

Greater Glasgow and Clyde NHS Board

Board Meeting
23 June 2015

Board Paper No. 15/23

Director of Public Health

UPDATE ON SMOKEFREE POLICY CAMPAIGN

Recommendations:

The Board are asked to note the content of the report and to support the implementation of the following recommendations:

1. Training for managers and staff to enable them to enforce the Smokefree Policy across all sites
2. Create capacity to enable the role of smoking wardens to be delivered at the new South Glasgow University Hospital
3. Maintain and enhance the current campaign activity across all sites with a focus around the new SGUH

1.0 Background

- 1.1 Scotland's tobacco control strategy "[Creating a Tobacco-Free Generation](#)" called for all NHS Boards to implement smokefree grounds by April 2015. NHSGGC grounds have been smokefree since 2007.
- 1.2 In advance of the national policy commitment for 2015 NHS GGC reviewed and updated the Smokefree Policy and renewed the focus on implementation and enforcement of the policy with a high profile campaign in 2013.
- 1.3 The implementation of the NHS GGC Smokefree Policy demonstrates an exemplar role in public health and can play a role in reducing the health impact of tobacco.
- 1.4 This paper provides an update on NHS GGC's smokefree campaign, its impact to date, as well as identifying future developments and potential solutions.

2.0 Smokefree Policy Campaign May 2013 - May 2015

- 2.1 A high profile campaign was launched in May 2013, aimed at staff, patients and visitors which led to a reduction of 50% in observed smoking activity at a number of hospital sites across NHSGGC.

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- 2.2 Whilst all NHS grounds are covered by the policy the focus of the campaign was around hospital entrances as these had been the source of a high number of complaints.
- 2.3 The campaign adopted a range of communications and was supported by “smoking wardens” to enforce the policy with staff, patients and visitors on a number of sites for nine months during 2014.
- 2.4 Since May 2014 ongoing monitoring suggests that the significant rate of decline in observed smoking activity has slowed.
- 2.5 The campaign has been extended to non acute sites across all six of the partnership areas who are currently at different stages of implementation.
- 2.6 Smokefree Services are currently working with all six Local Authorities across NHSGGC around their commitments to implement smokefree policies across their estate. West Dunbartonshire Council were the first local authority to implement a smokefree grounds policy across their area in April 2015.
- 2.7 The five other local authorities are currently at different stages of implementing their smokefree policy. Smokefree Services are currently offering support around:
- Sharing the learning from the NHS across all local authority sites
 - Establishment of a working group to facilitate campaign activity
 - Identifying support needs around areas such as signage, e-cigarettes and policy enforcement
- 2.8 NHS Health Scotland launched a national campaign with television and radio advertising in March 2015. NHSGGC Corporate Communications oversaw the development of the media aspects of this campaign and it was launched by the Minister for Public Health at Stobhill Hospital.
- 2.9 Evaluation of the campaign shows a high level of awareness with 92% of respondents agreeing the adverts made it clear you’re no longer allowed to smoke anywhere on NHS grounds.
- 2.10 The national campaign adopted a new message and signage across NHSGGC is currently being refreshed to reflect this.

3.0 Current Developments

- 3.1 Despite the initial success of the campaign the level of smoking across all sites remains a concern. Facilities staff have reported that the number of informal complaints has fallen. However the number of formal complaints about smoking has remained at a similar level to those before the campaign.
- 3.2 There is a significant issue with high numbers of patients, visitors, staff and contractors smoking at the main entrance to the new South Glasgow

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University Hospital. A monitoring exercise is being undertaken in June 2015 which will establish a baseline to measure the effectiveness of new interventions, and act as a comparison to previous NHS Acute sites.

- 3.3 There has been an agreement with Facilities to identify staff to adopt a smoking warden role at the SGUH. This short term measure is seen as crucial in order to prevent the build up of areas where smoking becomes established at the new site.
- 3.4 Training for the identified staff is due to be delivered before the end of June 2015.
- 3.5 The campaign encouraged all staff to adopt a role around enforcing the policy. However, feedback from various staff groups indicates that many feel uncomfortable challenging smokers, with concerns about potential abuse and lack of appropriate skills cited.
- 3.6 There is need for standardised training to ensure staff have the skills and confidence to effectively approach smokers on NHS sites. National guidance around training is due to be announced and this will inform the development of specific training programmes and resources aimed at managers and staff locally.
- 3.7 After the review of the NHS GGC Smokefree policy in 2014, a commitment has been made to support the Mental Health Directorate to implement a policy of smokefree grounds by 1st October 2015. An implementation plan has been developed and a project board established, chaired by Colin McCormack.
- 3.8 The Scottish Government is currently proposing legislation to support enforcement of smokefree grounds on NHS hospital sites. An initial consultation has been completed and Smokefree Services have responded to this.

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