style="list-style-type: none"> <li>• Work with regional partners to support the implementation of the Fresh communications strategy within Newcastle.</li> <li>• Review impact of communications plan regularly and revise as necessary.</li> <li>• Contribute to enforcement publicity for the smoke free legislation using a wide range of media. See 'Smoke Free Legislation Implementation Plan' for details.</li> </ul>	<p>SFNE, PCT&amp;NCC Comms leads, SFNE Alliance, PHGNE.</p> <p>SFNEO, PCT&amp;NCC Comms leads.</p>	<p>Tobacco issues have increased media profile and key message is clear.</p> <p>High compliance advertised</p>

<b>Element of Tobacco Control 4. Supporting and Developing Public Education and Media Campaigns</b>
<b>Setting</b> 4.2 Mass media campaigns.
<b>Long Term Target</b> To increase public knowledge of the dangers of SHS to influence and shift public opinion on tobacco.
<b>Baseline</b> Several award winning and successful PR campaigns on SHS have been held by SFNE Alliance which have demonstrated the need to target non smokers with messages about SHS.

<b>Target 2005/06</b>	<b>Actions required</b>	<b>Progress at 31/3/06</b>
Provide support for a regional mass media PR public education campaigns on SHS.	<ul style="list-style-type: none"> <li>Work with regional partners to plan, deliver and evaluate a north east wide mass media TV and poster advertising campaign on SHS in January 2005 and other dates to be confirmed.</li> </ul>	<b>Green</b> Worked closely with SFNE to support regional publicity campaigns. TV advert planned for Jan/Feb 06 by Fresh was halted due to political issues. However Fresh did run radio adverts on stopping smoking and supported the DH Big Quit programme in Feb- March 2006.
Support national events in tobacco control such as No Smoking Day.	<ul style="list-style-type: none"> <li>Disseminate information about No Smoking Day to key professionals and support local activities as appropriate. Publicise success.</li> </ul>	No Smoking Day materials for 2006 purchased and distributed widely. NCC hosted stall in Cruddas Park Centre. Smoke Free School Awards ceremony held on No Smoking Day.

Target 2006/07	Actions required	Progress at 31/3/07
Support regional mass media PR public education campaigns on SHS/smoke free legislation and national events such as No Smoking Day.	<ul style="list-style-type: none"> <li>• Liaise with Fresh to contribute to the regional development of a mass media advertising campaigns on smoke free legislation and stop smoking support, in autumn and spring 2006/7.</li> <li>• Support DH campaigns on SHS and stop smoking support in connection with the legislation.</li> <li>• Disseminate information about No Smoking Day to key professionals and support local activities as appropriate. Publicise success.</li> </ul>	<p><b>Green</b> Fresh regional and TV and radio adverts on SHS undertaken. Local contacts kept informed of campaign progress.</p> <p>DH stop smoking campaigns undertaken and local media pres releases have supported this.</p> <p>No Smoking Day materials for 2007 purchased by Fresh and distributed widely across the City Council and PCT. NCC hosted a stall in a Community Centre. Smoke Free School Awards ceremony hold on No Smoking Day.</p>

Target 2007/08	Actions required	Lead Agency/Partners	Performance Indicator
Support regional mass media PR public education campaigns on SHS/smoke free legislation and national events such as No Smoking Day.	<ul style="list-style-type: none"> <li>• Liaise with Fresh to ensure regional and national mass media advertising campaigns on smoke free legislation and stop smoking support are effectively targeted locally to businesses.</li> <li>• Disseminate information about No Smoking Day to key professionals and support local activities as appropriate. Publicise success.</li> </ul>	<p>NCC-PHEP, PCT-HI and SSS, SFNEO</p> <p>NCC, PCT-HI and SSS</p>	<p>High compliance with smoke free legislation.</p> <p>No Smoking Day locally supported</p>

<b>Element of Tobacco Control 4. Supporting and Developing Public Education and Media Campaigns</b>
<b>Setting</b> 4.3 Schools and youth club settings
<b>Long Term Target</b> To contribute to a reduction in smoking prevalence amongst 11-16 year olds in Newcastle. (Cross reference 2.5).
<b>Baseline</b> The 2003 Newcastle School Health Profile Survey revealed that 18.4% of the sample of Year 9 pupils in Newcastle smoked cigarettes regularly.

<b>Target 2005/06</b>	<b>Actions required</b>	<b>Progress at 31/3/06</b>
<p>Complete a review of the national and international evidence of effectiveness of interventions on smoking and young people and plan appropriate action.</p> <p>Further increase the skills of those working with young people on tobacco education.</p>	<ul style="list-style-type: none"> <li>• Review HDA (2004) report on smoking interventions and identify the lessons learnt for use locally.</li> <li>• Work with regional colleagues to develop plan of appropriate interventions.</li> <li>• Plan, facilitate and evaluate in-service training on effective tobacco education for teachers of all key stages.</li> <li>• Plan, facilitate and evaluate training on tackling tobacco effectively with those who work with young people in informal settings.</li> </ul>	<p><b>Green</b> Evidence of effectiveness demonstrates need to focus on adults and second hand smoke in order that smoking is denormalised. Some evidence about which smoking education approaches work most effectively produced. This is disseminated to those working with young people in training sessions. Due to the evidence of effectiveness no specific interventions targeting young people were planned.</p> <p><b>Amber</b> INSET undertaken with teachers on effective smoking education in the primary school. Poor response to similar course for secondary schools therefore course cancelled. Course targeted at youth workers on methodologies and approaches to effective tobacco education for young people to be organised in 2007 subject to capacity.</p>

Target 2006/07	Actions required	Progress at 31/3/07
Plan and implement an agreed programme of evidence based interventions on smoking and young people.	<ul style="list-style-type: none"> <li>• Consider regional plans on young people and smoking and agree appropriate programme, subject to capacity</li>   <li>• Plan, facilitate and evaluate in-service training on effective tobacco education for teachers of all key stages, subject to identification of supply funding.</li>   <li>• Plan, facilitate and evaluate training on tackling tobacco effectively with those who work with young people in informal settings.</li>   <li>• Work with regional colleagues to revise the quality standards for smoking education and disseminate to schools via the healthy school programme.</li> </ul>	<p><b>Amber</b> Fresh plans on smoking and young people not clear as priority has been on preparing for smoke free legislation. However the issue will be covered in the 2007/8 business plan, to which Smoke Free Newcastle will contribute.</p> <p>In-service training on tobacco education not carried out in 2006/7 due to priority of healthy school targets. However this will be reconsidered in 2007/8.</p> <p><b>Green</b> Quality standards for tobacco education revised and disseminated. Recommended tobacco education resources list produced and placed on healthy school website.</p>

Targets 2007/08	Actions required	Lead Agency/Partners	Performance Indicator
Plan and implement an agreed programme of evidence based interventions on smoking and young people.	<ul style="list-style-type: none"> <li>• Consider regional plans on young people and smoking and agree appropriate programme, subject to capacity</li>   <li>• Plan, facilitate and evaluate in-service training on effective tobacco education for teachers of all key stages, subject to identification of supply funding.</li> </ul>	<p>SFNEO, PCT-HI</p> <p>LEA, PCT-HI</p>	<p>Plan in place and local action agreed.</p> <p>Increased percentage of teachers and those who work with young people undertaking quality tobacco education.</p>

<b>Element of Tobacco Control 5: Reducing the Availability and Supply of Tobacco Products</b>
<b>Setting</b> <b>5.1 Retailers of tobacco products</b>
<b>Long Term Target</b> To significantly reduce the number of retailers illegally selling cigarettes to underage young people.
<b>Baseline</b> 54 test purchases were carried out in 2002-2003. 13 retailers were prosecuted for illegal underage tobacco sales to minors. A further 2 individuals were prosecuted for selling counterfeit cigarettes under the Trade Marks Act 1994.

<b>Target 2005/06</b>	<b>Actions required</b>	<b>Progress at 31/3/06</b>
<p>Effective enforcement of legislation relating to the presentation and sale of tobacco products and the sale of tobacco products to minors.</p> <p>To carry out 30 test purchasing exercises on cigarettes annually.</p>	<ul style="list-style-type: none"> <li>• Carry out 30 test purchases activity, in line with local Community Safety strategy.</li> <li>• Publicise prosecutions in local media.</li> <li>• Raise awareness of legislation on the sale of tobacco products amongst retailers and the general public and monitor compliance to it.</li> <li>• Contribute to national consultation on the new retailer compliance scheme as requested.</li> </ul>	<p><b>Green</b> Test purchases carried out and target exceeded.</p> <p>Media reported prosecutions.</p>

Target 2006/07	Actions required	Progress at 31/3/07
<p>Effective enforcement of legislation relating to the presentation and sale of tobacco products and the sale of tobacco products to minors.</p> <p>To carry out an agreed number of test purchasing exercises on cigarettes annually.</p>	<ul style="list-style-type: none"> <li>• Implement best practice in relation to test purchasing and retailer education and compliance.</li> <li>• Publicise prosecutions in local media.</li> <li>• Contribute to regional plans to increase awareness of ID cards and retailer compliance schemes.</li> <li>• Submit a response to the national DH consultation related to age of sale for tobacco products.</li> <li>• Provide support to retailers for the proposed change of age of sale for tobacco products.</li> </ul>	<p><b>Green</b> 34 test underage purchases carried out with 33 compliant.</p> <p><b>Green</b> Media reported prosecutions</p> <p><b>Green</b> Worked with NETSA in preparation for new age of sale law. Ensured consistent approach to retailer compliance.</p> <p><b>Green</b> Smoke Free Newcastle submitted a response to the age of sale consultation. Age of sale to be raised to 18 years from October 2007.</p>

Targets 2007/08	Actions required	Lead Agency/Partners	Performance Indicator
<p>Effective enforcement of legislation relating to the presentation and sale of tobacco products and the sale of tobacco products to minors.</p> <p>To carry out an agreed number of test purchasing exercises on cigarettes annually.</p>	<ul style="list-style-type: none"> <li>• Implement new laws relating to age of sale for tobacco products.</li> <li>• Implement best practice in relation to test purchasing and retailer education and compliance.</li> <li>• Publicise prosecutions in local media.</li> </ul>	<p>NCC- Trading Standards</p> <p>NCC- Trading Standards, NETSA.</p> <p>NCC- Trading Standards &amp; Comms lead, NETSA.</p>	<p>Decrease in number of illegal sales.</p> <p>Media coverage gained.</p>

<b>Element of Tobacco Control 5: Reducing the Availability and Supply of Tobacco Products</b>
<b>Setting</b> 5.2 HM Customs and Excise (now Revenue and Customs)
<b>Long Term Target</b> To work in partnership with Customs and Excise (now Revenue and Customs) to enforce legislation on tobacco smuggling.
<b>Baseline</b> No baseline is currently available.

<b>Target 2005/06</b>	<b>Actions required</b>	<b>Progress at 31/3/06</b>
Contribute to the regional objective to increase liaison with HM Customs and Excise on the issue of tobacco smuggling.	<ul style="list-style-type: none"> <li>Support SFNE in developing links with HM Customs and Excise, sharing information and increasing joint planning of campaigns.</li> </ul>	<b>Amber</b> SFNE trying to engage with Customs and Revenue regionally but with minimal success. The issue is being addressed on a national basis by the Chief Medical Officer. Contact with local officer has been established but no progress made.

<b>Target 2006/07</b>	<b>Actions required</b>	<b>Progress at 31/3/07</b>
Contribute to regional initiatives to work with HM Revenue and Customs.	<ul style="list-style-type: none"> <li>Support regional programme of activity on working with HM Revenue and Customs at a local level, as appropriate.</li> </ul>	<b>Amber</b> SFNE trying to engage with Customs and Revenue regionally but with limited success. Contact with local officer has been established but no progress made.

<b>Targets 2007/08</b>	<b>Actions required</b>	<b>Lead Agency/Partners</b>	<b>Performance Indicator</b>
To be agreed as action plan evolves.			

<b>Element of Tobacco Control 6: Reducing Tobacco Promotion</b>
<b>Setting</b> <b>6.1 Retailers of tobacco products</b>
<b>Long Term Target</b> To significantly reduce the number of retailers failing to comply with legislation on tobacco advertising.
<b>Baseline</b> In 2002-3, 2 individuals were prosecuted for selling counterfeit cigarettes under the Trade Marks Act 1994. New legislation relating to point of sale advertising of tobacco products was introduced in December 2004.

<b>Target 2005/06</b>	<b>Actions required</b>	<b>Progress at 31/3/06</b>
<p>Effective enforcement of legislation relating to tobacco advertising and brand sharing regulations.</p> <p>To carry out 50 routine inspections of tobacco retailers, recording compliance with statutory notices and tobacco advertising laws.</p>	<ul style="list-style-type: none"> <li>• Carry out 50 routine inspections of tobacco retailers, to record compliance with statutory notices.</li> <li>• Publicise prosecutions in local media.</li> <li>• Raise awareness of new and existing legislation on the tobacco advertising and brand sharing amongst retailers and the general public and monitor compliance to it.</li> <li>• Contribute to national consultation on the new retailer compliance scheme as requested.</li> </ul>	<p><b>Green</b></p> <p>Routine inspections carried out and publicity received for resulting prosecutions.</p>

Target 2006/07	Actions required	Progress at 31/3/07
<p>Effective enforcement of legislation relating to tobacco advertising and brand sharing regulations.</p> <p>To carry out an agreed number of routine inspections, recording compliance with statutory notices and product warnings.</p>	<ul style="list-style-type: none"> <li>• Implement best practice in relation to test purchasing and retailer education and compliance.</li>   <li>• Publicise prosecutions in local media.</li>   <li>• Contribute to regional plans to increase retailer compliance schemes.</li>   <li>• Respond to national DH consultation on graphic warnings for cigarette packets.</li>   <li>• Inform businesses of any relevant new legislation relating to the advertising and sale of tobacco products.</li> </ul>	<p><b>Green</b> 131 visits carried out for compliance with statutory (under 16) notices, of which 4 were non compliant. Checked 552 packets of cigarettes for statutory warning labels and seized 119 packets for being illegal (counterfeit/bootleg).</p> <p><b>Green</b> Media reported prosecutions</p> <p><b>Green</b> Smoke Free Newcastle submitted a response to the 'graphic warning's' consultation.</p>

Targets 2007/08	Actions required	Lead Agency/Partners	Performance Indicator
<p>Effective enforcement of legislation relating to tobacco advertising and brand sharing regulations. To carry out an agreed number of routine inspections, recording compliance with statutory notices and product warnings.</p>			

<b>Element of Tobacco Control : Reducing Tobacco Promotion</b>
<b>Setting</b> <b>6.2 Public Procurement in Newcastle City Council and the NHS in Newcastle</b>
<b>Long Term Target</b> To ensure that public bodies in Newcastle purchase and provide services for the population which are ethically free from the influence of the tobacco industry.
<b>Baseline</b> Both the City Council and NHS do have procurement policies. Further investigation is needed to see how they relate to tobacco.

<b>Target 2005/06</b>	<b>Actions required</b>	<b>Progress at 31/3/06</b>
To investigate the public procurement policies of the NHS locally and the City Council in relation to the purchase and supply of products from tobacco industry companies and their subsidiaries.	<ul style="list-style-type: none"> <li>Review the public procurement policies of the City Council and NHS in Newcastle and agree the way forward to further reduce the influence of tobacco companies in procurement by public bodies.</li> <li>Publicise the names of products and businesses that are owned by the tobacco industry to demonstrate the influence of the industry.</li> </ul>	<b>Amber</b> Compilation of a list of tobacco industry products and subsidiaries began. Procurement discussed at SF Newcastle meeting in terms of not hiring venues which are not smoke free. This is being investigated further. No other procurement investigations have yet been undertaken to date however due to competing pressures on time. The focus of work has been on campaigning for smoke free legislation.
<b>Target 2006/07</b>	<b>Actions required</b>	<b>Progress at 31/3/07</b>
To reduce the number of products supplied and purchased from tobacco industry companies and their subsidiaries by the NHS and the City Council in Newcastle.	<ul style="list-style-type: none"> <li>Implement the agreed action plan to reduce the influence of tobacco companies in procurement by public bodies.</li> <li>Set up systems to monitor compliance.</li> </ul>	<b>Red</b> No progress made due to competing priorities, particularly in preparing for the legislation.

<b>Targets 2007/08</b>	<b>Actions required</b>	<b>Lead Agency/Partners</b>	<b>Performance Indicator</b>
No further target set at this stage.			

# **Appendix**

## **Summary of Key Milestones**

**2005 - 2008**

## Element of Tobacco Control: 2. Reducing Exposure to Second Hand Smoke: Smoke Free Public Places

<p><b>Setting: 2.1 The buildings owned or operated by Newcastle City Council and staffed by NCC employees, and buildings owned by NCC and leased to other enterprises</b> including offices, public buildings, hospitality venues (e.g. the Civic Centre Banqueting Suite, Gosforth Civic Hall, City Hall), schools, leisure and social centres, premises of council registered childminders. <b>(NB: Cross reference with sections 2.4, 2.5, 2.9, 2.11, 2.13).</b></p>		
<p><b>Long Term Target :</b> All buildings and vehicles, owned or operated by Newcastle City Council and staffed by NCC employees, and buildings owned by NCC and leased to other enterprises are smoke free. Strategic bids by NCC to consider smoke free provision (NB: cross reference 2.6 workplaces).</p>		
<b>Target 2005/06</b>	<b>Target 2006/07</b>	<b>Target 2007/08</b>
<p>By the end of March 2006, smoking is prohibited in all public buildings and vehicles owned and operated by Newcastle City Council and staffed by NCC employees.</p> <p><i>Further detail related to specific categories of premises that are covered can also be found in other sections of the action plan - cross reference sections 2.4, 2.5, 2.9, 2.11, 2.13).</i></p>	<p>All new tenancy &amp; lease agreements for NCC's commercially let property to include, if possible, a clause on buildings being smoke free ahead of national legislation.</p> <p>NCC to prepare businesses, including the hospitality industry for the introduction of smoke free legislation from 1 July 2007.</p>	<p>NCC to monitor and enforce national smoke free legislation for workplaces, including licensed premises.</p> <p>NCC effectively addresses the set tobacco control targets within the Local area Agreement.</p>
<p><b>Setting: 2.2 The NHS (acute, primary care and community settings) in Newcastle</b> (Newcastle PCT and Newcastle Hospitals Trust and community healthcare facilities).</p>		
<p><b>Long Term Target :</b> All acute, primary care and community NHS premises in Newcastle are totally smoke free by the end of 2006(buildings).</p>		
<b>Target 2005/06</b>	<b>Target 2006/07</b>	<b>Target 2007/08</b>
<p>Smoking will be prohibited in all NHS healthcare acute, primary care and community setting facilities in Newcastle (Freeman, General, RVI, Hunters Moor, Dental Hospital, clinics, GP surgeries, residential healthcare facilities, convalescent homes) by the 31 March 2006.</p>	<p>Smoking will be prohibited at the entrance to all acute hospitals, clinics, GP surgeries, residential healthcare facilities, convalescent homes where that is not already the position.</p> <p>NHS effectively addresses the set tobacco control targets within the Local area Agreement.</p>	<p>By the end of 2008 at the latest, smoking will not be permitted on any part of acute, primary care and community NHS sites where that is not already the case.</p> <p>NHS effectively addresses the set tobacco control targets within the Local Area Agreement.</p>

<b>Setting : 2.3 The NHS – mental health facilities</b> i.e. the 3 N’s Trust in Newcastle (now the Northumberland and Tyne and Wear NHS Trust).		
<b>Long Term Target :</b> Smoking will not be permitted indoors or outdoors within the premises owned or operated by the 3 N’s Trust within Newcastle.		
<b>Target 2005/06</b>	<b>Target 2006/07</b>	<b>Target 2007/08</b>
Smoking within communal areas of the premises owned or operated by the 3 N’s Trust within Newcastle will be prohibited. <i>For patients in residential mental health facilities and day treatment centres, smoking may be permitted in a separate enclosed room as long as it meets defined criteria and no person other than patients are allowed to smoke in the room.</i>	By the end of 2006 all NHS facilities to be entirely smoke free indoors <i>Smoking in a designated room may be permitted for some residential patients .</i>	Work towards smoke free site status for the Northumberland and Tyne and Wear NHS Trust. <i>Smoking in a designated room may be permitted for some residential patients until the 1 July 2008 as per the smoke free regulations.</i>
<b>Setting: 2.4 Shopping Centres;</b> including privately owned shopping centres and malls and council owned markets (Eldon Square, Monument Mall, Eldon Gardens, Green & Grainger Markets, Cruddas Park, Newgate and Gosforth Shopping Centres). (Cross reference 2.1)		
<b>Long Term Target :</b> All privately or council owned shopping centres and malls in Newcastle will be smoke free by the end of 2007. (Cross reference 2.1)		
<b>Target 2005/06</b>	<b>Target 2006/07</b>	<b>Target 2007/08</b>
All Newcastle City Council run indoor markets and shopping centres will be smoke free by the end of March 2006. (Cross reference 2.1)	Support all privately owned shopping centres and malls in Newcastle not yet smoke free to become smoke free in line with national legislation.	High compliance to smoke free legislation in all shopping centres and indoor markets.

<b>Setting: 2.5 Education</b> (including nurseries, schools, universities, Higher Education & Further Education establishments). (Cross ref 2.1)		
<b>Long Term Target :</b> Smoking will be prohibited in all children and young people's settings including schools and further education establishments.		
<b>Target 2005/06</b>	<b>Target 2006/07</b>	<b>Target 2007/08</b>
By 31 March 2006 all schools in Newcastle will have a written non smoking policy, covering the whole school site. (Cross reference 2.1).  By 31 March 2006 all other childcare centres (e.g. Surestart, private and LEA nurseries) and further education establishments. (Newcastle College, Newcastle University and Northumbria University) to be smoke free - includes the indoor and outdoor grounds but <b>excludes</b> FE and HE bars/pubs).	Support any remaining schools to become smoke free sites by March 2007.  Support local colleges and universities to become smoke free (where they are not already).	High compliance to smoke free legislation in all educational establishments, including licensed premises within education sites
<b>Setting : 2.6 Workplaces</b> (excluding licensed premises)		
<b>Long Term Target :</b> No worker in Newcastle will be exposed to SHS involuntarily at work. (Cross reference 2.1)		
<b>Target 2005/06</b>	<b>Target 2006/07</b>	<b>Target 2007/08</b>
To increase awareness of the benefits of smoke free workplaces and provide support to businesses to develop and implement non smoking policies in preparation for the introduction of smoke free legislation.	Businesses prepared for the introduction of smoke free legislation on 1 July 2007.	High compliance to smoke free legislation in all workplaces from 1 July 2007.

<b>Setting : 2.7 Restaurants and unlicensed and licensed premises preparing and serving food</b>		
<b>Long Term Target :</b> No worker will be involuntarily exposed to SHS in restaurants & unlicensed & licensed premises preparing & serving food by the end of 2008.		
<b>Target 2005/06</b>	<b>Target 2006/07</b>	<b>Target 2007/08</b>
To establish a baseline of smoking policies in restaurants and other eating establishments in Newcastle.	Businesses, prepared for the introduction of smoke free legislation on 1 July 2007.  The number of food premises gaining the National Clean Air Award is increased by 50% from the 2005 baseline. (Cross reference 2.6)	High compliance with smoke free legislation in all licensed premises serving food from 1 July 2007.
<b>Setting: 2.8 Pubs, bars and nightclubs</b> in Newcastle which do not prepare or serve food.		
<b>Long Term Target :</b> No worker should be involuntarily exposed to SHS in pubs, bars and nightclubs in Newcastle.		
<b>Target 2005/06</b>	<b>Target 2006/07</b>	<b>Target 2007/08</b>
To establish a clear case for the introduction of no smoking in bars and pubs in Newcastle which do not prepare or serve food.	To increase the number of wet pubs/bars in Newcastle gaining the National Clean Air Award and support such outlets for smoke free legislation.	High compliance with smoke free legislation in pubs, bars and nightclubs.
<b>Setting : 2.9 Sports Stadia</b> i.e. LA owned leisure centres; Eldon Leisure, Lightfoot Centre, Newburn, Cowgate , Westgate Centre for Sport, City Pool, West Denton Pool, East End Pool, plus privately owned centres such as St James' Park, Metro Radio Arena, Brough Park, Falcons Rugby Ground. (Cross reference 2.1)		
<b>Long Term Target :</b> All council and privately owned sports facilities will be 100% smoke free in indoor areas (including terraces and stands which are either partially or fully enclosed under a roof and food/bar areas).		
<b>Target 2005/06</b>	<b>Target 2006/07</b>	<b>Target 2007/08</b>
By the end of March 2006 all Newcastle City Council owned sports facilities to be smoke free (including café/bar areas). (Cross reference 2.1)	Sports stadia supported to become smoke free even where they may not be covered by the smoke free legislation	By the end of 2008 all privately owned sports facilities to be smoke free, including those not covered by the legislation in their outdoor areas.

<b>Setting : 2.10 Public Transport and Newcastle International Airport</b>		
<b>Long Term Target :</b> The transport system (public and private) across Newcastle will be entirely smoke free by the end of 2007.		
<b>Target 2005/06</b>	<b>Target 2006/07</b>	<b>Target 2007/08</b>
No target set due to progress to date.	The transport system across Newcastle is prepared for smoke free legislation.	From 1 July 2007 the transport system – including taxis, trains, buses, metros and the airport terminus are smoke free in line with legislation.
<b>Setting : 2.11 Community Centres (Cross reference 2.1)</b>		
<b>Long Term Target :</b> All community centres will be smoke free within their indoor boundaries by 1 July 2007.		
<b>Target 2005/06</b>	<b>Target 2006/07</b>	<b>Target 2007/08</b>
By the 31 March 2006 all City Council owned and operated community centres to be smoke free. (Cross reference 2.1)	All community centres prepared for smoke free legislation.	High compliance with smoke free legislation in community centres from 1 July 2007.
<b>Setting: 2.12 Privately owned indoor recreation areas</b> such as cinemas (The Gate, Tyneside Cinema), theatres (Newcastle Theatre Royal, Tyne Theatre, Playhouse, People's Theatre), bowling alleys (Westgate Road), museums, concert halls (Metro Radio Arena), Centre for Life.		
<b>Long Term Target :</b> No employee of a privately owned recreation area will be involuntarily exposed to SHS.		
<b>Target 2005/06</b>	<b>Target 2006/07</b>	<b>Target 2007/08</b>
Establish baseline of non smoking provision in indoor recreation venues	All unlicensed indoor recreation venues are supported to become smoke free in line with legislation.	High compliance with smoke free legislation in indoor recreation areas from 1 July 2007.

<b>Setting : 2.13 Local authority and privately owned retirement facilities and nursing homes</b> (Cross reference 2.1)		
<b>Long Term Target :</b> No employee of a NCC or privately owned retirement facility or nursing home will be involuntarily exposed to SHS.		
<b>Target 2005/06</b>	<b>Target 2006/07</b>	<b>Target 2007/08</b>
By the end of March 2006 all NCC nursing homes and retirement facilities to be smoke free. (NB: <i>Smoking will be permitted for a small number of residents in a designated room provided it meets specific criteria</i> ). (Cross reference 2.1)  Owners of private homes and facilities encouraged to prohibit smoking in all communal areas.	By 1 July 2007 all retirement homes and nursing homes are prepared for the smoke free legislation and comply with its specific requirements within this setting.	High compliance with smoke free legislation within retirement homes and nursing homes from 1 July 2007.
<b>Setting: 2.14 Premises owned by local membership organisations</b> e.g. private sports clubs and social clubs.		
<b>Long Term Target :</b> Increase in number of local membership organisations in Newcastle who have smoke free policies.		
<b>Target 2005/06</b>	<b>Target 2006/07</b>	<b>Target 2007/08</b>
Smoking <i>will be permitted</i> in not-for-profit membership associations but steps should be taken to encourage governing committees to review or develop no-smoking policies. (NB At the original time of writing the then proposed legislation specifically excluded this group)	Private clubs are prepared for the smoke free legislation.	High compliance in private members clubs to the smoke free legislation from 1 July 2007.
<b>Setting : 2.15 Private homes</b>		
<b>Long Term Target :</b> To reduce exposure of children and young people in private homes to the effects of SHS.		
<b>Target 2005/06</b>	<b>Target 2006/07</b>	<b>Target 2007/08</b>
Support and encourage carers to reduce or eliminate children's exposure to SHS in the home.	Awareness campaigns developed to encourage private citizens to protect others from SHS (especially children).	Relevant professionals continue to promote smoke free homes initiative, targeting the homes of children in disadvantaged areas.

### Element of Tobacco Control: 3. Stop Smoking Support

<b>Setting: 3.1 Community-</b> smokers in Newcastle requiring treatment support to stop smoking.		
<b>Long Term Target :</b> To provide a quality treatment service to help smokers give up, particularly targeting disadvantaged populations, manual workers, young people and pregnant women.		
<b>Target 2005/06</b>	<b>Target 2006/07</b>	<b>Target 2007/08</b>
Provide quality treatment support to help 1742 smokers to give up.  Work towards national agreed targets to reduce smoking in pregnancy, in manual workers and in young people aged 11-15 yrs.	Provide quality treatment support to help 2947 smokers to stop in line with targets (4 week quitter target).	Provide quality treatment support to help 3747 smokers to stop at 4 weeks.  To work to agreed priority population groups and areas of the city.

### Element of Tobacco Control: 4. Supporting and Developing Public Education and Media Campaigns

<b>Setting : 4.1 The media</b>		
<b>Long Term Target :</b> To influence and shift public opinion on SHS to contribute to the de-normalisation of tobacco.		
<b>Target 2005/06</b>	<b>Target 2006/07</b>	<b>Target 2007/08</b>
To develop a local communications plan for Smoke Free Newcastle and implement effectively.  Contribute to the development of a regional PR and media strategy for tobacco.  The profile of tobacco control in the local media increased.	To implement the Smoke Free Newcastle communications plan ensuring that it links explicitly with the Smoke Free North East Office plan.  To implement the agreed regional PR and media strategy for tobacco at a local level.	To implement the Smoke Free Newcastle communications plan ensuring that it links explicitly with the Smoke Free North East Office plan.  Implement the agreed regional PR and media strategy for tobacco at a local level.

<b>Setting: 4.2 Mass media campaigns.</b>		
<b>Long Term Target :</b> To increase public knowledge of the dangers of SHS to influence and shift public opinion on tobacco.		
<b>Target 2005/06</b>	<b>Target 2006/07</b>	<b>Target 2007/08</b>
Provide support for a regional mass media PR public education campaign on SHS.  Support national events in tobacco control such as No Smoking Day.	Support regional mass media PR public education campaigns on SHS/smoke free legislation and national events such as No Smoking Day.	Support regional mass media PR public education campaigns on SHS/smoke free legislation and national events such as No Smoking Day.
<b>Setting : 4.3 Schools and youth club settings</b>		
<b>Long Term Target :</b> To contribute to a reduction in smoking prevalence amongst 11-16 year olds in Newcastle.		
<b>Target 2005/06</b>	<b>Target 2006/07</b>	<b>Target 2007/08</b>
Complete a review of the national and international evidence of effectiveness of interventions on smoking and young people and plan appropriate action.  Further increase the skills of those working with young people on tobacco education.	Plan and implement an agreed programme of evidence based interventions on smoking and young people.	Plan and implement an agreed programme of evidence based interventions on smoking and young people.

## Element of Tobacco Control: 5. Reducing the Availability and Supply of Tobacco Products

<b>Setting : 5.1 Retailers of tobacco products</b>		
<b>Long Term Target :</b> To significantly reduce the number of retailers illegally selling cigarettes to minors.		
<b>Target 2005/06</b>	<b>Target 2006/07</b>	<b>Target 2007/08</b>
<p>Effective enforcement of legislation relating to the presentation and sale of tobacco products and the sale of tobacco products to minors.</p> <p>To carry out 30 test purchasing exercises on cigarettes annually.</p> <p>To monitor the warnings on tobacco products in relation to proposed changes in legislation.</p>	<p>Effective enforcement of legislation relating to the presentation and sale of tobacco products and the sale of tobacco products to minors.</p> <p>To carry out an agreed number of test purchasing exercises on cigarettes annually.</p>	<p>Effective enforcement of legislation relating to the presentation and sale of tobacco products and the sale of tobacco products to minors.</p> <p>To carry out an agreed number of test purchasing exercises on cigarettes annually.</p> <p>To monitor the warnings on tobacco products in relation to proposed changes in legislation.</p>
<b>Setting : 5.2 HM Customs and Excise (Now Revenue and Customs)</b>		
<b>Long Term Target :</b> To work in partnership with Customs and Excise (now revenue and Customs) to enforce legislation on tobacco smuggling.		
<b>Target 2005/06</b>	<b>Target 2006/07</b>	<b>Target 2007/08</b>
<p>Contribute to the regional objective to increase liaison with HM Customs and Excise on the issue of tobacco smuggling.</p>	<p>Contribute to regional initiatives to work with HM Revenue and Customs.</p>	<p>To be agreed as action plan evolves.</p>

## Element of Tobacco Control: 6. Reducing Tobacco Promotion

<b>Setting : 6.1 Retailers of tobacco products</b>		
<b>Long Term Target :</b> To significantly reduce the number of retailers failing to comply with legislation on tobacco advertising.		
<b>Target 2005/06</b>	<b>Target 2006/07</b>	<b>Target 2007/08</b>
Effective enforcement of legislation relating to tobacco advertising and brand sharing regulations.  To carry out 50 routine inspections of tobacco retailers, recording compliance with statutory notices and tobacco advertising laws.	Effective enforcement of legislation relating to tobacco advertising and brand sharing regulations.  To carry out an agreed number of routine inspections of tobacco retailers, recording compliance with statutory notices and tobacco advertising laws.	Effective enforcement of legislation relating to tobacco advertising and brand sharing regulations.  To carry out an agreed number of routine inspections of tobacco retailers, recording compliance with statutory notices and tobacco advertising laws.
<b>Setting : 6.2 Public Procurement in Newcastle City Council and the NHS in Newcastle</b>		
<b>Long Term Target :</b> To ensure that public bodies in Newcastle purchase and provide services for the population which are ethically free from the influence of the tobacco industry.		
<b>Target 2005/06</b>	<b>Target 2006/07</b>	<b>Target 2007/08</b>
To investigate the public procurement policies of the NHS locally and the City Council in relation to the purchase and supply of products from tobacco industry companies and their subsidiaries.	To reduce the number of products supplied and purchased from tobacco industry companies and their subsidiaries by the NHS in Newcastle and the City Council.	No further target set at this stage.