

REPORT TO: POLICY AND RESOURCES COMMITTEE - 16 OCTOBER 2006
REPORT ON: REDUCING SMOKING IN CHILDREN AND YOUNG PEOPLE
REPORT BY: ASSISTANT CHIEF EXECUTIVE (COMMUNITY PLANNING)
REPORT NO: 578-2006

1. PURPOSE OF REPORT

To advise the Council of Smoking Prevention and Cessation Initiatives targeting children and young people. These initiatives are put forward as Quality of Life projects to improve community wellbeing. These projects will improve opportunities for children and young people and maximise health gain with local authority resources (Report No 352-2003). These projects also meet one of the Health and Care objectives highlighted in the Dundee City Council Plan 2003-2007 (Report No 685-2003).

2. RECOMMENDATIONS

It is recommended that the Committee:

- (i) notes the continuing programme of smoking prevention for young people
- (ii) approves the expansion of the smoking prevention programme
- (iii) remits the Assistant Chief Executive (Community Planning) to produce an update report in June 2007 stating progress made in achieving agreed targets

3. FINANCIAL IMPLICATIONS

The additional cost of introducing these initiatives will be £77,000 in each of the years 2006/07 and 2007/08. Revenue funding is available from Quality of Life monies which have been approved for joint health work with young people during 2006-2008

4. SUSTAINABILITY IMPLICATIONS

- 4.1 Addressing health inequalities and improving public health is consistent with the theme of protecting health and preventing illness.
- 4.2 The report is consistent with the Council's policy framework for tackling poverty and social exclusion, in particular through delivering services that help reduce health inequalities.

5. EQUAL OPPORTUNITIES IMPLICATIONS

- 5.1 The report highlights the importance of local authorities and their partners continuing to address inequalities in health.
- 5.2 The proposals also reflect the priorities and commitment of the Council to equal opportunities.

6. BACKGROUND

6.1 Smoking Prevention Initiative

- 6.1.1 In a major report in 2003, 'Reducing Smoking and Tobacco Related Harm in Scotland', NHS Health Scotland recommended among other things a more intensive phased approach to smoking prevention at school. Within this context, a peer-led smoking prevention initiative was developed by Dundee City Council and Tayside NHS Board. Available evidence supports the effectiveness of a peer education approach as this draws on the credibility that young people have with their peers.
- 6.1.2 In Dundee since 2002, a partnership involving Council departments and Tayside Police has been delivering a peer education project focusing on alcohol and drug misuse. This project has supported and trained S2 pupils from Morgan and Lawside Academies who in turn have delivered a programme to P7 pupils in their respective feeder primary schools. The project provides young people with the opportunity to increase their knowledge of drugs and related issues as well as equipping them with the skills to deal with different situations. The peer education initiative targeting smoking prevention has drawn on this experience and built on the work of the existing peer-led process targeting alcohol and drug misuse. Within this context, the smoking prevention project targeted Morgan and Lawside Academies along with their related cluster primary schools. The project also worked with children within Family Support Units.
- 6.1.3 In April 2006, the current smoking prevention project reported that:-
- 12 Peer Educators in S3 had been trained and involved in the design and delivery of the smoking prevention programme
 - 54 pupils in P5 received a programme of intervention sessions
 - 4 Peer Educators had delivered a series of interventions targeting children at Bruce Street and Linlathen Family Support Centres
 - 20 Peer Educators scripted, directed and acted in a live action and animation DVD
 - around 600 children have been recipients of smoking prevention outreach work in community regeneration areas
 - an accompanying resource pack has also been developed by staff and young people

6.2 **Smoking Cessation Initiative**

- 6.2.1 Difficulties in recruiting appropriate staff prompted the development of an alternative approach to smoking cessation and young people. A private sector provider was commissioned to design and deliver a smoking cessation intervention for young people in the city. Council staff worked closely with the private sector provider to develop this pilot intervention. This was an innovative approach as smoking cessation services in the private sector target adult smokers only. In light of an acknowledged lack of evidence on effective cessation approaches with young people, an external evaluation was also commissioned as part of the process.
- 6.2.2 Between September and November 2005, forty seven young people aged between 13-25 years took part in six different smoking cessation support sessions. These included Whitfield Young Parents Group, Rathbone Training, Connect 5, Avrom House, 'Hot Chocolate' - a young peoples' group at The Steeple and an open session at the Skate Factory. Young people participating in the pilot were also accompanied by ten supportive adults. Three months after the interventions in March 2006 young people

were followed up to establish their smoking status. Two young people reported they had stopped smoking. Although the external evaluation provided additional insight on effective ways of engaging young people, the overall result showed that the interventions had not substantially changed the smoking habits of the majority. In light of the results of the local pilots, it is recommended that this smoking cessation approach should not be continued.

6.2.2 During 2004/2005, Scottish Executive funded eight pilots across Scotland targeting smoking cessation and young people. Each pilot developed a different approach and a national evaluation was commissioned to identify the most effective approach in helping young people to stop smoking. In early 2006, initial feedback from the eight pilots was inconclusive as to the most effective way of helping young people to stop smoking. A full report on the national evaluation is awaited. Within this context, the national view is that preventing young people from starting to smoke is still the more effective option than trying to get them to stop smoking.

6.2.3 In light of national and local smoking cessation pilots, it is proposed that the focus of Quality of Life smoking cessation monies shift to smoking prevention. This would mean that Quality of Life funding would be targeted towards smoking prevention exclusively. Within this context, it is proposed that the smoking prevention peer education programme is expanded to include the Menzieshill High School and Craigie High School clusters, with their associated primary schools and family centres. For each school and surrounding areas, the following smoking prevention programme is proposed for each full year:

- 25 x S2's trained to be Peer Educators (Smoking Prevention, Personal Skills Development, Media Training)
- 150 x P5's receive Smoking and Lifestyle sessions
- 136 x P7's receive Transition and Smoking focused sessions
- 6 x S2 Peer Educators trained to deliver 2 x 5 Smoking and Lifestyle sessions to young people within After School Groups in Family Support Centres (approximately 14 children)
- Delivery of smoking-focused interventions with children, young people and adults as part of community based events such as Health Fayres
- Involvement of S3's in developing interactive resources and training other young people

As well as reducing smoking and increasing communication around smoking issues, it is anticipated that wider outcomes from the programme will include:

- increased skills, confidence and self-esteem among peer educators
- recognition among recipients that education can come from other children
- increased social networks in schools

6.2.4 Indicative costs of the project are identified as £154,000 over two years for 2006-2008. Breakdown of costs for the project are:

	2006/2007	2007/2008
	£	£
1 full time worker	23,310	23,310
Sessional Workers	27,048	35,890
Training/Accreditation/ Group Work	7,642	8,000
Media Development	10,200	1,000
Management Costs	8,800	8,800
	<u>77,000</u>	<u>77,000</u>

* Note: Variations in staff costs are explained by recruitment of additional staff to develop expansion of the smoking prevention programme

7. CONSULTATION

The Chief Executive, Depute Chief Executive (Support Services), Depute Chief Executive (Finance) and the Directors of Education, Social Work and Leisure and Communities have been consulted in the preparation of this report.

8. BACKGROUND PAPERS

- Dundee City Council Plan 2003-2007
- Dundee Joint Health Improvement Plan 2005-2008
- Dundee Partnership Community Plan 2005-2010

Chris Ward
Assistant Chief Executive (Community Planning)..... 10/10/2006