

# NSW Tobacco Action Plan 2005-2009

**A vision for the future**



**NSW DEPARTMENT OF HEALTH**

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## foreword

The *NSW Tobacco Action Plan 2005-2009* sets out the NSW Government's commitment to the prevention and reduction of tobacco-related harm in NSW. It builds on the achievements of previous Tobacco Action Plans and in particular the *NSW Tobacco Action Plan 2001-2004* and addresses current and future challenges in tobacco control.

The World Health Organization has identified tobacco as the second major cause of death in the world and the fourth most common risk factor for disease worldwide. Remarkable achievements in the reduction of tobacco smoking rates in NSW have taken place over the past 25 years, however tobacco smoking remains the leading single cause of mortality and morbidity in NSW. It is the main or a significant cause of many diseases including many cancers and cardiovascular disease. Of all behavioural risk factors, tobacco use (including passive smoking) is responsible for the greatest burden of premature death and disability in NSW.

The *NSW Tobacco Action Plan 2005-2009* has been developed by a Consultation and Management Committee. Committee members included representatives from the NSW Department of Health, The Cancer Council NSW, The National Heart Foundation of Australia (NSW Division), Action on Smoking and Health (ASH) Australia, The Cancer Institute NSW and representatives of the Hunter New England Area Health Service and the North Coast Area Health Service. The committee instigated a two-day consultation workshop in November 2004 that involved over 55 personnel working in tobacco control in NSW. The workshop provided a forum for the presentation and discussion of recent achievements in tobacco control, for the identification of emerging trends and issues in tobacco use and exposures in NSW and for the formulation of new directions, future priorities and opportunities for addressing these over the next five years.

The goal of the *NSW Tobacco Action Plan 2005-2009* is to:


*Improve the health of the people of NSW and to eliminate or reduce their exposure to tobacco in all its forms.*

Six focus areas of program activity have been identified. They are smoking cessation; exposure to environmental tobacco smoke; marketing and the promotion of tobacco products; availability and supply of tobacco products; capacity building; and research, monitoring and evaluation. Strategies and activities will be developed over the next five years that will include: new social marketing activities; smoking cessation programs and services; legislative and regulatory activities; research studies and evaluation programs; and partnership programs in NSW that provide strong alliances with a range of government and non-government agencies in NSW and with other jurisdictions including the Australian Government.

The *NSW Tobacco Action Plan 2005-2009* is presented in two parts: *NSW Tobacco Action Plan 2005-2009 – Background paper*; and *NSW Tobacco Action Plan 2005-2009 – A vision for the future*. It is envisaged that the *NSW Tobacco Action Plan 2005-2009* will provide a practical reference tool for all personnel working in tobacco control in NSW and that it will contribute to the design and development of complementary programs and activities in local communities.

In November 2005, the NSW Department of Health in conjunction with The Cancer Council NSW and the Cancer Institute NSW will be hosting the 3rd Australian Tobacco Control Conference. It is the principal event in the tobacco control calendar in Australia and its visionary context for the showcasing of Australian and international tobacco control efforts will provide the platform for the release of the *NSW Tobacco Action Plan 2005-2009*. The *Plan* provides a listing of innovative programs and activities for addressing the challenges ahead and I encourage its use by all those working in tobacco control in NSW. I commend this *Plan* for further tobacco control efforts throughout NSW in the future.

Yours sincerely,



Dr Denise Robinson  
Chief Health Officer and  
Deputy Director-General, Population Health  
NSW Department of Health



# executive summary

- The past 25 years of tobacco control activity in NSW has resulted in dramatic reductions in the number of people who smoke tobacco products and the number of people who are exposed to environmental tobacco smoke (ETS). However, tobacco smoking remains the leading single cause of mortality and morbidity and the main or a significant cause of many diseases.
- In 2002 there were over 6,608 deaths in NSW caused by tobacco smoking.<sup>1</sup>
- In 2002 there were over 55,000 hospital separations in NSW that were attributable to tobacco smoking.<sup>2</sup>
- In 1998-99 it was reported that in NSW, 353,000 hospital bed days were due to tobacco smoking in NSW at a cost of \$254 million to the NSW Health System.<sup>3</sup>
- Around 21 per cent of people in NSW are current smokers with young adults (25-34 year olds) having the highest smoking rates.<sup>4</sup>
- Over 80 per cent of smokers have tried to quit smoking and the majority of smokers intend on quitting in the next six months.<sup>5</sup>
- Smoking rates in rural communities are generally higher than for many urban areas of NSW and people from lower socioeconomic groups have higher smoking rates than most other socioeconomic groups.<sup>6</sup>
- Aboriginal and Torres Strait Islander peoples and certain culturally and linguistically diverse communities have smoking rates that are more than double those of the general population.<sup>7,8</sup> There are also a number of other population groups with high smoking rates such as people with a mental illness, and inmates and detainees at correctional settings. These groups will require the development of specific strategies tailored to their needs.
- Exposure to ETS still occurs in many different settings. Between 73 and 97 annual deaths caused by tobacco, result from workers' exposure to ETS in the NSW hospitality industry.<sup>9</sup> Around 10 per cent of NSW households with children under the age of 12 years report smoking inside their homes.<sup>10</sup>
- NSW has key legislative programs in place that are designed to address people's exposure to ETS in a range of settings, to limit children's access to tobacco products and to address the display and advertising of tobacco products within the community. There is strong community support for government action of this nature, and to further restrict the promotion of tobacco products, particularly at the point of sale and the sale and supply of cigarettes to young people.
- The *NSW Tobacco Action Plan 2005-2009* reasserts the NSW Government's commitment to the prevention and reduction of tobacco-related harm in NSW.
- The **goal** of the *Plan* is to **improve the health of the people of NSW and to eliminate or reduce their exposure to tobacco in all its forms.**
- The **short term objectives** of the *Plan* are:
  - 1 To reduce the number of people who smoke tobacco.**
  - 2 To reduce the number of children and young people who take up smoking.**
  - 3 To reduce the population's exposure to tobacco smoke.**
- The **long term objectives** are:
  - 1 To decrease the number of people who will die as a result of tobacco smoking.**
  - 2 To reduce the level of disease and hardship caused by tobacco smoking.**
  - 3 To reduce the social and economic costs of tobacco-related illness.**
- The *Plan* identifies **six focus areas** for action and they are:
  - 1 Smoking cessation.**
  - 2 Exposure to environmental tobacco smoke.**
  - 3 Marketing and the promotion of tobacco products.**
  - 4 Availability and supply of tobacco products.**
  - 5 Capacity building.**
  - 6 Research, monitoring and evaluation.**

- The approach of the *Plan* is comprehensive and will include the adoption of strategies that are evidence-based and consistent with known best practice models. The approach will:
  - maintain the momentum of the past 25 years in reducing smoking rates and ETS exposures
  - provide better services and support for those trying to quit smoking
  - re-establish social marketing as a key component in the NSW tobacco control strategy
  - enhance the capacity of current legislative programs to address outstanding issues in relation to young people's access to tobacco products, people's exposure to tobacco product display and advertising, and the public's exposure to tobacco smoke
  - tailor programs to reach and appeal to a variety of target groups within NSW
  - enhance partnership programs to ensure that strategies and activities are devised that are informed by the best available information, are cost effective, and that have the support and involvement of a range of organisations
  - ensure that the *Plan* is sensitive and responsive to changes and new developments in tobacco control over the next five years.
- The *Plan* will implement a range of programs that will include:
  - social marketing activities to educate and motivate people to quit smoking, to not smoke around other people, to educate people about legislation and government regulations and to inform personnel and agencies in NSW about tobacco control activities
  - assisting and supporting smokers to quit smoking by providing a range of smoking cessation interventions
  - instigating environmental change through the continuation and enhancement of legislation and regulatory activities
  - supporting and resourcing personnel working in NSW to undertake local tobacco control programs and initiatives
  - collecting and examining information from existing research studies and evaluation programs, and the instigation of new research projects
  - working with our partners in NSW and enhancing existing structures, committees and working groups including the Tobacco Control Network (TobNet)
  - working with our partners in other jurisdictions including the Australian Government to ensure input into the development of nationally instigated programs and to monitor their impact and the NSW response to such programs.

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# acknowledgments

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## Tobacco and Health Branch

- Dr John Sanders, Manager (Chair)
- Ms Julie Anne Mitchell
- Ms Elayne Mitchell
- Ms Linda Peick
- Ms Amy Wyndham

## The Cancer Council NSW

- Ms Wendy Oakes

## National Heart Foundation of Australia (NSW Division)

- Ms Jeanie McKenzie

## Action on Smoking and Health (ASH) Australia

- Ms Anne Jones

## Cancer Institute NSW

- Ms Trish Cotter

## North Coast Area Health Service

- Ms Annie Kia

## Hunter New England Area Health Service

- Ms Jenny Knight

The Tobacco and Health Branch and the Tobacco Action Plan Consultation and Management Committee wish to acknowledge the valuable contribution and input provided by the following people to the development of the *Plan*:

- Professor Simon Chapman, Professor, School of Public Health, The University of Sydney
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- Mr Peter Todaro, Director, Multicultural Health Communications
- Ms Judy Thomson, Area Health Promotion – Tobacco Control, North Coast Area Health Service
- Ms Vicki Stride, Tobacco and Health Coordinator, and the Tobacco and Health Team, Health Promotion Service, South Eastern Sydney and Illawarra Health Service
- Ms Mandy Williams, Director, Health Promotion (Western Zone), Sydney South West Area Health Service
- Mr Andrew Perusco, Tobacco Control Coordinator, Sydney South West Area Health Service
- Ms Andi Andronicos, Population Health Program Officer (Tobacco), Sydney West Centre for Population Health (Eastern Office)
- Mr Vahid Saberi, Director, Population Health, Planning and Performance, North Coast Area Health Service
- Members of the following NSW Health listserves:
  - TobNet
  - Cessation
  - Smoke-free Workplace Policy
  - Tobacco Legislation.

And attendees at the Tobacco Action Plan Consultation Workshop, held in Sydney on the 18 November 2004.

# background

The NSW Department of Health has developed the *NSW Tobacco Action Plan 2005-2009*.

A comprehensive developmental process was undertaken that involved:

- the establishment of a NSW Tobacco Action Plan 2005-2009 Consultation and Management Committee
- an examination of key state, national and international reports produced by a range of government and non-government agencies including:
  - data currently available on tobacco use and exposures and other key tobacco control issues relevant to NSW and Australia
  - activities currently being undertaken or in development in NSW and Australia
  - achievements of the *NSW Tobacco Action Plan 2001-2004*
- identifying future NSW and the Australian Government's plans
- undertaking a consultation program.

## The NSW Tobacco Action Plan 2005-2009 Consultation Program

The Consultation Program was conducted in two stages:

- 1 A consultation workshop held in Sydney in November 2004.
- 2 The dissemination of a draft report in July 2005.

### The NSW Tobacco Action Plan 2005-2009 Consultation Workshop

Over 55 stakeholder representatives and experts working in tobacco control in NSW participated in the workshop. The purpose of the workshop was to provide a forum for a range of stakeholders to consider information presented and to provide input for the *NSW Tobacco Action Plan 2005-2009*.

Participants of the workshop were involved in the following tasks:

- Reviewing the key achievements of the *NSW Tobacco Action Plan 2001-2004* under the broad headings of legislation, cessation and campaign activity.
- Identifying emerging or new information within tobacco control initiatives.
- Examining the national and international context of tobacco control activity that may influence the strategic directions of the *NSW Tobacco Action Plan 2005-2009*.
- Examining the community's perspectives on tobacco.
- Drafting recommendations for short-term and medium-term priorities for tobacco control in NSW.
- Exploring opportunities for value-adding by working in collaboration.

The key outcomes of the workshop included the identification of:

- broad directions for future tobacco control activity in NSW
- priorities for the *NSW Tobacco Action Plan 2005-2009*
- roles for partners in tobacco control in NSW
- opportunities for value-adding to the *NSW Tobacco Action Plan 2005-2009*
- the integral role of regional and local involvement in implementing the *NSW Tobacco Action Plan 2005-2009*
- new research questions or opportunities
- broad action areas, timelines and measurable outcomes.

## Dissemination of the draft NSW Tobacco Action Plan 2005-2009

In July 2005, a draft report entitled *NSW Tobacco Action Plan 2005-2009 Draft May 2005* was disseminated to the members of the NSW tobacco email listserves for their comments. These listserves included NSW Tobacco Control Network members, and representatives of tobacco legislation, cessation and smoke free workplace policy.

## The NSW Tobacco Action Plan 2005-2009

Following these consultation processes, the *NSW Tobacco Action Plan 2005-2009* has been produced. It includes:

- *NSW Tobacco Action Plan 2005-2009 – Background paper*
- *NSW Tobacco Action Plan 2005-2009 – A vision for the future.*

The report, the *NSW Tobacco Action Plan 2005-2009 – Background paper*, is a companion document to the *NSW Tobacco Action Plan 2005-2009 – A vision for the future*. It provides the evidence for the design and development of tobacco control activities articulated in the report, *NSW Tobacco Action Plan 2005-2009 – A vision for the future*. It discusses the contextual issues for future tobacco control activities in NSW, presents data and information on tobacco use and exposures in NSW and provides an overview of strategies adopted in tobacco control that are designed to address these issues. It is envisaged that this report will also provide personnel working in tobacco control with a resource that will assist them in their local efforts.

The report *NSW Tobacco Action Plan 2005-2009 – A vision for the future* sets out the intentions of the NSW Department of Health for addressing future tobacco control issues. It identifies the focus areas for action, their objectives, target groups, the programs and strategies to be employed, and key outcomes. Timeframes are provided and those responsible for the development and implementation of the *NSW Tobacco Action Plan 2005-2009* activities are also identified.



# section 1

framework for the  
NSW Tobacco Action Plan  
2005-2009



## introduction

The World Health Organization has identified tobacco as the second major cause of death in the world and the fourth most common risk factor for disease worldwide.<sup>11</sup>

In addition to the high public health costs of treating tobacco-caused diseases, the World Health Organization has also identified tobacco use as responsible for killing people at the height of their productivity and depriving families of breadwinners, and nations of a healthy workforce. Tobacco users are less productive than non-smokers due to increased sickness and absences arising from smoking breaks, and tobacco and poverty are inextricably linked. In some communities, a sizeable proportion of household expenditure is spent on tobacco, resulting in less money available for families to spend on basic items such as food, education and health.<sup>12</sup>

While it has been recognised that by world standards, Australia is doing well in tobacco control efforts,<sup>13</sup> tobacco smoking remains the leading single cause of mortality and morbidity in Australia. It is the main or a significant cause of many diseases including many cancers and cardiovascular disease. Of all behavioural risk factors, tobacco use (including passive smoking) is responsible for the greatest burden of premature death and disability.<sup>14</sup>

The NSW Department of Health's commitment to reducing tobacco-related harm in NSW is now in its 25th year. There has been a substantial decline in smoking rates within the NSW population over this period, which can be attributed to social marketing programs such as the NSW Quit For Life Campaign, the introduction of strong policy and legislative reforms, the implementation of National Tobacco Campaign activities in NSW, the strengthening of cessation services in NSW, and the instigation of comprehensive community and school-based programs. The decline in smoking rates through this period can also be attributed to the commitment and efforts of a range of non-government agencies such as The Cancer Council NSW, National Heart Foundation, advocacy groups such as Action on Smoking and Health (ASH) and the Non-Smokers Movement of Australia, and concerned professional organisations. Advancements in research and the sharing of knowledge within and between Australian and international jurisdictions have contributed to a strong body of knowledge on effective tobacco control interventions.

# NSW Tobacco Action Plan 2005-2009

## – A vision for the future

The NSW Government has formalised its commitment to the prevention and reduction of tobacco-related harm in NSW in previous years through the *NSW Tobacco and Health Strategy 1995-1999* and the *NSW Tobacco Action Plan 2001-2004*.

The *NSW Tobacco Action Plan 2005-2009* will continue this commitment and seek to maintain the downward trends in smoking rates. It will build on the achievements of previous tobacco control efforts, and address new challenges through a range of tobacco control initiatives for NSW. Future activities will support and where possible complement the efforts of the Australian Government and the programs outlined in the *National Tobacco Strategy 2004-2009*, and the activities of non-government organisations such as:

- The Cancer Council NSW
- National Heart Foundation of Australia
- ASH (Australia)
- professional health associations including the Australian Medical Association
- The Asthma Foundation of NSW
- Sids and Kids NSW
- local community-based agencies
- university academics
- consumer and media organisations.

Six focus areas for action have been identified. Strategies will be undertaken over the next five years that will be evidence-based and consistent with known best practice models. These strategies will:

- build on the achievements made by the NSW Department of Health in tobacco control over the past 25 years by:
  - maintaining and enhancing smoking cessation interventions to assist those people who need support and assistance with quitting smoking

- instigating new social marketing programs that will inform, educate and motivate people to not smoke, to quit smoking and to not smoke around others, especially babies and children
- enhancing the capacity of existing policy and legislative programs to address young people's access to tobacco products, young people's exposure to the marketing strategies of the tobacco industry, and the public's exposure to tobacco smoke in indoor public and private places
- be adaptable and flexible in order to address the diverse nature of the NSW community and the needs of certain population groups such as lower socioeconomic groups, certain CALD communities, Aboriginal and Torres Strait Islander peoples, and people from rural and isolated communities where smoking rates and levels of exposure to ETS are higher
- enhance existing programs that:
  - permit coordination and collaboration between the NSW Department of Health, other stakeholders in tobacco control in NSW, the Australian Government and other jurisdictions
  - encourage information and knowledge-sharing about tobacco control issues and new research findings, to facilitate the development of complementary local programs and the development and sustainability of an informed tobacco control workforce
- include strategies that regularly monitor and review tobacco control activities so that the NSW Department of Health can respond to changes and developments in tobacco control and make adjustments in programming if required.

# section 2

NSW Tobacco Action Plan  
2005-2009



The goal of the *NSW Tobacco Action Plan 2005-2009* is:

**To improve the health of the people of NSW and to eliminate or reduce their exposure to tobacco in all its forms.**

# objectives

The objectives of the *NSW Tobacco Action Plan 2005-2009* are:

### Long term

- A decrease in the number of people in NSW who will die as a result of tobacco smoking.
- A decrease in the level of disease and hardship caused by smoking in NSW.
- A decrease in the economic and social costs of tobacco-related illness in NSW.

### Short term

- A reduction in the number of people who smoke tobacco.
- A reduction in the number of children and young people who take up tobacco smoking.
- A reduction in the NSW population's exposure to tobacco smoke.

## focus areas

The goal and objectives of the *NSW Tobacco Action Plan 2005-2009* will be addressed through **six focus areas** of program activity.

The focus areas are:

- 1 Smoking cessation
- 2 Exposure to environmental tobacco smoke
- 3 Marketing and the promotion of tobacco products
- 4 Availability and supply of tobacco products
- 5 Capacity building
- 6 Research, monitoring and evaluation

### target groups

Target groups for the *NSW Tobacco Action Plan 2005-2009* have been identified following an examination of Australian and NSW data on current smoking rates, quitting intentions and behaviours, socioeconomic and geographical tobacco use issues, rates of exposure to ETS and contextual issues in NSW. An overview of this examination is provided in the *NSW Tobacco Action Plan 2005-2009 – Background paper*. As well, the NSW Tobacco Action Plan 2005-2009 Consultation Workshop provided the forum for fine-tuning target groups and priority sub-groups.

Table 2.1 on page 15 presents the target groups for each focus area. Target groups include those within the NSW population who:

- have high smoking rates
- are at risk of taking up smoking or becoming regular smokers
- can provide opportunities for intervening with smokers, current non-smokers or those exposed to tobacco smoke
- are responsible for enforcing tobacco control legislative measures within the community
- can assist in the enforcement of tobacco control legislative measures
- have expertise in addressing a range of tobacco control issues and can assist in program development.

Table 2.1. Target groups for the *NSW Tobacco Action Plan 2005-2009*

Smoking cessation	Environmental tobacco smoke	Marketing and promotion of tobacco products	Availability and supply of tobacco products	Capacity building	Research, monitoring and evaluation
<ul style="list-style-type: none"> <li>■ Young adults (16-29 years)</li> <li>■ Lower socioeconomic groups</li> <li>■ Heavily dependent smokers</li> <li>■ Aboriginal and Torres Strait Islander peoples</li> <li>■ Mental health clients</li> <li>■ CALD groups with high smoking rates</li> <li>■ Smokers in contact with health care settings including inpatients / outpatients and community health settings</li> <li>■ Pregnant women, their partners and families</li> <li>■ Parents and carers of babies and children</li> <li>■ Those planning a pregnancy</li> <li>■ Youth</li> <li>■ Inmates and detainees in correctional settings</li> <li>■ NSW Health Services staff</li> </ul>	<ul style="list-style-type: none"> <li>■ Employers and employees particularly small businesses</li> <li>■ Parents and carers of young children</li> <li>■ General public</li> <li>■ Health services</li> <li>■ Aboriginal and Torres Strait Islander peoples</li> <li>■ CALD priority language groups with high smoking rates</li> <li>■ People in institutional care</li> <li>■ Hospitality industry</li> <li>■ Enforcement officers</li> </ul>	<ul style="list-style-type: none"> <li>■ Youth</li> <li>■ Adults</li> <li>■ General public</li> <li>■ Retailers</li> <li>■ Enforcement officers</li> <li>■ Funding bodies of the Office of Film and Television, and representative organisations of the Australian film industry such as bodies of scriptwriters, directors, producers etc</li> </ul>	<ul style="list-style-type: none"> <li>■ Retailers</li> <li>■ Area Health Services</li> <li>■ General public</li> <li>■ Enforcement officers</li> </ul>	<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Tobacco and Health Branch (NSW Health)</li> <li>■ Other tobacco control agencies, experts, personnel and Area Health Services in NSW and in other jurisdictions</li> </ul>	<ul style="list-style-type: none"> <li>■ NSW general population</li> <li>■ Youth</li> <li>■ Women</li> <li>■ Pregnant women</li> <li>■ Aboriginal and Torres Strait Islander peoples</li> <li>■ CALD groups</li> <li>■ Lower socioeconomic groups</li> <li>■ Health professionals and organisations</li> <li>■ Retailers</li> <li>■ Hospitality industry</li> <li>■ Enforcement officers</li> <li>■ Patients of health services</li> <li>■ Staff of health services</li> </ul>

# implementation

The NSW Department of Health will undertake the coordinating role for the implementation of the *NSW Tobacco Action Plan 2005-2009*. Implementation will entail consultation and collaborations with Area Health Services and non-government organisations,

the establishment of new partnerships in research and evaluation, and liaison with other states and territories and the Australian Government in relation to program development, information sharing and nationally instigated programs impacting on the NSW community.

## evaluation

The progress of the *NSW Tobacco Action Plan 2005-2009* will be monitored at regular intervals. The Tobacco Control Network will provide a forum for the presentation of a mid-term report in 2007 and a final report in 2009 on the *Plan's* progress and achievements.

These reports will analyse information gathered from research, evaluation and monitoring programs and provide conclusions about the impact of the *NSW Tobacco Action Plan 2005-2009* on the designated target groups.

### They will include:

- an examination of reports on the development, implementation and, where available, the outcome of the *Plan's* activities stated in these reports
- an examination of available NSW data collected during the 2005-2009 period that provides information about tobacco-related harm, tobacco use, exposure to ETS, attitudes and beliefs about tobacco, quitting and other behaviours, and access to and promotion of tobacco products
- a review of information and reports provided by Area Health Services including qualitative and quantitative research projects conducted during this period.



# section 3

activities, timeframes and  
responsible agencies

**the following lists activities, sets timeframes  
and identifies agencies responsible  
for the implementation of the  
*NSW Tobacco Action Plan 2005-2009***



## Objective

**To reduce the number of people in NSW who smoke.**

## Key outcomes

- Decrease in adult smoking prevalence by 1% per annum between 2005-2009 moving from 19% to 14%.
- Decrease in smoking rates across various population groups.
- Increase in people's understanding about the health consequences of smoking.
- Increase in the utilisation of quit smoking services, products and resources in NSW.
- Increase in the provision of effective smoking cessation interventions by a range of practitioners and other people in NSW.
- Increase the number people of making a successful quit attempt.

## Target groups

- Young adult smokers aged 16-29 years.
- Smokers from the lower socioeconomic groups.
- Heavily dependent smokers.

### **Smokers among at risk population groups including:**

- Aboriginal and Torres Strait Islander peoples.
- Mental health clients.
- Culturally and Linguistically Diverse (CALD) population groups with high smoking rates.
- Smokers in contact with health care settings (including inpatients / outpatients and community health settings).
- Pregnant women, their partners and families.
- Those planning a pregnancy.
- Parents and carers of babies and children.
- Youth.
- Inmates and detainees in correctional settings.
- NSW Health Services staff.

The majority of smokers would like to quit smoking. Over 53% of smokers intend to quit smoking within the next six months<sup>15</sup> and over 80% of smokers have tried to quit smoking.<sup>16</sup> It has also been suggested that high smoking prevalence rates among lower occupational groups is the result of higher rates of smoking uptake by this group compared to other occupational groups.<sup>17</sup> The high smoking rates among Aboriginal and Torres Strait Islander peoples and by certain CALD communities and other specific population groups in NSW, such as mental health clients and inmates and detainees in correctional settings, are also concerning, and will require the development and implementation of specific programs that will reach and appeal to these groups.

This focus area will include the development and implementation of social marketing programs, smoking cessation interventions and partnership programs that will:

- support those people who plan to quit
- reinforce the decisions made by smokers to make a quit attempt and acknowledge the decisions made by non-smokers to not smoke
- address relapse issues that may confront those who have recently quit smoking or who are planning a quit attempt
- appeal to lower socioeconomic groups, especially young people within this group
- address the specific needs of:
  - Aboriginal and Torres Strait Islander peoples
  - CALD population groups
  - and other population groups in NSW with high smoking rates
- address issues of equity and accessibility
- examine whether existing resources and materials are suitable for new programs being developed to facilitate cost-effective product development
- use emerging media technologies, innovative strategies and youth-appealing promotional events to reach teenagers and young adult smokers
- explore issues relating to people's access to subsidised NRT via the Quitline.

The delivery of smoking cessation interventions to specific population groups will require the identification of health care and community settings where they will be most effective. This will entail:

- the strengthening of relationships with established networks within mental health and in Indigenous and CALD community settings
- the broadening of partnership programs to include agencies and individuals representing the interests of different population groups including:
  - educational institutions such as TAFE and University partners for the placement and promotion of smoking cessation programs
  - agencies representing the interests of Aboriginal and Torres Strait Islander peoples and CALD communities
  - drug and alcohol services
  - divisions of general practice
  - pre- and post-natal clinics, women's health centres, maternity units, community health centres
  - Centre for Mental Health and / or other non-government organisations that represent mental health issues, eg schizophrenia, and medical associations such as the Royal Australian and New Zealand College of Psychiatrists
  - Justice Health.

## focus area 1 – smoking cessation

Activities	Timeframe					Responsibility
	05	06	07	08	09	
Schedule social marketing activities that target young adult smokers to complement the timing of the introduction of amendments to the <i>Smoke-free Environment Act 2000</i> .						<ul style="list-style-type: none"> <li>■ Cancer Institute NSW</li> <li>■ NSW Health</li> <li>■ Quitline</li> <li>■ Public Health Units</li> <li>■ Area Health Services</li> <li>■ Non-government organisations</li> </ul>
Develop social marketing campaigns to promote the Quitline service including changes to the telephone number.						<ul style="list-style-type: none"> <li>■ Cancer Institute NSW</li> <li>■ NSW Health</li> </ul>
Develop a strategy for utilising new technologies to reach young adults.						<ul style="list-style-type: none"> <li>■ Cancer Institute NSW</li> <li>■ NSW Health</li> </ul>
Utilise appropriate media outlets for regular New Year Quit Campaigns.						<ul style="list-style-type: none"> <li>■ Cancer Institute NSW</li> <li>■ NSW Health</li> <li>■ Area Health Services</li> <li>■ Quitline</li> </ul>
Conduct activities to support the Australian Government's National Pack Warnings Campaign.						<ul style="list-style-type: none"> <li>■ Cancer Institute NSW</li> <li>■ NSW Health</li> <li>■ Quitline</li> <li>■ Non-government organisations</li> </ul>
Ensure an ongoing mapping exercise is undertaken to gather information about smoking rates and trends within different population groups in NSW.						<ul style="list-style-type: none"> <li>■ Cancer Institute NSW</li> <li>■ NSW Health</li> </ul>
Develop and implement a Parents Quit Smoking Campaign.						<ul style="list-style-type: none"> <li>■ Cancer Institute NSW</li> <li>■ NSW Health</li> <li>■ Quitline</li> <li>■ Area Health Services</li> </ul>
Develop an appropriate media strategy for Indigenous communities and CALD groups based on their media consumption patterns and undertake this in conjunction with appropriate community specific programs.						<ul style="list-style-type: none"> <li>■ Cancer Institute NSW</li> <li>■ NSW Health</li> <li>■ Area Health Services</li> <li>■ Non-government organisations</li> <li>■ Quitline</li> <li>■ Collaborative Centre for Aboriginal Health Promotion</li> <li>■ NSW Multicultural Health Communication Service</li> </ul>

focus area 1 – smoking cessation

Activities	Timeframe					Responsibility
	05	06	07	08	09	
Develop a social marketing strategy that targets patients attending facilities of Area Health Services to increase support for and compliance with the <i>NSW Health Smoke Free Workplace Policy</i> .						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Area Health Services</li> </ul>
Develop a social marketing strategy that targets pregnant women who smoke and their partners who smoke.						<ul style="list-style-type: none"> <li>■ Cancer Institute NSW</li> <li>■ NSW Health</li> <li>■ Area Health Services</li> <li>■ Quitline</li> <li>■ Non-government organisations</li> <li>■ Australian Government</li> </ul>
Develop a social marketing strategy that targets women planning a pregnancy.						<ul style="list-style-type: none"> <li>■ Cancer Institute NSW</li> <li>■ NSW Health</li> </ul>
Undertake promotional activities that promote non-smoking to youth.						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Department of Education and Training</li> </ul>
Provide smoking cessation support (such as Quit Online) for health service staff who smoke.						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Area Health Services</li> <li>■ Quitline</li> </ul>
Tailor self-help resources for different population groups such as Indigenous communities and CALD population groups and people with low literacy levels.						<ul style="list-style-type: none"> <li>■ Cancer Institute NSW</li> <li>■ NSW Health</li> <li>■ Australian Government</li> <li>■ Area Health Services</li> </ul>
Implement the <i>'SmokeCheck'</i> tobacco control program for Aboriginal and Torres Strait Islander peoples providing Aboriginal Health Workers training in evidence-based brief intervention, ETS and related family and community protection issues and strategies, tobacco control legislation, and prevention strategies at local level.						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Aboriginal and Torres Strait Islander Tobacco Prevention Project Steering Committee</li> <li>■ Non-government organisations</li> <li>■ Area Health Services</li> </ul>
Implement best practice guidelines for mental health practitioners for managing tobacco use and strengthening smoking cessation interventions in mental health settings.						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Area Health Services</li> </ul>

## focus area 1 – smoking cessation

Activities	Timeframe					Responsibility
	05	06	07	08	09	
Promote and support the management of nicotine dependent inpatients and outpatients through the implementation of the <i>Guide for the Management of Nicotine Dependent Inpatients</i> .						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Area Health Services</li> <li>■ Quitline</li> </ul>
Promote and support the management of nicotine dependent inpatients and outpatients through the adoption of state-wide standing orders for nurse initiated provision of NRT for hospitalised smokers.						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Area Health Services</li> <li>■ Quitline</li> </ul>
Develop a strategy for identifying and addressing developmental issues/barriers for supporting and managing nicotine dependent inpatients and outpatients.						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Area Health Services</li> <li>■ Quitline</li> </ul>
Integrate referrals to the NSW Quitline into the discharge plans for hospitalised smokers.						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Area Health Services</li> <li>■ Quitline</li> </ul>
Examine options for organisational changes within mental health settings to enable the introduction and management of evidence-based smoking cessation programs for people with a mental illness.						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Area Health Services</li> </ul>
Develop a guideline to assist services to deliver best practice interventions to pregnant women, their partners, other family members who smoke and women planning a pregnancy.						<ul style="list-style-type: none"> <li>■ NSW Health</li> </ul>
Review evidence of the effectiveness of smoking cessation programs designed to assist young people who smoke to inform the development of a new strategy. Implement findings of this review.						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Department of Education and Training</li> </ul>
Develop a guideline for the effective management of heavily dependent smokers that can also be adapted for use in a range of settings.						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Area Health Services</li> <li>■ Quitline</li> </ul>
Develop smoking cessation guidelines for use in institutional care settings.						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Area Health Services</li> <li>■ Quitline</li> <li>■ Justice Health</li> </ul>

focus area 1 – smoking cessation

Activities	Timeframe					Responsibility
	05	06	07	08	09	
<p>Develop recommendations for a uniform state-wide system within hospital settings for the collection of data on patients' smoking status to enable consistent protocols for smoking cessation interventions within hospitals.</p> <p>Encourage Area Health Services to collect data on the provision of smoking cessation care and where possible collect data on smoking cessation outcomes.</p>						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Area Health Services</li> </ul>
<p>Work with Area Health Services' Learning and Development Units to deliver competency-based training and assessment in smoking cessation.</p>						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Area Health Services</li> </ul>
<p>Integrate the promotion of and access to the Quitline service in health care settings.</p>						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Quitline</li> <li>■ Area Health Services</li> <li>■ Non-government organisations</li> </ul>
<p>Examine options for enhancing counselling, support and resource needs of special population groups including CALD population groups, lower socioeconomic groups, Aboriginal and Torres Strait Islander peoples, rural communities and pregnant women.</p>						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Quitline</li> <li>■ Area Health Services</li> </ul>
<p>Ensure maintenance of training in best practice in smoking cessation for the Quitline staff updates / inservices (CQI).</p>						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Quitline</li> </ul>
<p>Provide resources and programs for competency-based health worker training in smoking cessation such as using video-conferencing and online media.</p>						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Non-government organisations</li> </ul>
<p>Provide education programs in smoking cessation for health workers in evidence-based brief interventions and pharmacotherapy.</p>						<ul style="list-style-type: none"> <li>■ NSW Health</li> </ul>
<p>Introduce a NSW accreditation scheme for health workers trained in smoking cessation best practice.</p>						<ul style="list-style-type: none"> <li>■ NSW Health</li> </ul>

focus area 1 – smoking cessation

Activities	Timeframe					Responsibility
	05	06	07	08	09	
Develop a smoking cessation resource package and implementation strategy for small and large businesses in conjunction with relevant partners.						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ WorkCover</li> <li>■ Non-government organisations</li> <li>■ Occupational Health and Safety Officers in businesses as partners</li> <li>■ Quitline</li> </ul>
Collaborate with university faculties, medicine, dentistry, nursing, physiotherapy etc on training in interventions for smoking cessation.						<ul style="list-style-type: none"> <li>■ NSW Health</li> </ul>
Examine opportunities for new partnerships within hospital settings such as with health professional groups representing surgeons, anaesthetists, physicians, obstetricians, midwives, dentists and optometrists.						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Non-government organisations</li> </ul>

## 3.2 section

### focus area 2

## environmental tobacco smoke

### Objective

**To reduce exposure to environmental tobacco smoke (ETS) in the NSW community.**

### Key outcomes

- Increase in the public's understanding of ETS and the harm it causes.
- Increase in the number of smoke-free homes and cars in NSW.
- Increase in the number of workplaces instigating ETS policy programs.
- Decrease in the public's exposure to ETS in hospitality industry settings.
- Increase compliance with the *NSW Health Smoke Free Workplace Policy*, the *Smoke-free Environment Act 2000* and other government legislation and policy programs designed to address ETS exposure in NSW such as the *Occupational Health and Safety Act 2000*.

### Target groups

- Employers and employees.
- Parents and carers.
- General public.
- NSW Health Services.
- Aboriginal and Torres Strait Islander peoples.
- CALD priority language groups with high smoking rates.
- People in institutional care.
- Hospitality industry.
- Enforcement officers.

The strategies identified for this focus area are designed to build on the achievements of the past five years in NSW in addressing people's exposure to ETS. Strategies will include:

- social marketing programs that will provide information about ETS issues to a range of community members including the hospitality industry, members of the NSW workforce, the general public, patients and visitors of NSW Health settings and specific population groups
- the enforcement and monitoring of current policy and legislative programs designed to address ETS exposure
- undertaking an examination of further legislative and policy action options to address ETS exposure in a broad range of settings
- partnership programs that will maintain existing stakeholder relationships and seek new collaborations with agencies in order to expand NSW Department of Health's policy and legislative programs further. These programs will target:
  - bodies corporate, hotel associations, WorkCover and the Department of Fair Trading in relation to ETS exposure in apartments, hotel rooms and hostels
  - Centrelink, Roads and Traffic Authority (RTA), Department of Housing, the Families First program of the Premier's Department
  - Department of Community Services (DOCS) in relation to foster care policy, child care centres and for reaching parents through child care settings
  - Local Government Authorities in relation to local ETS issues
  - environmental campaigns, eg Clean Up Australia Campaign, those of the NSW Environmental Protection Authority, national air quality programs, for opportunities for program collaborations
  - local fire brigades and National Parks and Wildlife Service
  - NSW Small Business Development Corporation
  - Department of Fair Trading
  - Department of Gaming and Racing
  - the hospitality industry.

focus area 2 – environmental tobacco smoke

Activities	Timeframe					Responsibility
	05	06	07	08	09	
Develop social marketing strategies that target employers, employees and unions regarding ETS workplace issues particularly in blue-collar workplaces.						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Cancer Institute NSW</li> <li>■ Non-government organisations</li> <li>■ Hospitality industry</li> <li>■ Unions</li> </ul>
Promote awareness of the <i>NSW Health Smoke Free Workplace Policy</i> to inpatients, staff, visitors and the general community.						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Area Health Services</li> </ul>
Achieve Phase 4 status of the <i>NSW Health Smoke Free Workplace Policy</i> across NSW Health Service sites.						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Area Health Services</li> </ul>
State guidelines or recommendations for monitoring and enforcement of <i>NSW Health Smoke Free Workplace Policy</i> and state directives for reporting/acting on patient satisfaction surveys/indicators.						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Area Health Services</li> </ul>
Target parents with messages about the negative health and behavioural consequences of their smoking on their children.						<ul style="list-style-type: none"> <li>■ Cancer Institute NSW</li> <li>■ NSW Health</li> <li>■ Area Health Services</li> <li>■ Non-government organisations</li> </ul>
Encourage further community activities in Area Health Services for the dissemination of information about exposure to ETS in domestic situations (including homes and cars) through health and childcare settings.						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Area Health Services</li> <li>■ Non-government organisations</li> </ul>
Conduct public education programs that provide information about the health effects of ETS in line with the introduction of amendments to the <i>Smoke-free Environment Act 2000</i> from 2005-2007.						<ul style="list-style-type: none"> <li>■ Cancer Institute NSW</li> <li>■ NSW Health</li> </ul>
Provide the general public with information about new ETS legislative programs.						<ul style="list-style-type: none"> <li>■ Cancer Institute NSW</li> <li>■ NSW Health</li> </ul>
Develop education programs that target the hospitality industry including management and workers to ensure their understanding and compliance with current and new legislative programs.						<ul style="list-style-type: none"> <li>■ Cancer Institute NSW</li> <li>■ NSW Health</li> <li>■ Non-government organisations</li> <li>■ Hospitality industry</li> <li>■ Unions</li> </ul>

## focus area 2 – environmental tobacco smoke

Activities	Timeframe					Responsibility
	05	06	07	08	09	
Encourage the provision of resources for Area Health Service maternity and child health nurses that will assist them to provide advice regarding smoking cessation and ETS to parents and carers.						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Area Health Services</li> <li>■ Non-government organisations</li> </ul>
Enhance the capacity of enforcement officers in response to the introduction of the amendments to the <i>Smoke-free Environment Act 2000</i> .						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Area Health Services</li> </ul>
Develop and implement strategies for addressing those areas within the hospitality industry where smoking is still permitted such as in alfresco dining areas.						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Hospitality industry</li> </ul>
Provide information for local authorities that will assist them to introduce local regulations, eg bans on smoking at beaches, parks etc.						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Local Government agencies</li> <li>■ Area Health Services</li> <li>■ Non-government organisations</li> </ul>
Review evidence and develop a strategy for managing ETS exposure in and around public entrances and doorways and crowded outdoor areas such as bus queues, stadia, sporting fields, playgrounds etc.						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Non-government organisations</li> </ul>

### focus area 3

## marketing and promotion of tobacco products

#### Objectives

- **To reduce the NSW community's exposure to the display and advertising of tobacco products and brands.**
- **To decrease the smoking rates of children and young people in NSW.**
- **To decrease smoking rates in the NSW community generally.**

#### Key outcomes

- Decrease in the marketing, advertising and promotion of tobacco products and brands.
- Decrease in the advertising and promotion of tobacco use and consumption.
- Decrease in the visibility of tobacco products within the community.

#### Target groups

- Youth (under the age of 18 years).
- Adults.
- General public.
- Retailers.
- Enforcement officers.
- Funding bodies of the Office of Film and Television and representative bodies of the Australian film industry that include bodies of scriptwriters, directors, producers etc.

Legislative and policy programs are in place that address tobacco product advertising and display at point of sale at all retail outlets and these will continue to be monitored. The capacity of enforcement officers to undertake their responsibilities in this area will also continue to be addressed. New programs will examine options for monitoring tobacco product promotion through innovative below the line marketing programs and in particular, tobacco product marketing campaigns targeting young people.

Social marketing programs will provide information about relevant tobacco control legislation to a range of target groups, including retailers and the general public.

Partnership programs will be designed to enhance existing stakeholder relationships and explore the creation of new partnerships with stakeholders such as those within the film and television industries.

## focus area 3 – marketing and promotion of tobacco products

Activities	Timeframe					Responsibility
	05	06	07	08	09	
Address tobacco product advertising and display at point of sale at all retail outlets.						■ NSW Health
Amendment of the <i>NSW Public Health Act 1991</i> to address tobacco product promotion through below the line marketing, youth events, the internet and smoking in films and theatre.						■ NSW Health
Enhance the capacity of enforcement officers to enforce point of sale legislation.						■ NSW Health ■ Area Health Services
Provide for the reporting and publicising of any prosecutions.						■ NSW Health ■ Area Health Services
Develop education strategies that target storekeepers and retailers to ensure their understanding and compliance with legislative programs including the <i>Public Health Act 1991</i> .						■ NSW Health ■ Area Health Services
Ensure educational material and resources designed for the enforcement of legislation are produced in a range of languages.						■ NSW Health ■ NSW Multicultural Health Communication Service
Ensure that the general public is aware of relevant legislation in relation to the marketing and promotion of tobacco, and the complaint processes.						■ NSW Health ■ Area Health Services
Liaise with non-government agencies as required regarding issues relating to the promotion of tobacco in the film and television industry, and associated partnership program initiatives.						■ NSW Health ■ Non-government organisations

### focus area 4

## availability and supply of tobacco products

### Objective

**To decrease the smoking rates of children and young people in NSW.**

### Key outcomes

- Decrease in young people's access to tobacco products.
- Increase in compliance rates of tobacco retailers with sales to minors legislation.

### Target groups

- Retailers.
- Area Health Services.
- General public.
- Enforcement officers.

Future actions will provide for the continuation of the sales to minors program in NSW. The program currently includes legislation, education programs for retailers, the general public, key community agencies such as local governments, the police and the judiciary system, enforcement measures, and the publicising of successful prosecutions. Legislation and policy programs will explore new options for improving the capacity for addressing tobacco sales to minors from retail outlets such as a retailer notification scheme. Support will also continue, and be enhanced where possible, to assist the Environmental Health Officers with their local monitoring and enforcement activities. New initiatives will explore options for monitoring and addressing the activities of mobile tobacco sellers.

Social marketing programs will provide information about issues concerning cigarette sales to minors, current legislation requirements and information about local prosecutions to a range of target groups, including retailers and the general public, via reports in the media and on the internet.

Partnership programs will focus on supporting the relationship between the NSW Department of Health and the Area Health Services, and their responsibilities under the *Public Health Act 1991* to report on local sales to minors activities.

## focus area 4 – availability and supply of tobacco products

Activities	Timeframe					Responsibility
	05	06	07	08	09	
Provide for the introduction of a retailer notification scheme.						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Area Health Services</li> </ul>
Address mobile selling of tobacco products.						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Area Health Services</li> </ul>
Establish relevant database systems for Environmental Health Officers to assist in their enforcement and compliance monitoring activities.						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Area Health Services</li> </ul>
Enhance the capacity of enforcement officers to enforce sales to minors legislation.						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Area Health Services</li> </ul>
Provide for the reporting and publicising of prosecutions. Instigate a system for providing regular feedback to all local retailers about prosecutions and other issues arising from local compliance monitoring programs.						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Area Health Services</li> <li>■ Non-government organisations</li> </ul>
Develop education strategies and enhance existing communication activities that target storekeepers and retailers to ensure their awareness, understanding and compliance with current and new legislative programs.						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Area Health Services</li> <li>■ Tobacco retailers and other members of the tobacco industry</li> </ul>
Develop education programs for the general public about relevant legislation in relation to the sale and supply of tobacco to minors and the complaint processes.						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Area Health Services</li> </ul>
Develop educational material in a range of languages.						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Area Health Services</li> <li>■ NSW Multicultural Health Communication Service</li> </ul>

# focus area 5

## capacity building

### Objective

**To increase the capacity of NSW Health to contribute to the administration and implementation of the *NSW Tobacco Action Plan 2005-2009* so that the harm associated with the use of and exposure to tobacco products is reduced.**

### Key outcomes

- Area Health Services develop action plans and strategies for local tobacco control programs.
- Management and organisational structures are provided that support personnel to engage in tobacco control activities.
- Increased activity by NSW Department of Health in partnership programs with other agencies in NSW as well as with other jurisdictions.
- Increased access to quality information and research evidence for tobacco control personnel in NSW.
- Increase in the provision of expert advice and guidance for NSW Department of Health in relation to tobacco control issues in NSW.
- Implementation of the *NSW Tobacco Action Plan 2005-2009* is achieved.

### Target groups

- Tobacco and Health Branch.
- Other tobacco control agencies, experts, personnel, Area Health Services in NSW and in other jurisdictions including the Australian Government.

The Tobacco and Health Branch will undertake management programs that will focus on supporting and improving the capacity of the NSW Department of Health, Area Health Services and the tobacco control workforce generally to implement and enhance tobacco control activities in NSW.

The continuation and enhancement of the **Tobacco Control Network (TobNet)** and other committees and working groups such as the **Aboriginal and Torres Strait Islander Tobacco Prevention Project Steering Committee** and the **Regulatory Sub Committee (Tobacco)** will also be an important management initiative of the *NSW Tobacco Action Plan 2005-2009*.

Management programs will also explore opportunities for obtaining regular input from key tobacco control experts in NSW to assist the NSW Department of Health to:

- formulate responses to issues arising from the development and implementation of nationally-instigated programs
- examine evaluation and research issues in NSW as well as those relating to national and international evaluation and research programs
- develop and monitor best practice in smoking cessation interventions.

The continuation of coalitions involving NSW and other state- and territory-based tobacco control agencies such as the **National Quit Group**, the **National Quitline Service Committee** and the **National Tobacco Policy Officers Group** will also be encouraged, supported and enhanced further where required.

Social marketing programs will include the development of communication strategies between the NSW Department of Health, partner organisations, national coalitions and with others working in tobacco control in a range of settings in NSW.

focus area 5 – capacity building

Activities	Timeframe					Responsibility
	05	06	07	08	09	
Develop and maintain programs and information dissemination systems designed to inform and educate Tobacco and Health Branch staff, Area Health Services, other non-government agencies and personnel working in tobacco control and related areas, about the <i>NSW Tobacco Action Plan 2005-2009</i> , related tobacco control issues, developments and changes, activities by other agencies, impact of programs, research and evaluation programs etc.						<ul style="list-style-type: none"> <li>■ NSW Health</li> </ul>
Broaden involvement of other non-government organisations in TobNet.						<ul style="list-style-type: none"> <li>■ NSW Health</li> </ul>
Undertake a review of TobNet in order to define the future goals and objectives for TobNet that will assist in maintaining, monitoring and enhancing structures for the effective and efficient functioning of TobNet.						<ul style="list-style-type: none"> <li>■ NSW Health</li> </ul>
Build the capacity of Aboriginal Health Workers and non-Indigenous health workers who work with Indigenous communities in NSW in the delivery of evidence-based best practice smoking cessation interventions through the implementation of the pilot training program – <i>Smokecheck</i> .						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Aboriginal and Torres Strait Islander Tobacco Prevention Project Steering Committee</li> <li>■ Area Health Services</li> </ul>
Build the capacity of Aboriginal Health Workers to plan, implement and evaluate local tobacco health promotion projects through the <i>Smokecheck</i> program.						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Aboriginal and Torres Strait Islander Tobacco Prevention Project Steering Committee</li> <li>■ Area Health Services</li> </ul>
Build the capacity of Aboriginal Health Workers to train others in tobacco control through the <i>Smokecheck</i> program.						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Aboriginal and Torres Strait Islander Tobacco Prevention Project Steering Committee</li> <li>■ Area Health Services</li> </ul>
Examine options for organisational changes within NSW Health settings to enable increased effective intervention for tobacco control.						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Area Health Services</li> </ul>

focus area 5 – capacity building

Activities	Timeframe					Responsibility
	05	06	07	08	09	
Initiate discussions for the establishment of an expert reference group in NSW that will provide informed comment on tobacco control activities in NSW, assist in formulating the NSW position on national issues, nurture the development of tobacco control expertise in NSW and provide input into tobacco control evaluation programs.						<ul style="list-style-type: none"> <li>■ NSW Health</li> </ul>
Establish an expert reference group to advise NSW Health on best practice in smoking cessation.						<ul style="list-style-type: none"> <li>■ NSW Health</li> </ul>
Support opportunities for collaborations with other jurisdictions and in particular collaborations on specific program areas such as smoking cessation programs and services, evaluation programs and research studies, policy and legislation and social marketing programs.						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Cancer Institute NSW</li> <li>■ Other states and territories</li> <li>■ Non-government organisations</li> </ul>

### focus area 6

## research, monitoring and evaluation

#### Objective

**To provide information that will inform the development and implementation of the *NSW Tobacco Action Plan 2005-2009* and other tobacco control activities in NSW, and provide an assessment of their impact on the NSW community.**

#### Key outcomes

- Continued monitoring of tobacco use and the harm associated with use in NSW.
- The provision of information that will assist in the design and development of new tobacco control programs.
- The provision of information for monitoring tobacco control program objectives.

#### Target groups

- NSW general population.
- Youth.
- Women.
- Pregnant women.
- Aboriginal and Torres Strait Islander peoples.
- CALD groups.
- Lower socioeconomic groups.
- Health professionals and organisations.
- Retailers.
- Hospitality industry.
- Enforcement officers.
- NSW Health Services staff.
- Clients of the NSW Health Services.

This focus area will provide activities for:

- undertaking research programs that will inform tobacco control efforts in NSW and nationally
- ensuring that programs are on track and are providing information for adjusting programs as required
- assisting in the design, development and implementation of new program initiatives.

Activities will include evaluation and monitoring programs in the areas of smoking cessation, exposure to ETS, compliance with legislation, monitoring policy implementation and policy uptake in NSW.

New research activities will be implemented to assist in the development of social marketing programs and to inform product development, and program monitoring and review. Qualitative and quantitative research will be undertaken to ensure quality social marketing programs are developed and that information about attitudes to specific campaign messages is collected. New studies will explore the benefits and impact of different approaches such as:

- 'low level sustained' media presence
- 'peaks / troughs' approach – block, pulsed, flighted campaigns, patterns such as 'week on / week off'.

Information about tobacco use by the NSW community will continue to be collected through regular surveys such as the *NSW Health Surveys*, *Australian School Students' Alcohol and Drugs Survey (ASSAD)* and the *National Drug Strategy Household Survey*.

focus area 6 – research, monitoring and evaluation

Activities	Timeframe					Responsibility
	05	06	07	08	09	
Identify gaps in the evidence and commission new research and systematic reviews.						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Non-government organisations</li> <li>■ Universities</li> </ul>
Undertake continuous tracking of campaigns to assist in understanding the relative contributions of different tobacco control strategies and of different media weighting.						<ul style="list-style-type: none"> <li>■ Cancer Institute NSW</li> <li>■ NSW Health</li> <li>■ Non-government organisations</li> </ul>
Initiate discussions to explore the opportunity to increase the size of the NSW sample within the <i>National Tobacco Campaign Survey</i> .						<ul style="list-style-type: none"> <li>■ NSW Health</li> </ul>
Discuss options for improving the collection of data on smoking and pregnancy and in particular data on specific population groups.						<ul style="list-style-type: none"> <li>■ NSW Health</li> </ul>
Continue the collection of data on prevalence and cessation patterns in the NSW population.						<ul style="list-style-type: none"> <li>■ NSW Health</li> </ul>
Explore opportunities to boost sample sizes to better represent other groups (especially CALD population groups and Aboriginal and Torres Strait Islander peoples).						<ul style="list-style-type: none"> <li>■ NSW Health</li> </ul>
Explore options for monitoring cessation programs and care being undertaken in hospital settings, community health settings, general practice, and local communities including the use of support tools, computer-based systems and undertaking brief interventions.						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Area Health Services</li> <li>■ Non-government organisations</li> </ul>
Monitor the implementation of the <i>Guide for the Management of Nicotine Dependent Inpatients</i> .						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Area Health Services</li> </ul>
Continue compliance monitoring of tobacco legislative programs including the <i>Smoke-free Environment Act 2000</i> , sales to minors programs, the display of tobacco products and illegal tobacco product promotions.						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Area Health Services</li> </ul>
Monitor compliance with the amendments to the <i>Smoke-free Environment Act 2000</i> .						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Area Health Services</li> </ul>

## focus area 6 – research, monitoring and evaluation

Activities	Timeframe					Responsibility
	05	06	07	08	09	
Monitor the introduction of amendments to the <i>NSW Public Health Act 1991</i> .						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Area Health Services</li> </ul>
Monitor the implementation of <i>NSW Health Smoke Free Workplace Policy</i> .						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Area Health Services</li> </ul>
<p>Continue to monitor calls to the Quitline including proactive referrals from Area Health Services.</p> <p>Examine call / ratio.</p> <p>Undertake projections of number of calls to the Quitline particularly at times of extensive Quit media and public relations activities, and develop a model for assessing the required optimal staffing levels and resources.</p> <p>Undertake an evaluation of the Quitline in terms of its effectiveness of service delivery.</p>						<ul style="list-style-type: none"> <li>■ Cancer Institute NSW</li> <li>■ NSW Health</li> <li>■ Quitline</li> <li>■ Area Health Services</li> </ul>
Collect information on health professionals' knowledge and skills and their use of resources such as the <i>Guide for the Management of Nicotine Dependent Inpatients</i> and proactive Quitline referral service.						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Quitline</li> <li>■ Area Health Services</li> <li>■ Non-government organisations</li> </ul>
Undertake an evaluation of Quit Online to determine effectiveness and future directions.						<ul style="list-style-type: none"> <li>■ NSW Health</li> <li>■ Area Health Services</li> </ul>



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