

Recommendation	Action	Lead/liaison with	Timescale
1.0 Stop Smoking Service			
1.1	Engage with key community groups to establish what will best help them to quit; and best way to communicate dangers of smoking and benefits of quitting. Also engage with community and primary care to identify training needs to accelerate quit rates amongst key groups. Institute community Champions network from engagement with key groups to ensure the effective development of SSS services.	Public Health (PH) Dudley Stop Smoking Service (SSS) in collaboration with Dudley Clinical Commissioning Group (CCG) and DGHFT Community Services.	Sept 2015
1.2,1.3	Dudley SSS target provision for: MH groups; Routine/manual workers; key BME groups; and most disadvantaged communities evidenced through existing data monitoring	PH SSS working with DWMHPT, Key Voluntary Community Sector agencies, and Environmental Health - DUE.	March - Sept 2015
1.4	Family Nursing Partnership (FNP) commissioned to recommended capacity with the particular aim of accelerating reduction of tobacco use across new families	CCG/NHS England-FNP commissioner (Public Health will be the commissioner of FNP from 2016)	Jan 2015
2.0 Young People - Tobacco Education			
2.1	Deliver a multifaceted local programme that supports smoke-free communities, social norms , targets younger children and family/parents. Extend Kick-Ash creative advocacy approach across early years provision. Consult young people representative groups on development of programme including Youth Parliament.	PH SSS commission programme in conjunction with Children Services Education leads and Children Centres.	Sep 2014
2.2	Implementation of a voluntary smoke-free code/policy specifically for outdoor play areas	Law and Governance - Corporate Resources	Sept 2014
3.0 Leadership, Partnership and Communication			
3.1,3.2,3.4,3.5	Training for identified/appropriate front line staff to be provided by PH across Council Services to promote SSS and referral ensuring consistent message. Counterfeit/illicit tobacco surveillance embedded in routine home checks. Formalised reporting mechanism between Housing and Trading Standards (TS) to support targeted enforcement agenda particularly across high	PH co-ordinate across Directorates through Corporate Board/ADs Group.	Mar 2015 onwards

	density social housing.		
3.3	Appoint an elected member, who would not be affected by any aspect of tobacco control to champion work for effective stewardship of strategy; and motivate leaders to support and embed improvements for long-term success.	PH SSS in consultation with Corporate Resources	Sep 2014
3.6	Hardwire concession in HWWB/PNA strategy ahead of EU Directive restrict access of tobacco products and E-cigarettes to young people U 18. Implementation of 'pledge an action' campaign encompassing local SME's with supporting communications plan	PH SSS lead out in consultation with HWBB/Pharmacy Leads/Chamber of Commerce/Council Marcomms.	Mar 2015
3.7	TS work with Marcomms to develop and promote a distinct whistle-blow process enabling members and the public to conveniently report cases for further investigation.	TS – DUE	Sept 2014