

# SmokeFree Liverpool Lessons for Partnership working

**Dr Paula Grey**  
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Liverpool PCT

# Changing face of Liverpool during the last 100 years

1913



2000



# Public Health Department



Dr William Henry Duncan  
*Medical Officer of Health  
of Liverpool, 1847 - 63*

1830s began his professional life

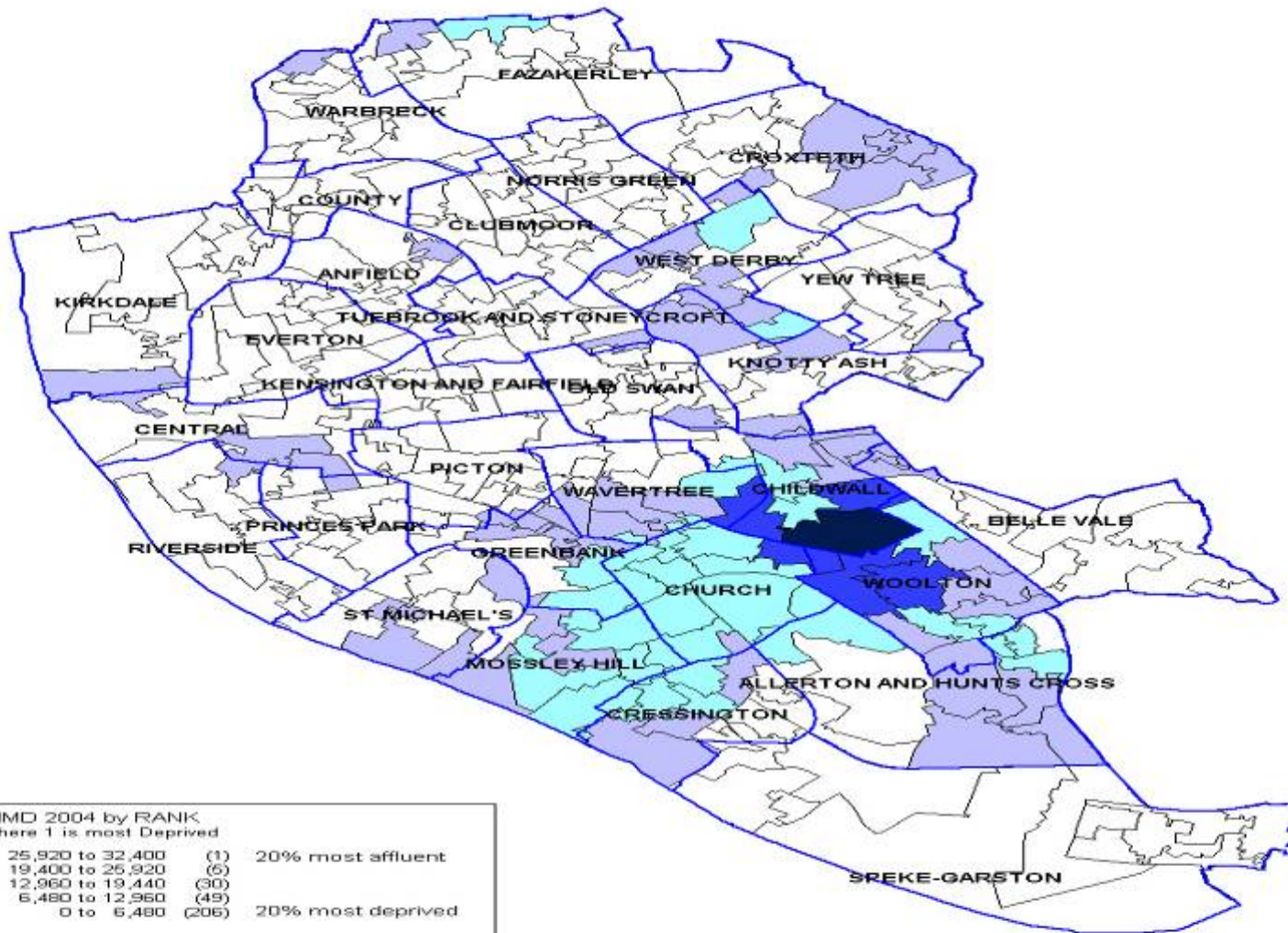
1847 at the age of 41, accepted the post of Medical Officer of Health for Liverpool, becoming the first in the history of this country to hold that highly responsible office.

1849 In flux of starving peasants through the port of Liverpool due to Irish Potato Famine

1854 Liverpool Cholera Epidemic

1859 The first "home" or "district" nurse appointed in Liverpool.

1861 Nurses were appointed for the first time to the staff of a Poor Law hospital Liverpool



## Index of Multiple Deprivation 2004 Liverpool

Health Equity Action Team, Public Health Dept, Central Liverpool PCT  
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Date: 12/10/2004

Scale: 1: 75,000

Status:

**DRAFT**



Central Liverpool PCT

Central Liverpool PCT  
100019910  
2003

**Age-standardised cancer mortality rates for those under 75 by Spearhead PCTs  
North West 1995-97 to 2003-05**

	<b>Males</b>					<b>Females</b>				
<b>PCT</b>	1995 - 1997	1997 - 1999	1999 - 2001	2001 - 2003	2003 - 2005	1995 - 1997	1997 - 1999	1999 - 2001	2001 - 2003	2003 - 2005
<b>Liverpool</b>	223.8	205.6	207.7	189.5	191.7	168.3	162.7	159.9	146.2	149.6
<b>Spearhead Total</b>	<b>185.8</b>	<b>177.8</b>	<b>171.7</b>	<b>163.3</b>	<b>158.7</b>	<b>140.2</b>	<b>136.2</b>	<b>131.4</b>	<b>126.3</b>	<b>125.4</b>
<b>NW</b>	<b>179.2</b>	<b>171.1</b>	<b>165.3</b>	<b>158.2</b>	<b>149.3</b>	<b>136.6</b>	<b>133.5</b>	<b>128.0</b>	<b>122.3</b>	<b>118.6</b>
<b>England</b>	<b>160.8</b>				<b>132.6</b>	<b>124.5</b>				<b>106.6</b>

**European age-standardised Mortality Rates and Percentage changes in rates for Lung Cancer in those age under 75 by spearhead PCTs. North West 1995-97 to 2003-05**

	<b>Male ASR</b>			<b>Female ASR</b>		
	1995-97	2003-05	Decrease in ASR (%)	1995-97	2003-05	Decrease in ASR (%)
<b>Liverpool</b>	78.3	61.4	21.6	49.2	45.2	8.1
<b>Spearhead</b>	60.2	44.7	25.8	31.6	28.9	8.8
<b>North West</b>	57.2	40.6	29.0	29.2	26.2	10.3

# Life expectancy

- Improvements in life expectancy over the past 5 years have been achieved by:
  - Reductions in smoking
  - The prescription of Statins and cholesterol control

# Examples of evidence

- **Cancer**

The decline in lung cancer deaths is due mainly to smoking cessation

Diet changes - a further 8% reduction

Smoking at USA levels – 15% reduction

Improve screening uptake – 3% reduction

- **CHD**

NSF standards applied, modest cholesterol management, modest increase in physical activity, reduce smoking = HALVE the current mortality

- **Time-line**

Effects from 12-24 months. The argument that we can't wait for risk factor reduction is flawed.

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SmokeFree Liverpool was established in mid 2003 to take forward the objective of the Liverpool First for Health Strategic Partnership to make Liverpool a *Smoke Free City* by 2008 – the year that the city celebrates its status as European Capital of Culture

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## THE PARTNERSHIP

- Primary Care Trusts
- Environmental Health & Trading Standards
- Health at Work
- The Chamber of Commerce
- North West TUC
- Liverpool John Moores University
- The Roy Castle Lung Cancer Foundation
- Community representatives
- North West ASH
- Liverpool Health Promotion Service

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## CAMPAIGN STRATEGY

- Workplace focus on protecting employee health and safety.
- National lobbying role.
- Media / Advertising campaigns.
- Research into exposure levels.
- Surveys to highlight public support levels.
- Conference October 2004.
- Local Legislation for Liverpool.
- Evaluation.

# Smoke Free Liverpool

- Smoke Free Liverpool Launched – commitment from PCTs
- New York and Dublin Visits
- Liverpool City Council Resolution supported 57 votes to 7
- Bill through Parliament

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## MAKING SMOKEFREE LIVERPOOL A REALITY

- Pursuing a Local Act of Parliament to make all enclosed workplaces smokefree. Lobbying and advocacy for National Smokefree Legislation.
- Continuing to use a supportive and educational approach to encourage businesses to adopt no smoking policies. Part of “Why Wait” initiative.
- Working with communities across Liverpool to support community led initiatives.

## KEYS TO SUCCESS

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- PCT funding commitment.
- Harnessing local political and PCT support.
- Building strong partnerships
- Surveying local people and businesses.
- Involving local communities.
- Strong Media Campaigns, good relationships with local media.
- Clear national political lobbying strategy.
- Research and evaluation.

# Positively 100% Smokefree

It's the only approach that makes sense for Liverpool.  
It's the only approach that makes sense for the country.

SmokeFree Liverpool - backing the Liverpool City Council (Prohibition of Smoking in Places of Work) Bill

# Positively 100% SmokeFree

SmokeFree Liverpool is delighted to see significant progress on the smokefree issue - but we still believe 100% smokefree workplaces are the only way to protect the health of ALL workers.

That's why we would ask MPs to support amendments to the Government's Health Bill, to deliver comprehensive smokefree legislation for England.

That's why we would also ask for a free vote on this issue.

# Resolutely SmokeFree

12,000 Liverpool people have already made going 100% smokefree their  
New Year's resolution – and put it in writing to the Government.\*

Join them. Make your workplace smokefree in 2006!

**SmokeFree**  
**Liverpool**

[www.smokefreeliverpool.com](http://www.smokefreeliverpool.com)

\* Around 12,000 people sent postcards asking the Government to amend its proposed smokefree legislation. Thousands more signed a petition.

**Liverpool**   
EUROPEAN CAPITAL OF CULTURE

# Public Health Department

## Noah's Ark Smoke free Liverpool



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## Success for Liverpool

➤ **February 14<sup>th</sup>** – Parliament decided by 384 to 184 to outlaw smoking in all of England's 124,066 pubs, clubs and restaurants from Summer 2007.



*They had earlier voted by 453 to 125 to throw out the Government's original idea of banning smoking only in pubs which served food. Even Tony Blair, Gordon Brown, Health Secretary Patricia Hewitt and PH Minister Caroline Flint went against their original policy and backed the total ban.*



Why  
Wait

SmokeFree  
Liverpool



Why  
Wait

SmokeFree  
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## ❖ *"Why Wait?"* Campaign

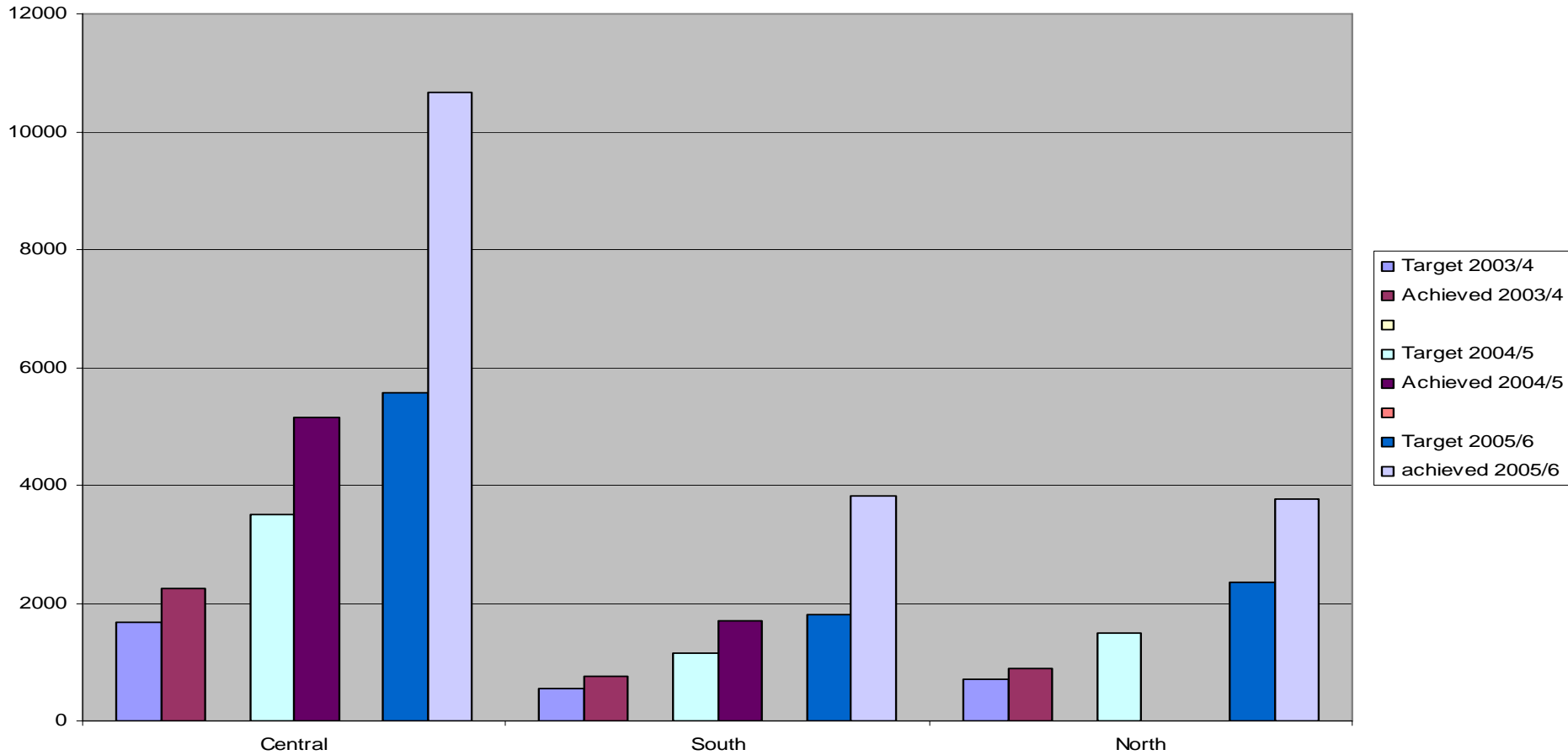
- ❖ Officially launched by Smoke Free Liverpool in July 2006 to coincide with the withdrawal of the Liverpool Bill
- ❖ Aim to persuade businesses in the City to go smoke free ahead of legislation
- ❖ To promote advantages to businesses of going smoke free
- ❖ Businesses given help with planning to go smoke free and stop smoking support from the Liverpool Stop Smoking Service

## A Successfully Smokefree Liverpool – Implementation Strategy

- The Business Roadshow continues its focus on raising awareness about:
  - the date for impending smoke-free legislation, July 1<sup>st</sup> 2007
  - key messages around the legislation being *needed*, *wanted* and *workable*
  - the support available to businesses, including workplace stop smoking support to go smokefree early
  - the benefits of applying early for planning applications.
- 100 Day Countdown
- Smokefree Liverpool Implementation and Enforcement Strategy
- July 1<sup>st</sup> – Implementation Day

# Liverpool Smoking Cessation Figures 2003/06

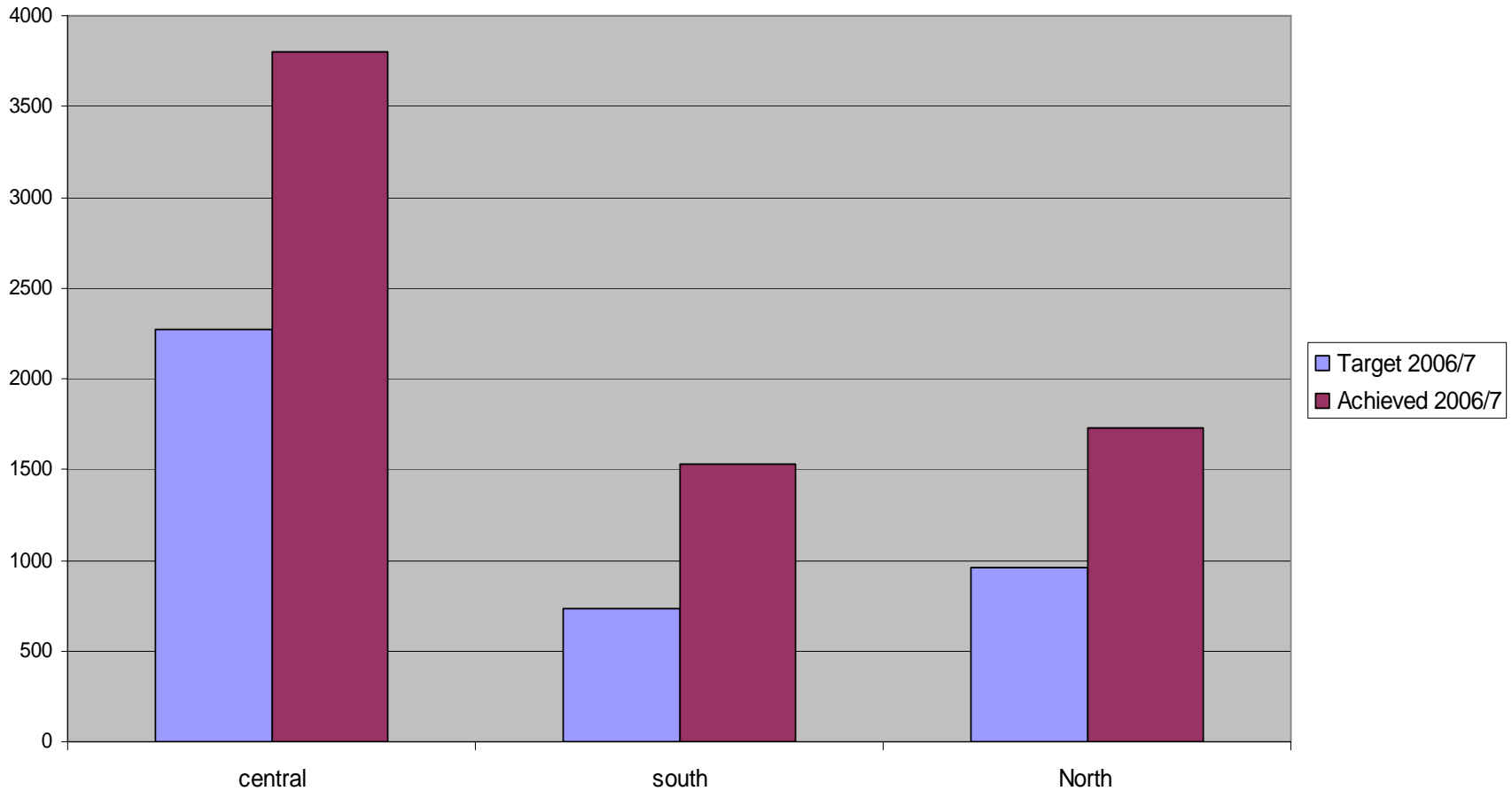
**Cumulative Performance against 4 week quit Targets 2003 to 2006**



# Liverpool Smoking Cessation Figures 2006/07

(first three quarters only)

**Performance against 4 week quit targets 2006/2007 (first three quarters only)**



# 2005 SmokeFree Liverpool Residents' survey findings


Some headline results:

- 70% of respondents have heard of SmokeFree Liverpool
- 3% of respondents gave up smoking in the last year – no statistically significant change since 2004
- 9% of respondents who gave up smoking in the last 2 years were influenced to do so by SmokeFree Liverpool – it was the main reason for 3% and partly influenced 6%.
- 22% of respondents intend to give up smoking in the next year (compared to 14% in 2004). 57% intend to give up smoking some time (up from 36% last year).

# Liverpool Smoking prevalence


	<b>2005</b>	<b>2007</b>
	35%	30%
CI	38-32%	CI 31-29%

**Statistically significant reduction**




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- [Help](#)
- [Links](#)
- [Sitemap](#)

- [Resourcefully SmokeFree](#)
- [Responsibly SmokeFree](#)
- [Supportively Smokefree](#)
- [Communicatively SmokeFree](#)



**NEW**  
Youthfully SmokeFree

[Read more](#) or Visit



www.d-myst.info

### Nationally smokefree

England is going smokefree in 2007 - subject to approval in the House of Lords - after a lengthy and intensive campaign involving many cities and communities like Liverpool.

This website aims to give you all the information you might need about the reasons behind going smokefree, and practical guidance on action to be taken now.

Individuals, as well as local authorities, public sector organisations and private businesses, should all be able to find all the facts about the smokefree movement in general; the reasons for going smokefree; the hurdles to cross; and the people to contact to help you take the smokefree step in advance of legislation.

In Liverpool, the process of going smokefree has been driven by SmokeFree Liverpool, a partnership of voluntary and statutory organisations working towards making the city's workplaces totally smokefree as soon as possible - and certainly by summer 2007.

[Sign Our Petition](#)

[Email Your MP](#)

**SmokeFree Latest News**


Calling all local...  
Liverpool's Super...  
D-MYST take smoki...

[Tell Us Your Opinion](#)

**SmokeFree Venue Listings**

- [Cafes](#)
- [Pubs & Clubs](#)
- [Restaurants](#)
- [Business](#)
- [Other](#)

**Links To Our Supporters**



**Support Our Campaign: Email Your MP**

Help us to increase lobbying activity and raise awareness about working and living in a smokefree city. You can email your MP directly from this website. All you need to do is insert your postcode: it only takes a couple of minutes. [Email your MP here.](#)

**Sign our Petition**

With your help, we can make Tony Blair and Health Secretary Patricia Hewitt aware of the level of support for smokefree legislation. You can add your signature to our petition, directly from this website. [Sign our petition here.](#)

[Back to top](#)

D-MYST are a youth Smokefree movement run for and by young people in Liverpool.

They campaign to expose tobacco industry practices and promote a smokefree future for all. They are NOT an anti-smoking group, they are an anti tobacco industry group.



# Lessons for Partnerships

- Policy development to “get things right”
- Leadership
- Effective strategies
- Effective delivery
- Programme “support”