

APPENDIX 1			
Area of work	Current lead/agency	Could maximise effectiveness by:	To be taken forward by:
Under-age tobacco sales	Council: Trading Standards	<ul style="list-style-type: none"> Targeting shops in particular areas, identified with partners, and linked to a health promotion effort following rise in age for purchase of tobacco products (16 to 18) 	Trading Standards Manager, HC
Stop Smoking activities	PCT : Stop Smoking Service	<ul style="list-style-type: none"> Building to this via co-ordinated publicity campaigns through the winter, perhaps focusing on one group a month. 	Complaints and Communications Manager, Stop Smoking Service, PCT
Reaching young people	PCT/Healthy Schools/Council	<ul style="list-style-type: none"> Closer working on publicity in school/college environment. Training teachers, social workers, family support workers in brief interventions. Using results of Lifestyles Survey to target schools with high rates, maximising school nurse input 	PSHE Healthy Schools Co-ordinator, HC and Community Youth Service Manager, HC
Supporting smoke-free workplaces/environment: Inspection/regulation/enforcement of workplaces	Council/PCT	<ul style="list-style-type: none"> Linking to wider PCT effort to develop smoke-free sites, to identify current smoke-free sites and explore possibilities for joint/delegation inspection. Ensuring early clarity about details of enforcement following publication of regulations. 	Environmental Health Manager (Commercial), HC
PR & Publicity	No Smoking Day done by Stop Smoking Service. New legislation publicity to be developed in line with DoH promotion	<ul style="list-style-type: none"> Joint working by PCT and Council press officers. Maximising all publicity opportunities. Consider all PCT and Council mailings for sticker/stamps etc. Consider wider circulation of existing materials. Specific events 	Strategy and Development Officer, Environment Support Service, HC and Smoking Cessation Co-ordinator, Herefordshire Partnership, HC