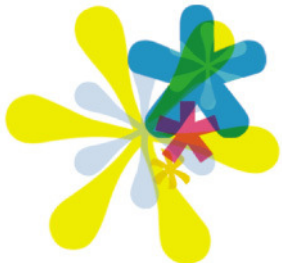




Local tobacco alliances- you've never
been more needed

Ailsa Rutter-

Director of Fresh and RTPM for the North East





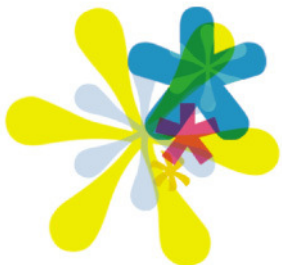
- VISION
- AMBITION (remember smokefree...)
- WE ARE CHANGING THE SOCIAL NORMS-
NE EXPERIENCE.....
- DREAM THE IMPOSSIBLE AND IT WILL
HAPPEN! TEN YEARS TIME?? 10% IN THE
NORTH EAST....WHY NOT??!!!





What should an alliance aim to look like in terms of structure, form, accountability, members and delivery?

Some food for thought and tips.....





Background:

The first local tobacco alliances in England were formed in the early 1990's

Brought together as a group for first time in 1995 and afterwards all areas were encouraged to develop alliances

Before every area had new alliance some of the 'old' ones were breaking down and reforming=

Restructuring is common and essential

But you are the envy of many!! Expertise, mobilisation, articulate champions, clear messages and evidence base to follow, common enemy- feel proud of your achievements





What is an alliance?

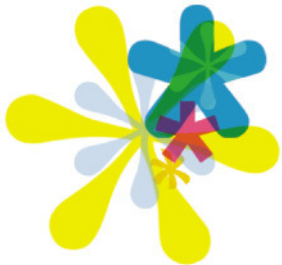
Coalition

Grouping

Agreement

Partnership

Battalion/regiment for the Tobacco Control Army?





Successful alliances should:

Be equitable

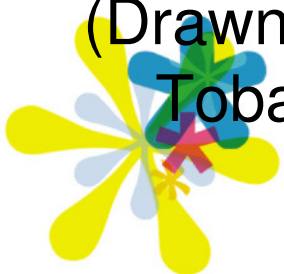
Diverse and multi-agency

Have clear accountability

Have a shared goal

Have a clear delivery plan, following the evidence base

(Drawn from Fresh Alliance Toolkit and 10 HIC NST
Tobacco)





Successful alliances should ctd:

Have clear strategic linkages to locality/s and into regional structures

Have a strong dedicated coordinator

Have strong leadership (champion/s)

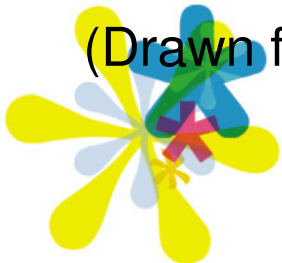
Demonstrate benefits of being a member to all and all understanding their role and responsibilities

Look beyond the NHS and Public Health people

Communicate

Be persistent and flexible

(Drawn from Fresh Alliance Toolkit and 10 HIC NST Tobacco)





What is an ideal alliance size?

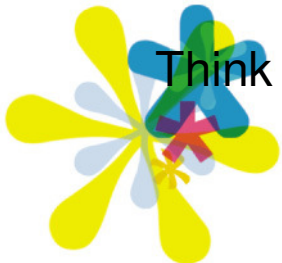
Think about how and where key decisions get made-

- Based upon unitary authority?
- County level?
- District level?
- Across sub-regional areas? E.g. 3 PCO's and LA's working as one consortium

LAA's are a useful guide

Perhaps need more than one 'layer'- strategic alliance group with thematic groups to lead on key areas of the delivery plan

Think about thematic meetings e.g. Gateshead example



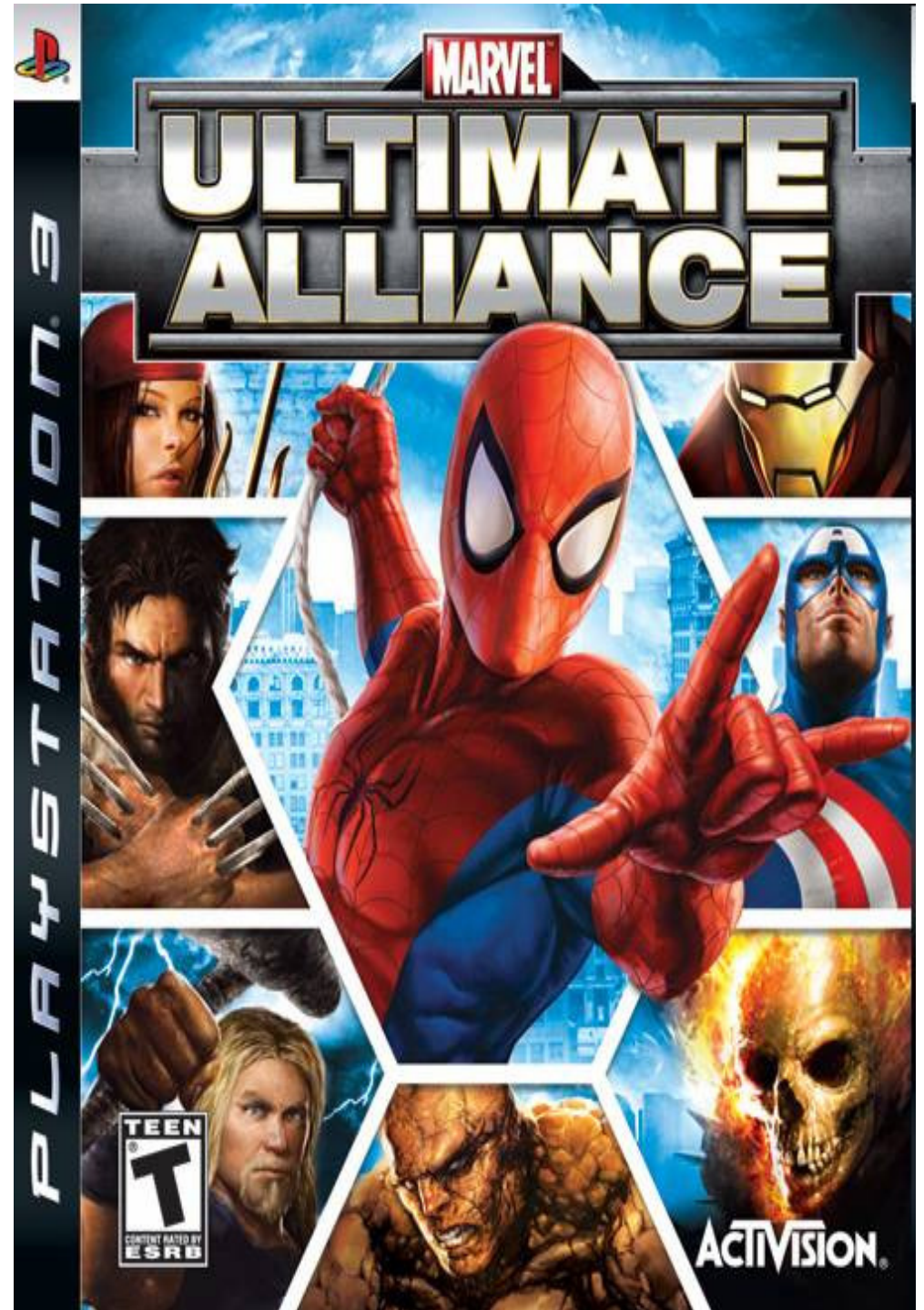


Ideal membership?

Who is your Spiderman?
Captain America?

What is your wish list?!

Don't think about youth-
their voice





Now is the time to review if you haven't already done so!

Unique moment in time- probably nothing like this opportunity for the next twenty years- seize the moment- National Strategy, increased investment into the regions, moves to local prevalence reduction and away from 4-wk quits alone.....

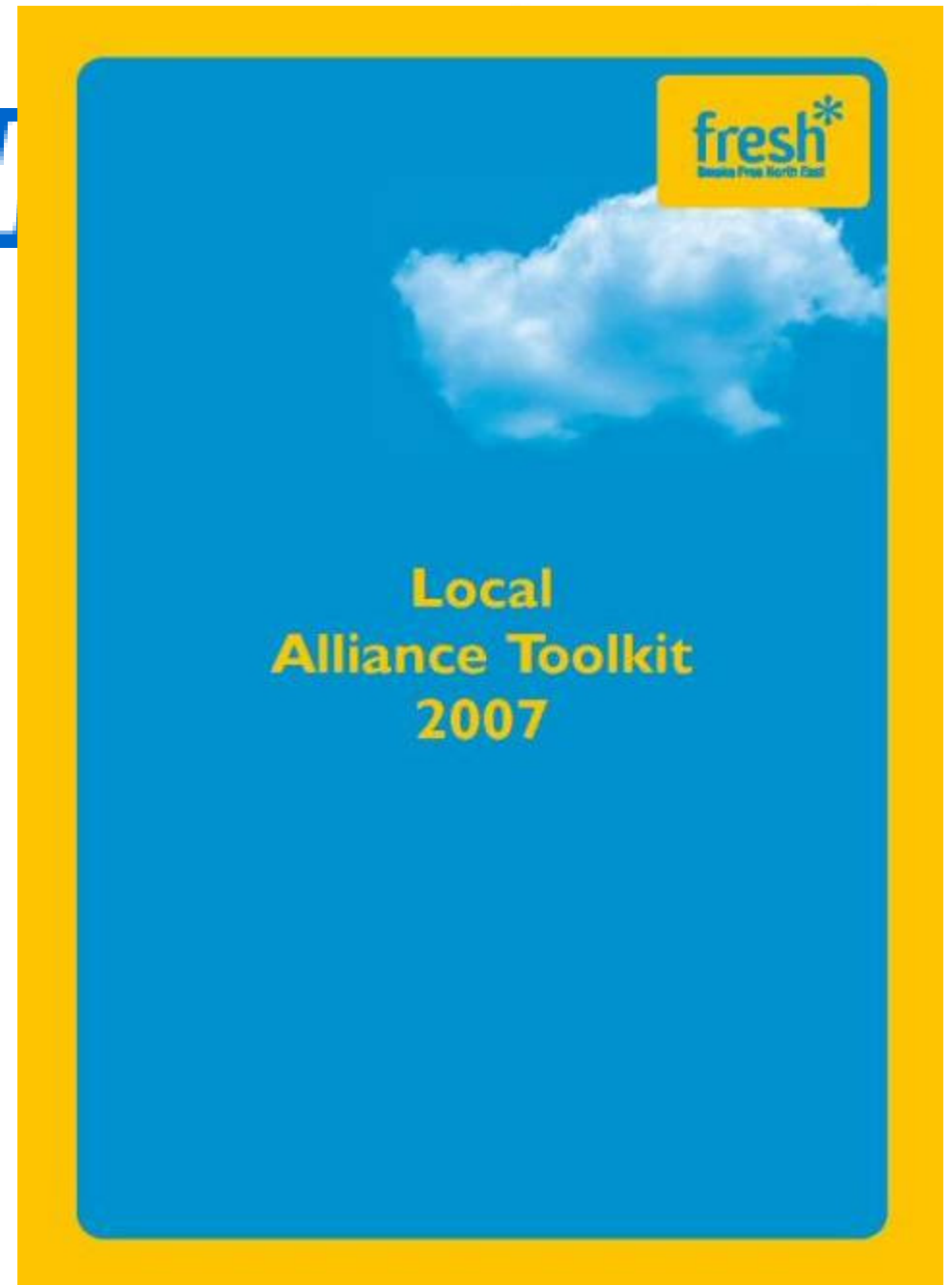
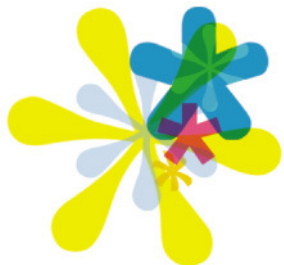
- Have you got the right membership?
- Who is not as interested as they used to be?
- Does everyone know their role?
- Do people know how to make a national strategy a local reality? Think about what's going to come out of it.....which local stakeholders and partners will you need on board?





**Now is the time to review
ctd:**

Use the Local Alliance Toolkit
developed by Fresh and now
adapted by the regions- **Speak
to your RTPM for your
regional version and their
advice and support**





Local alliance toolkit- why it was developed-

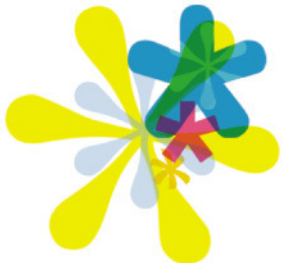
Convincing partners that the job is not done.....

New challenges = new members

Mapping exercise and forum research

“Original members should be clear on alliance aims post smokefree. More recent members may not have all the background and be puzzled why they have been asked” (*forum respondent, Lewis et al., 2007*)

Collaboration between Fresh Office, Durham University and the Chair of the Smoke Free North East Network- based on original concept of Keith Burnett

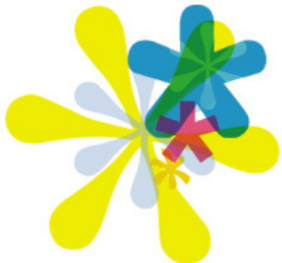




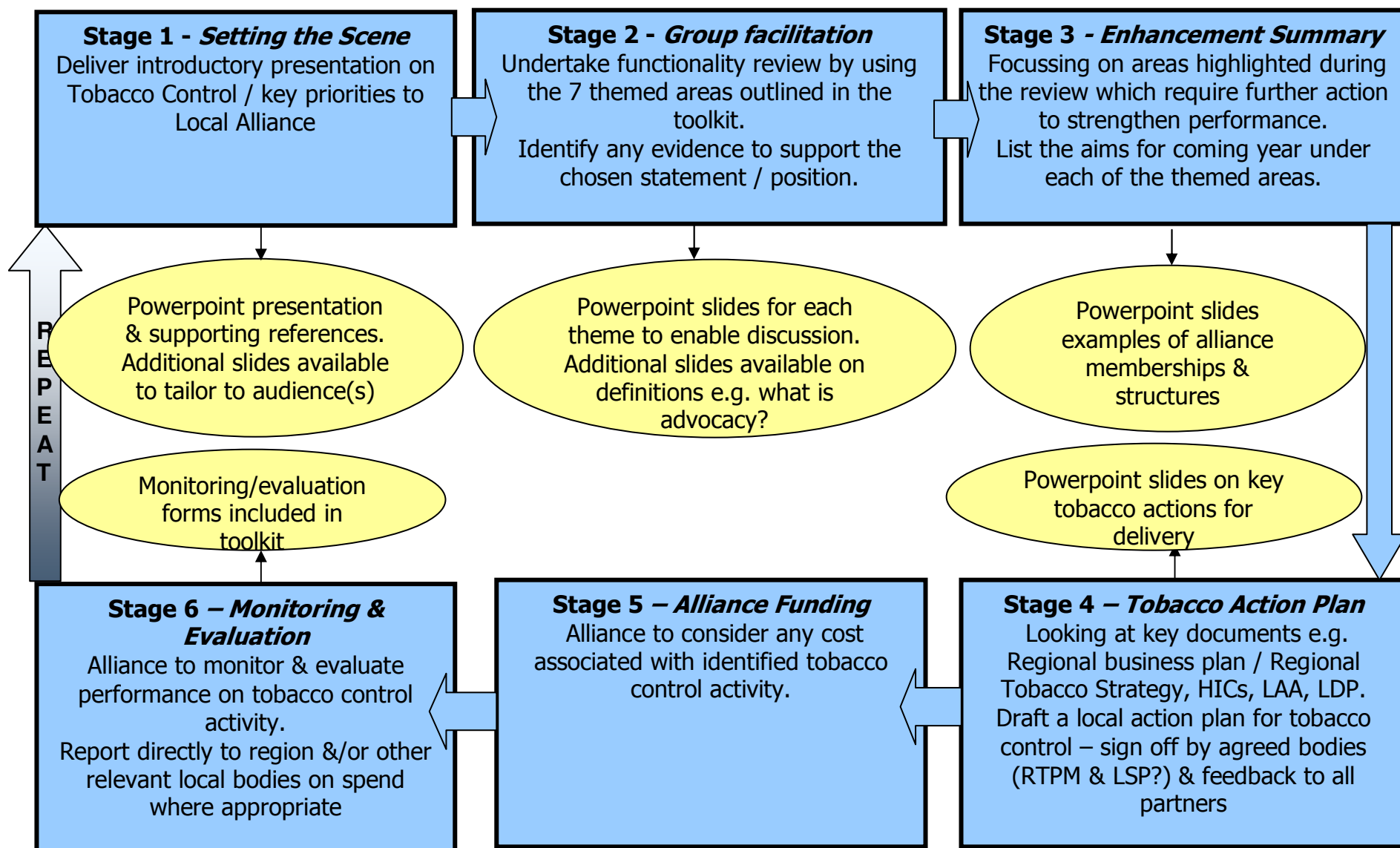
The toolkit delivery process:

Stages of implementation:

1. Setting the Scene
2. Functionality Review
3. Enhancement Summary
4. Local Tobacco Action Plan



Local Alliance Toolkit – Stages of Implementation

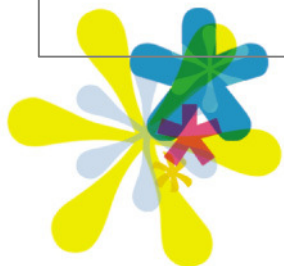




- **STAGE 2- The functionality review is crucial and useful to do every year.....**

Aim is open and honest consideration of alliance performance against 7 theme areas

- Partnership
- Learning
- Delivery
- Reporting
- Communication
- Media & Promotion
- Advocacy





- **STAGE 3 – The enhancement summary is useful:**

- Focuses on areas highlighted during the review that require or may benefit from further action to strengthen performance

- Important to agree as a group which aims are a priority to address and use the details from the review to include in the enhancement summary

- May be used to refocus existing action plans





EXPECTED OUTCOMES: Stages 1-3

All members receive a completed review document and enhancement summary report

Review and identification of priorities should focus on the whole alliance, not just a single member being responsible (e.g. co-ord)

All work should dovetail with planned regional and national activity



Should provide a list of potential new members and/or decision-makers to approach to refresh alliance

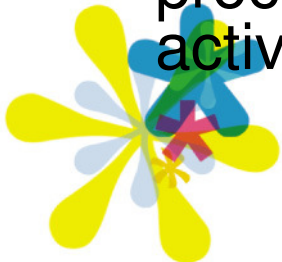
Achieve consensus or vision of desired structure and methods of reporting

Prepare good foundation for development of local tobacco action plan



- **Stage 4 Action planning:**

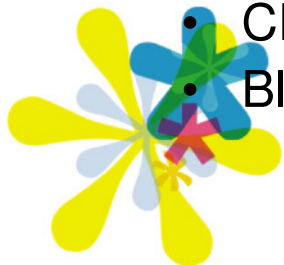
- At this stage, alliances should have their membership and agreed reporting structures in place
- In a position to start updating/ developing their tobacco control action plan – linked to regional strategy and forthcoming national strategy and using national/regional guidance and local plans (LAA's, LDP's)
- A series of powerpoint slides are provided to support this process – highlighting key priority areas to galvanise activity





Using the evidence base for action planning:

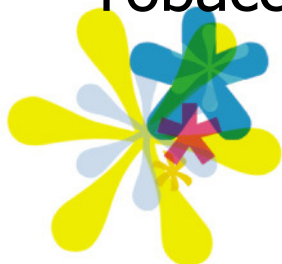
- **TODAY**
- Beyond Smoking Kills
- 10 High Impact Changes for tobacco control
- Your regional strategy/regional delivery plans
- Local strategic needs assessments
- International documents:
 - CDC best practice guidance
 - Blueprint for a nation



Excellence in tobacco control: 10 High Impact Changes to achieve tobacco control

An evidence-based resource for local alliances

Tobacco Control National Support Team



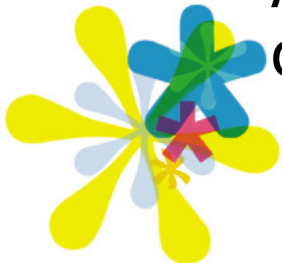


Designed as a 'how to' guide

Aims to assist and inspire action that leads to public health gains in our communities

Each High Impact Change provides:

- Why it is significant
- A summary of the evidence
- A checklist of steps to take
- An example of how this works in practice and what can be learned from this





Lessons learnt from the North East from the 13/15 local alliances who used the Toolkit last year:

Delivery:

- The toolkit process needs to be undertaken by a local/alliance representative to gain ownership and drive aims and actions forward
- Beware of 'fancy' techniques – toolkit is designed to engage all members and encourage open, honest feedback in a supportive environment

Outcomes:

- Recognition and endorsement of the alliance as the expert group for tobacco control at a local level is crucial
- Refreshing or developing a local tobacco control action plan will continue to engage partners (old and new), maintain priority & focus activity





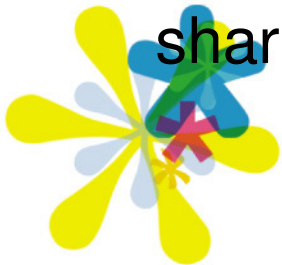
In summary:

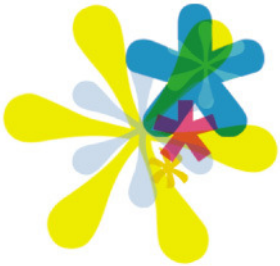
Effective alliances are central to making a national strategy a local reality-

You are the regiments and battalions of the tobacco control army- within this room today has been over 1000 years of TC experience.....

By working together- locally, regionally, nationally and internationally- as one alliance we can achieve our

shared **vision** where





More info and
on North of England CIT programme?



- info@freshne.com
- Speak to your RTPM.

