



***Salford Smoke-Free Homes
Scheme***

Year 2 Report

April 2008 – March 2009



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1. Background

Since the introduction of Smoke-Free Public Places legislation in July 2007, homes are one of the main sources of exposure to second hand smoke (SHS) for children. Regular exposure to smoking in the home has health risks for both children and adults leading to an increase in the incidence of chest infections. Also, when children see adults smoking in the home they perceive it as normal which perpetuates the smoking habit from one generation to the next.

A Smoke-Free Homes (SFH) pilot project was carried out in partnership with one Sure Start area in 2004. Following a positive evaluation of this pilot, Neighbourhood Renewal Funding was used in 2006 to recruit a co-ordinator to develop the scheme in 10 wards in Salford with the highest smoking prevalence. An evaluation of the first year of the scheme 2007-08 showed that using trained local advisers was a good approach to help people understand the effects of their smoking on others in the household. The scheme has now completed its second year and is delivered by a social enterprise, Unlimited Potential (formerly Community Health Action Partnership). This report outlines the findings of the 2nd year of the scheme.

2. Aim of the Smoke-Free Homes scheme:

- *To reduce exposure to second-hand smoke among four priority groups (children, adults with respiratory conditions, older people over 50 and non-smokers who live in the household)*
- *To raise awareness about the harmful effects of exposure to second-hand smoke*
- *To influence a change in smoking behaviour so that smokers will be motivated to quit and can be signposted to sources of help*
- *To make adult smoking in the home less visible to children.*

3. Methodology

In the 2007-08 evaluation it was recommended that the same 3 level approach should be continued, but further improvements were required in the following areas:

- Actively encourage people to upgrade from Bronze or Silver promises to Gold*
- Pilot smoke-free cars in a small area of Salford*
- Work more closely with the Salford Stop Smoking Service to support smokers trying to quit*

The Pathway for recruiting people to the scheme is outlined in Appendix 5. Following a discussion with an adviser, people can sign up to one of three levels of smoke-free promise based on a Bronze, Silver or Gold award:

Bronze: *A promise never to smoke in the presence of children*

Silver: *A promise never to smoke in the presence of children and to designate one well ventilated room in the house as the smoking room. The rest of the house should be kept smoke-free.*

Gold: *A promise never to smoke in the presence of children and to keep the whole house smoke-free.*

Whilst the ideal from a health perspective is to have only Gold promises, (on average 80% of people go for Gold immediately), the advisers have found that they need Bronze and Silver awards in order to engage with some people, they can then build up a rapport and gradually encourage them to move up to Silver or Gold.

Unlimited Potential is a social enterprise which manages the Smoke-Free Homes scheme using people recruited from the local community who are then trained to work as Smoke-Free Homes advisers. The advisers work in local communities linking to primary schools, community groups and any relevant local activities where they can promote the scheme.

The performance targets for Smoke-Free Homes over the period 2008/09 were:

- 2,000 households in wards with high smoking prevalence, to make a Smoke-Free Homes promise and 50% of these to have a resident smoker (this is a 100% increase on the previous year's target)
- To target 4 priority groups – children, older people 50+, people with respiratory conditions and non-smokers who live with smokers
- To target the 10 electoral wards with the highest smoking prevalence although referrals could be accepted from other wards

3.1 Raising awareness of the harmful effects of second hand smoke

Most people have a greater awareness about the dangers of second hand smoke since the Smoke-Free legislation came in, although many still feel awkward about asking others not to smoke in their home. By being part of the scheme, they could have an in-depth discussion with an adviser about the health risks of second hand smoke, they were given signage to put on display, and 'tips' as to what they could do to maintain a smoke-free home.

3.2 Providing support

Support was provided to those who signed up to the Bronze or Silver promises to encourage them to upgrade their promise to a Gold award. This was done on the telephone by the adviser who recruited them to their original promise, offering advice, further information and resources if necessary.

3.3 Marketing the scheme

Marketing of the scheme has been a joint approach involving members of the Public Health Department and Unlimited Potential through local media coverage in the newspaper and radio and also by attending community events. The scheme has been promoted widely in the PCT and to other partners e.g. City Council housing department, childminders, foster carers and to staff in the local hospital etc.

3.4 Recruiting people into the scheme

Local people were recruited onto the scheme by advisers using promotional stands (e.g., in shopping centres). Free resources were used to attract interest so that the advisers could engage with people to raise awareness

about the harmful effects of second-hand smoke and provide support to applicants who made a smoke-free homes promise.

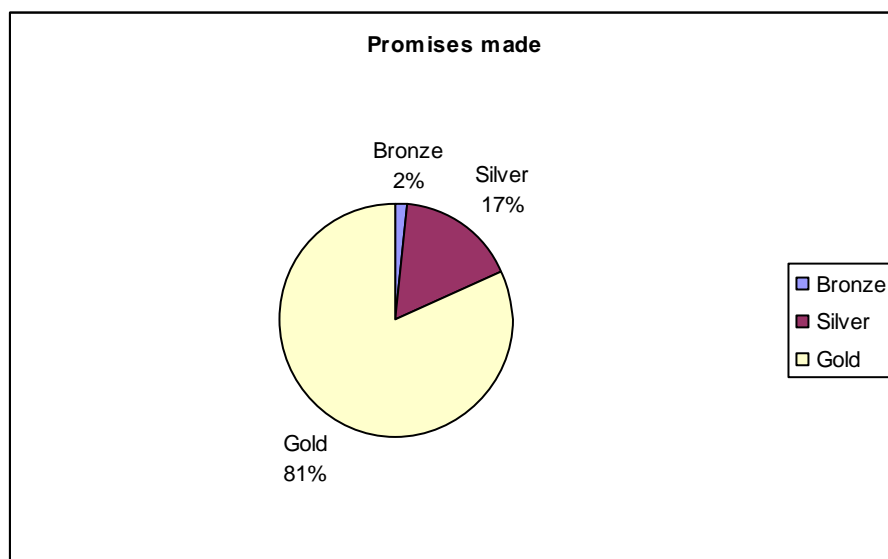
3.5 Monitoring activity

The scheme was monitored by Unlimited Potential which provided monthly reports to the Public Health department. A range of performance information was collected, covering the type of award, type of household (including number of children, number of homes where people had a respiratory condition or people over 50), postcode and intention to change smoking behaviour (Chart 3).

4.0 Results of Activity in 2008-09:

In 2008-09 a total of 2,594 smoke-free homes promises were made, exceeding the target of 2,000 set for the year. Of these 2,108 (81%) promises were Gold, 428 (16%) Silver and 51 Bronze (2%).

Chart 1 – Distribution of promise levels



Targeting the ten priority wards with the highest smoking prevalence resulted in 56% of all the promises made coming from those wards (Chart 2 also see Appendix 2). This indicates engagement in Salford communities with high health inequalities, where the influence of smoking on health is greatest, and

amongst people who might not access the Stop Smoking Services. 50% of the homes had a resident smoker, which was in line with the target set.

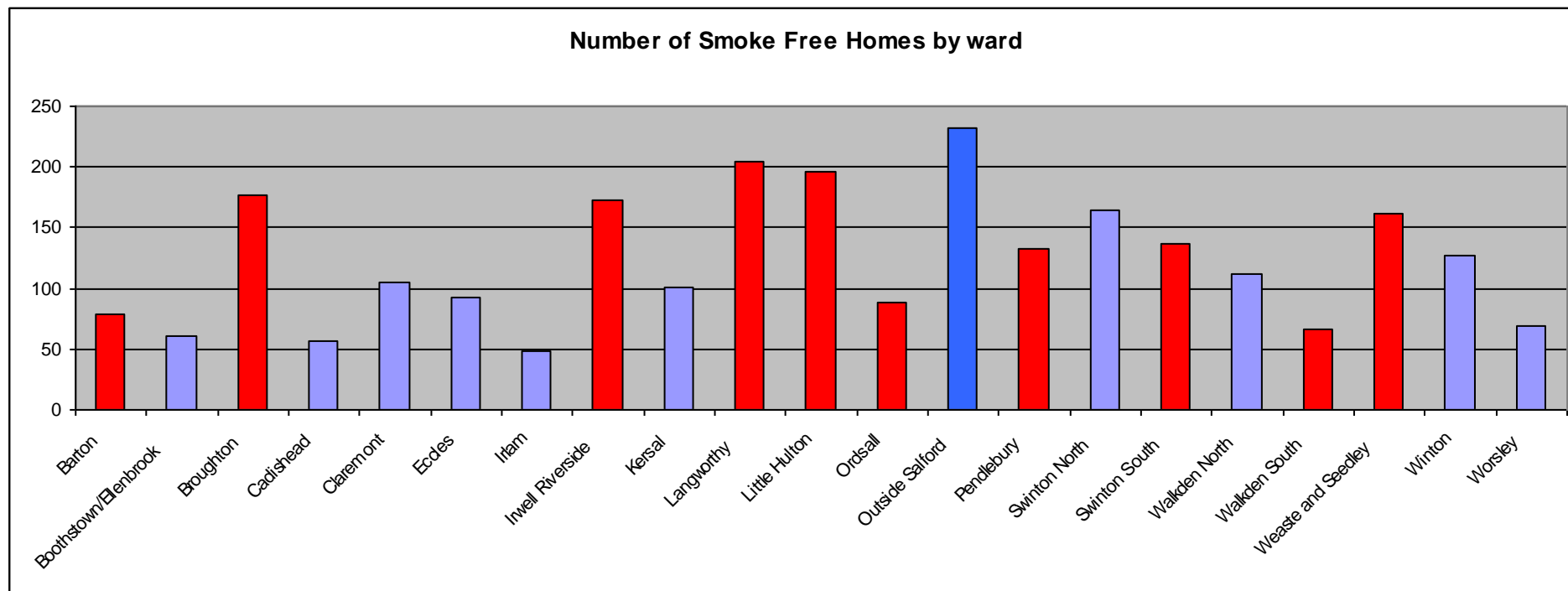


Chart 2: Number of homes involved in the Smoke-Free Homes scheme in 2008-09 by ward (outside Salford refers to border areas e.g. near Little Hulton and Irlam). *Red* bars are the 10 wards with highest smoking prevalence.

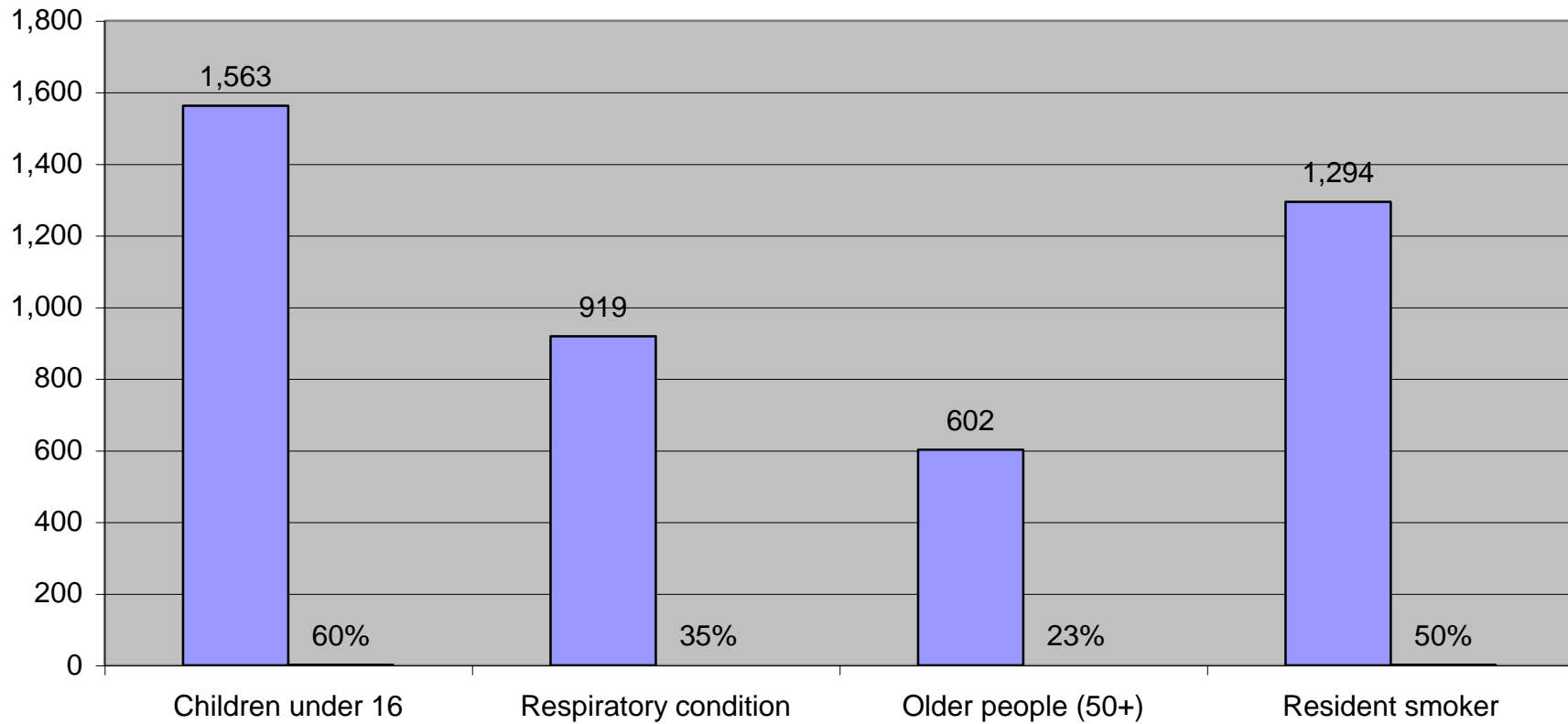
Within the target wards, the smoke-free homes advisors had four priority groups, i.e., those who are particularly at risk of the harmful effects of second hand smoke.

These groups are:

1. Parents with children under five.
2. People with respiratory conditions.
3. Older people (over 50)
4. Non-smokers living with a resident smoker

Chart 3 – Number and Percentage of priority groups involved in Smoke-Free Homes in 2008-09

Priority Groups



60% of households signing up had resident children under 16 years old, the (total number of children living in these homes was 3,401) with a high proportion living in a totally smoke-free environment.

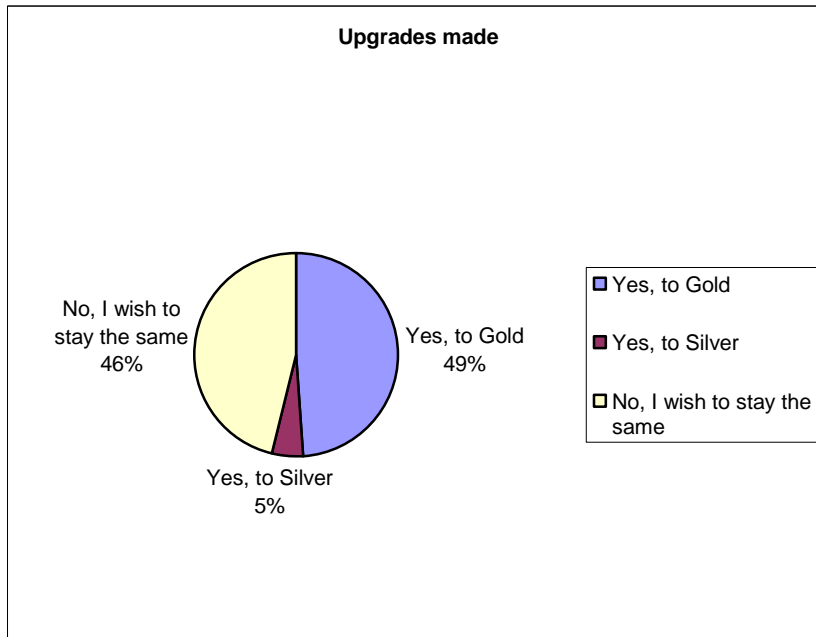
In addition, anecdotally it was found that people involved in the project could be encouraged to change their smoking behaviour.

5.0 Addressing the recommendations from Year 1:

Maintaining 3 levels of promise

The decision to maintain the Bronze and Silver promises has been questioned since there is evidence that only smoking outside the home (Gold promise) has any significant health benefit. Bronze or Silver certificates could be seen as rewarding people who were still damaging the health of others in their household. However, what the advisers found in practice is that the Bronze promise is a good way of engaging with some smokers in deprived areas who might not otherwise engage with them if only the Gold promise was available. Once people were part of the scheme they could discuss it with other members of their household, then the advisers could encourage them to move up the levels within the first month.

Following up all the 102 households which started with Bronze or Silver promises; 46% stayed at bronze, 5% upgraded to silver and 49% upgraded to Gold.



5.1 Upgrading from Bronze and Silver to Gold Promises

A questionnaire was sent to all households with bronze and silver promises in order to find out how they had managed to maintain their award and to gauge their motivation to move up to a gold award. The aim of the questionnaire was to:

- *Identify factors important in triggering people to sign up to the Smoke-Free Homes scheme*
- *To see if people had maintained their Bronze or Silver promise*
- *To assess how easy or difficult people found it to maintain their promise*
- *To see if any adults in the household had changed their smoking behaviour*
- *To ask about any benefits people had noticed as a result of making their promise.*
- *To see if they wished to upgrade their promise to Silver or Gold*

Nearly half (45%) of those signing up for Smoke-Free Homes did so directly through contact with an advisor and 24% of people did so to protect their children or grandchildren (Appendix 3).

Although the majority of people (89%) did keep their Bronze or Silver promise, 26% found it difficult or very difficult to do so (Chart 3).

Chart 3: How easy/difficult was it to keep your promise?

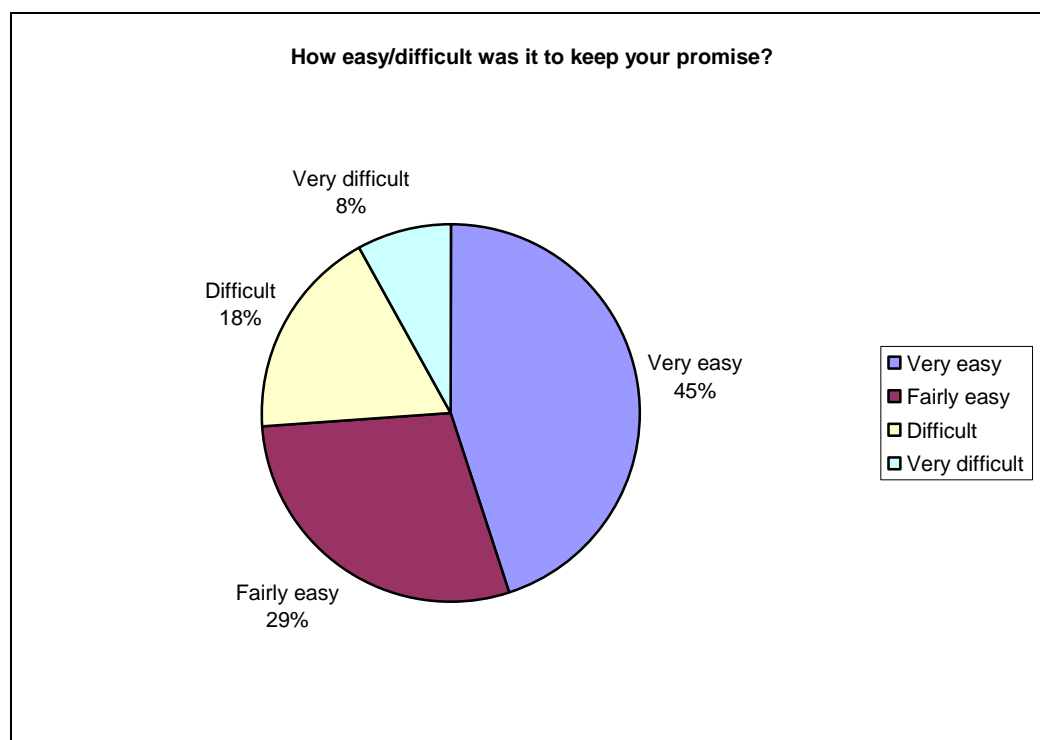


Table 1 shows the benefits that people noticed on changing their smoking behaviour in the home. As well as benefits to the smoker's health and changes in their smoking behaviour, they reported positive benefits for other residents in the home. The majority of people also reported that the home and furnishings appeared cleaner and fresher with less smoking in the home.

Table 1: Which of the following benefits have you noticed since making your promise? (Tick all that apply)	N = 118	%
Home smells fresher/cleaner	59	50%
Children appear healthier/happier	26	22%
Décor/soft furnishings are cleaner	15	13%
Adults appear healthier/happier	9	8%
Other	9	8%

Among people who signed up to Bronze and Silver Promises, 31% made no change in their smoking behaviours. Among those who did change their

smoking habits 51% of resident smokers in the home cut down on the number of cigarettes smoked, 10% quit and 8% tried to quit.

Out of 102 people, 55 responded positively to upgrading their award from bronze or silver to gold. By doing this, they were committing to not smoking in their home

6.0. Provider Service

At the end of the year the views of the 3 Smoke-Free Homes Advisers who delivered the scheme were assessed in a focus group:

Approach - *advisers found that it was important to have regular places in which to promote the scheme that were easily accessible and where local people went such as shopping centres, markets and Children's Centres, so that they could maintain a consistent profile.*

Attracting interest – *advisers said that attractive free resources such as stress balls, cash not ash tins and key rings with coins for supermarket trolleys (which had been specifically developed for the project) were also very important in attracting people to their stall so that they could start a discussion about the project.*

Skills required – *advisers needed a good level of knowledge both about the area in which they worked and also on second hand smoke and smoking in general, a high level of motivation to carry out the work, confidence in approaching people, good 'people skills', knowing when to let go of the discussion, being straightforward with people, being able to influence people, being able to work in a team*

Training – *all advisers are required to attend a week of training plus a week of shadowing an existing adviser.*

Additional training – *the advisers were keen to be able to offer cessation support where appropriate and to attend Level 2 training. As well as being important for their motivation and personal development, it has made support to quit more readily accessible for their clients. Since advisers attend the same venue on a regular basis to recruit new people to the scheme, they can also provide help for any smoker motivated to quit together with nicotine*

replacement therapy (NRT) on a voucher scheme which can be exchanged in Community Pharmacies in Salford. However, they needed to balance the time spent on this with recruiting new people to the scheme.

Further training which they thought would be useful – working with groups, conflict resolution, facilitation skills, train the trainer skills

Future developments – *it has been recognised that advisers could take a more active role in supporting smokers to quit once they had signed up to one of the pledges, this is currently an informal part of their role as it is not their primary aim.*

The advisers could also play a key role in developing smoke-free environments in Salford to include places that are ‘child friendly’ e.g. play areas in parks, areas around primary schools and Children’s Centres to discourage the visibility of adults smoking. They might also be able to identify local champions (quitters) who might be able to encourage others in a local neighbourhood to have a go at quitting

The advisers did not see it as their role to report on any sources of illicit tobacco as this might be detrimental to their relationship with local people.

7.0 Smoke-Free Cars – pilot project

The aim of this pilot project was to help people understand the effects of second hand smoke on their children in a confined space so that they or any other adult passengers would not smoke in the car. It was a recommendation from the first year’s Smoke-Free Homes project and was also a result of requests from Salford residents for signage for a smoke-free car. The pilot was carried out by one adviser 7.5h per week over a 3-month period from January – March 2009 in Eccles, Winton and Barton.

The adviser used 2 approaches to recruit people to the scheme:

- He contacted people who had already signed up to the Gold promise to see if they wanted to extend this to the Platinum smoke-free cars promise*
- He recruited people in various locations in Eccles, Winton and Barton using the same approach for homes but focused on smoke-free cars*

The target was to achieve 200 smoke-free car pledges with 50% of the cars regularly carrying children under 16 years of age in them.

In 3 months, a total of 275 people signed up to the scheme, 216 of whom regularly carried children under 16 years in their car. The total number of children who regularly travelled in the cars was 501. Of the people who signed up, 169 did not allow smoking in their vehicle already but they were keen to display the resources they were given i.e., a Smoke-Free Cars sign, tax disc and air freshener which had an impact on all passengers such as friends and family. Of the smokers who signed up, 106 changed their behaviour when they were more aware of the effects of their smoking on their children.

The Smoke-Free Cars pilot was considered to be important in terms of influencing behaviour change in smokers and will be extended in future smoke-free environment work in Salford.

8.0 Links to Salford Stop Smoking Service

The management of the Smoke-Free Homes scheme was transferred from Salford City Council Housing department to the Public Health Dept in Salford Primary Care Trust in 2007 in order to strengthen the links between the project and the Stop Smoking Service. Recent evidence has shown that a smoke-free home is associated with increased smoking cessation (Mills et al 2009).

- The Public Health Directorate now commissions the Smoke-Free Homes scheme*
- Monthly monitoring meetings are held between the PCT Smoke-Free Homes lead and the provider organisation*
- Quarterly performance review meetings are held with Public Health and Unlimited Potential*
- Feedback is given to the Stop Smoking Service monthly team meetings*
- Members of the Stop Smoking Service promote the Smoke-Free Homes scheme*
- Smoke-Free Homes advisers make referrals to the Stop Smoking Service*

- *There is joint working at promotional events such as No Smoking Day*

This approach has helped to raise the awareness of the harmful effects of smoking and second hand smoke as well as the benefits of changing smoking behaviour, stopping smoking and the support available to smokers.

9.0 Summary

- *In 2008-09 2,594 homes were involved in the Smoke-Free Homes scheme (81% Gold promise, 16% Silver promise, 2% Bronze promise)*
- *50% of the homes had a smoker living in them*
- *60% of the homes had children living in them (3,401 children under 16 were involved)*
- *35% of the homes had someone with a respiratory condition*

The project will continue to:

- *Reduce exposure to second hand smoke among the four priority groups, particularly children under 16*
- *Raise awareness about the harmful effects of second hand smoke in wards with a high smoking prevalence*
- *Reduce the visibility of smoking in the home*
- *Influence a change in smoking behaviour (this will be assessed in more depth in the next year of the project)*

10.0 Next Steps

Promoting smoke-free environments to 'de-normalise' smoking is a key part of the revised Tobacco Control Strategy to reduce smoking prevalence in Salford (currently estimated to be approximately 30% of the population).

The Smoke-Free Homes and Smoke-Free Cars scheme will continue to be delivered in Salford as part of the strategy and will involve taking a broader approach to smoke-free environments. Extra Department of Health funding to reduce Health Inequalities caused by tobacco will allow the recruitment of another adviser to extend the project to 3 more wards and to develop smoke-free children's play areas in parks in conjunction with the city council.

Reference:

Mills A L, Messer K, Gilpin EA and Pierce JP: The effect of smoke-free homes on adult smoking behaviour: A review. Nicotine Tob Res July 2009

Acknowledgements

Unlimited Potential from 1st April 2009 (formerly CHAP)

Public Health Dept, NHS Salford, Erica Kinniburgh

Stop Smoking Service, Salford Community Health – Wendy Kirkpatrick

Liza Scanlon, Public Health Information Analyst

For any general information contact: Cath Saunders, Smoke-Free Homes Manager, Unlimited Potential 0161 743 0088

Appendix 1 – Smoke-Free Homes Team – July 2008

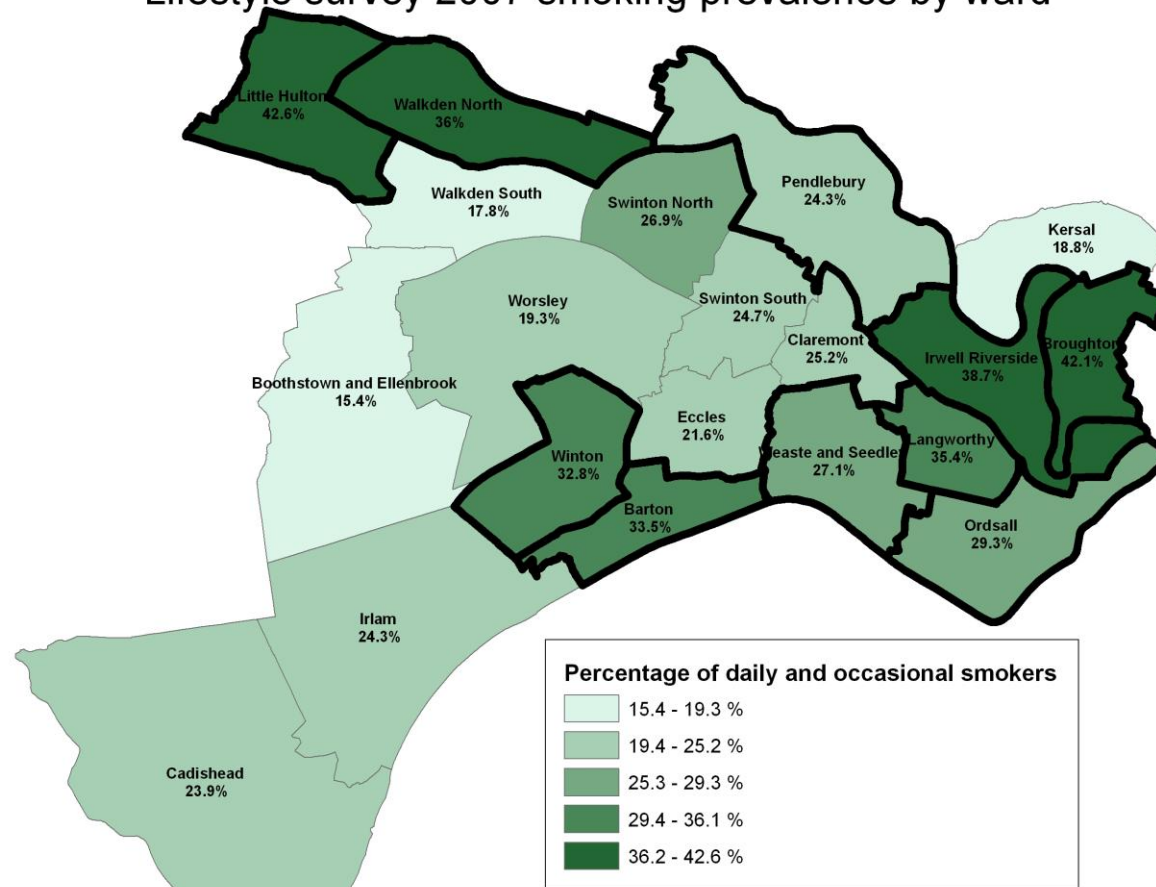


Smoke-Free Home in Salford



Appendix 2 - Smoking prevalence by ward and smoke free homes

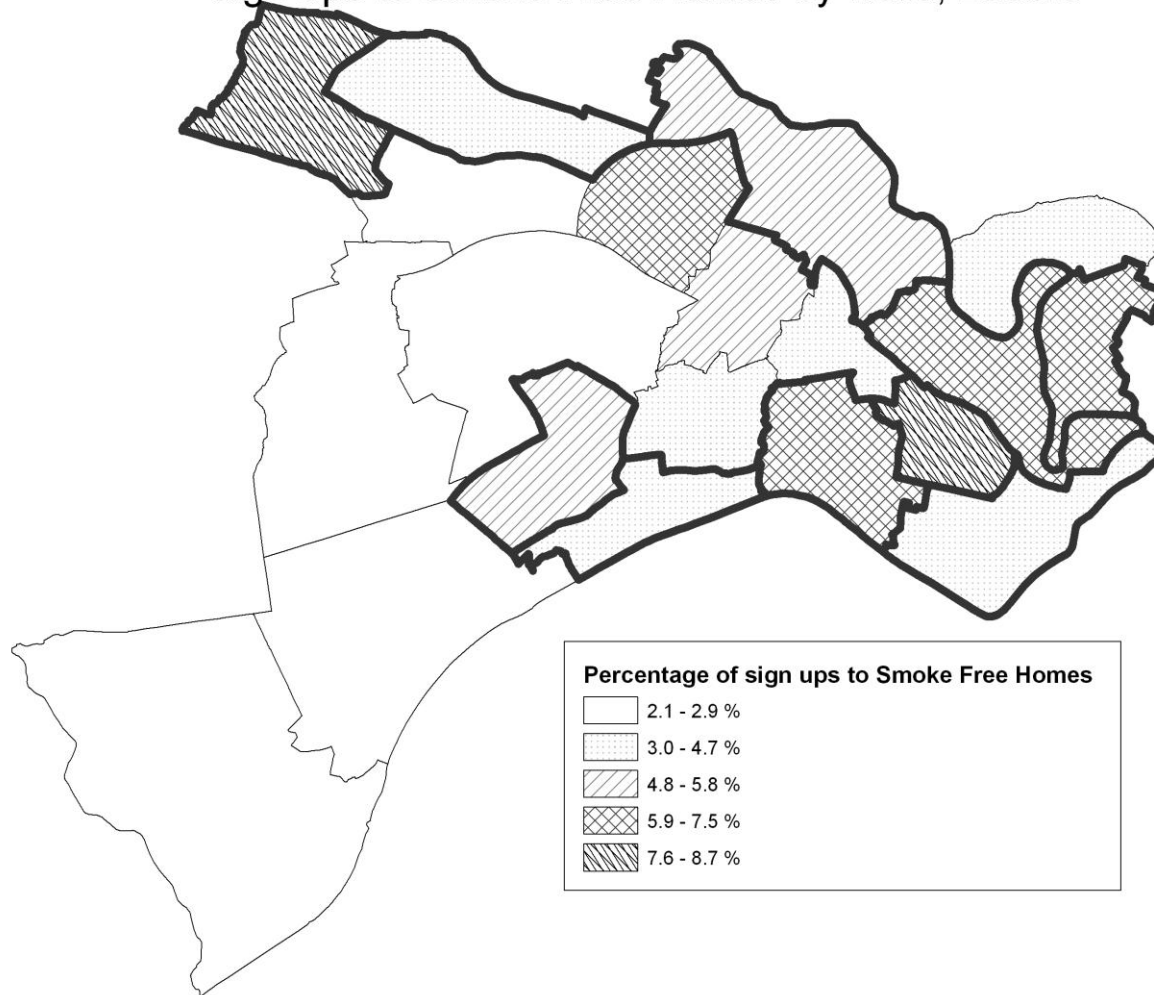
Lifestyle survey 2007 smoking prevalence by ward



Salford = 28.9%

The results at the Salford level can be used with more confidence than the ward level data, as the confidence intervals are narrower.
The results of the survey should therefore only be used to represent a snapshot of the lifestyle choices of residents of Salford

Sign ups to Smoke Free Homes by ward, 2008/9



Total sign up for reporting period = 2594. However, of these 235 were not within the Salford boundary or the addresses unknown.

Appendix 3

What encouraged you to sign up for Smoke-Free Homes? (Tick all that apply)	N = 161	(%)
<i>Talking to a smoke-free homes advisor</i>	72	45%
<i>Pleas from your children</i>	23	14%
<i>Wanting to protect the health of your children/grandchildren</i>	17	10%
<i>Complaints from non-smokers</i>	11	7%
<i>People you know had made their homes smoke-free</i>	10	6%
<i>Someone in the house was pregnant/new baby in the house</i>	8	5%
<i>Helping someone in the house try to stop smoking/stay stopped</i>	7	4%
<i>Other</i>	13	8%

Appendix 4 – Smoke-Free Homes Case Studies

Case Study 1

“A lady smoker was signed up to a silver promise as she felt signing up to gold might be too hard to achieve. After six weeks, I contacted her to see how she had got on with her promise and if she would like to upgrade to the gold promise. She said she had taken the decision more or less straight away to smoke outside in the garden and make her house totally smoke-free because of the information she had read in the leaflet and the effect it could have on her children. After doing this for a number of weeks, she said she had grown tired of going outside and decided to stop smoking altogether. She did not find it easy and still has times when she would give anything for a cigarette, but her priority is her children’s health. She said that if she hadn’t met me on the Precinct and had the conversation about smoke-free homes, she would not be where she is today, having a totally smoke-free home and more money in her purse now that she has given up smoking.

This conversation made me feel a sense of achievement and that my role as a Smoke-Free Homes Advisor is worthwhile. I have seen this lady on a number of occasions over the past couple of months and she makes a point of telling me how long it has been since she gave up smoking. I always tell her how

well she has done and acknowledge her achievement. It's nice to meet people again and hear about their successes."

Case Study 2

"Since signing the gold promise I have seen a reduction in the number of times I have had to take my daughter to the doctors because of her asthma. Although I don't smoke myself it has meant my partner now smokes outside in the garden and we both don't let anyone else smoke in our home. I'm now working on him to give up altogether. (Mum at a school in Broughton)."

Case Study 3

"Mum and Dad have one boy aged ten. Both smoked but tried to keep it in the kitchen. They signed up for a gold promise last year at an event. They were pleased to inform me that they rang up the telephone contact in the pack for some advice on stopping smoking. They both went on the patches and supported each other to quit."

Mum said: "My son is so proud of me. He has wanted me to stop for years. They learn it all at school and with the adverts on the TV he thinks I'm going to die ... I can't believe the way it affected him: he keeps hugging me and saying well done, Mum ... I feel great!"

Case Study 4

Whilst working within the local Argos Store, I signed up a lady to the gold promise. She advised that she was smoking 40 cigarettes a day, but wanted to cut down as she had had two recent deaths in her family.

I met the lady again at another event two months later. She advised that she had managed to make her home smoke-free and had immediately noticed the effect on her home environment. She had cut down the number of cigarettes she smoked to 20 per day and I put her in contact with the Stop Smoking Team. She was very enthusiastic about the service for offering a new approach to reducing her smoking and is now seriously considering giving up.

Smoke Free Homes Award

