

NSW Tobacco Action Plan 2005-2009

Evaluation Framework



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foreword

Tobacco smoking is one of the leading causes of disease and premature death in the world. It was responsible for eight per cent of the total burden of disease in Australia in 2003. In NSW itself, tobacco smoking caused an estimated 5,000 deaths in 2006.

In the past 25 years, a comprehensive range of tobacco control initiatives have been implemented to avoid the increasing burden of diseases caused by tobacco consumption in NSW. The NSW Government is committed to reducing tobacco-related harm in NSW and working to improve the health of the people of NSW by reducing their exposure to tobacco in all its forms.

The *NSW Tobacco Action Plan 2005 – 2009. A vision for the future* (the Plan) outlines a number of innovative strategies that have been developed and implemented to reduce tobacco-related harm across NSW. The *NSW Tobacco Action Plan 2005-2009 Evaluation Framework* has been developed as a companion document to the Plan. Six focus areas of program activities identified in the Plan are monitored and assessed using this evaluation framework.

This publication provides a guideline to monitor the implementation of tobacco control activities on eliminating and reducing tobacco exposure in the NSW population, as well as among select target groups. The evaluation results will be used to inform continuing tobacco control programs in the future and to ensure that tobacco control activities are conducted effectively and resources invested efficiently.

The development of the Evaluation Framework involved a collaborative approach with contribution from a range of stakeholders responsible for tobacco control activities in NSW. The success in monitoring the objectives of the *NSW Tobacco Action Plan 2005-2009* is dependent on the continued strong and demonstrated commitment of all organisations involved.

I would like to thank all of those who have contributed to the development of the Evaluation Framework. With effective partnership and commitment, the *NSW Tobacco Action Plan 2005-2009 Evaluation Framework* will further support the monitoring of tobacco control activities across NSW and ensure that meaningful change in reducing tobacco harm is effected.



Dr Kerry Chant
Chief Health Officer and
Deputy Director-General, Population Health

section 1

Evaluation framework for the
NSW Tobacco Action Plan
2005–2009

background

The *NSW Tobacco Action Plan 2005–2009* (the Plan) sets out 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 objectives of the Plan are:

Short-term:

- n To reduce the number of people who smoke tobacco;
- n To reduce the number of children and young people who take up smoking; and
- n To reduce the NSW population's exposure to tobacco smoke.

Long-term:

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

The Plan identifies six focus areas for action:

1. Smoking cessation;
2. Environmental tobacco smoke;
3. Marketing and promotion of tobacco products;
4. Availability and supply of tobacco products;
5. Capacity building; and
6. Research, monitoring and evaluation.

evaluation framework

The *NSW Tobacco Action Plan 2005–2009 Evaluation Framework* (the Evaluation Framework) was developed using a collaborative approach, with contributions from key partners that have been working in tobacco control activities with the NSW Department of Health. The key partners include but are not limited to Area Health Services, the Cancer Institute (NSW), the Cancer Council NSW, and Action on Smoking and Health (ASH) Australia.

The Evaluation Framework provides a guideline for key partners that have been working in tobacco control to monitor the implementation of their activities in NSW.

Section one of this publication briefly summarises the rationale for the Evaluation Framework. Section two outlines selected activities to be evaluated for each of the six focus areas, with focus area listing an objective, key outcomes and target groups. The success of the Plan will be measured against the objectives.

Key activities in each focus area are presented in a tabular format listing:

- n Key partners responsible for the development, implementation and evaluation of activities (responsibility);
- n Intended outcomes of the program (outcomes);
- n Process used to design and implement the tobacco control activities (program strategy); and
- n Process and indicators that will measure changes toward objectives (evaluation). Agencies or organisations responsible to undertake the evaluation process are indicated in bracket, for example (DoH), (DoH, AHS).

Several activities described in the Evaluation Framework are part of the core business of organisations involved in tobacco control activities in NSW, in which monitoring and evaluation strategies may already be in place. The Evaluation Framework refers to existing reports on monitoring and evaluating tobacco control activities.

The Evaluation Framework should be read in conjunction with the *NSW Tobacco Action Plan 2005–2009. A vision for the future* and the *NSW Tobacco Action Plan 2005–2009 Background Paper*.

evaluation aim

The aim of the Evaluation Framework is to assess the overall impact of the strategies outlined in the *NSW Tobacco Action Plan 2005–2009* on eliminating and reducing exposure to tobacco in all its forms in NSW.

The rationale for having the Evaluation Framework includes:

- n Guiding partners in the evaluation of tobacco control activities;
- n Prioritising evaluation efforts to ensure that tobacco control activities are conducted effectively and resources are invested efficiently;
- n Ensuring comprehensive monitoring and evaluation strategies for the Plan are implemented; and
- n Ensuring that key findings from the evaluation of tobacco control activities are disseminated to health professionals and other relevant groups.

Governance

The Centre for Health Advancement, NSW Department of Health, along with key partners, will coordinate evaluation of the Plan. The Centre for Health Advancement will take the overall responsibility to monitor the implementation of the Evaluation

Framework with cooperation with the Tobacco Action Plan Evaluation Steering Committee (the Committee). The Committee includes representatives from Area Health Services, the Cancer Institute (NSW), non-government organisations and the NSW Department of Health.

Reporting

Area Health Services and other partners will be requested to provide updates on their tobacco control activities at the NSW Tobacco Control Network (TobNet) meetings. The Centre for Health Advancement, NSW Department of Health will provide a template for this purpose.

Timeframe

Some strategies outlined in the Evaluation Framework have already been completed and evaluated. It is anticipated that Area Health Services and partners working in tobacco control activities will submit the reports in the completion of strategies that are currently being implemented to the NSW Tobacco Control Network (TobNet) and the Centre for Health Advancement, NSW Department of Health in early 2010.

Legend

A legend is used to indicate agencies or organisations responsible to undertake the evaluation process of each key activity.

Abbreviation	Organisations
AHS	Area Health Services
CCNSW	The Cancer Council NSW
CI (NSW)	The Cancer Institute (NSW)
DoH	NSW Department of Health
DoHA	The Australian Government Department of Health and Ageing
LGSA	Local Government and Shires Association
MHC	NSW Multicultural Health Communication Service
NGO	Non-government organisation
NHF	The National Heart Foundation (NSW)
NSW Quitline	NSW Quitline
USyd	Australian Centre for Health Promotion, University of Sydney

section 2

Evaluation strategies of the
NSW Tobacco Action Plan
2005–2009

focus area 1

Smoking cessation

Objective:

To reduce the number of people in NSW who smoke.

Key outcomes:

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

Target groups:

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

Smokers among at risk population groups including:

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

focus area 1 – smoking cessation

Key activities in focus area	Responsibility	Outcomes	
Social marketing activities.	<ul style="list-style-type: none"> n Cancer Institute (NSW) n NSW Department of Health n Area Health Services n NSW Multicultural Health Communication Service 	<ul style="list-style-type: none"> n Change in smokers attitudes and behaviours towards smoking, including cessation and quitting. 	
Programs to promote non-smoking to young people.	<ul style="list-style-type: none"> n NSW Department of Health n Cancer Institute (NSW) n NSW Quitline n NSW Department of Education and Training 	<ul style="list-style-type: none"> n Increase young people's level of awareness and knowledge of the detrimental health effects from smoking and its consequences (social, physical and financial). n Decrease the social acceptability of smoking. 	
The NSW Quitline.	<ul style="list-style-type: none"> n NSW Department of Health n Cancer Institute (NSW) n Area Health Services n NSW Quitline 	<ul style="list-style-type: none"> n Increase the number of smokers calling the NSW Quitline seeking assistance to quit. 	
		<ul style="list-style-type: none"> n Increase the number of clients referred to the NSW Quitline. 	
		<ul style="list-style-type: none"> n Provide support to NSW smokers to quit. 	
		<ul style="list-style-type: none"> n Increase the effectiveness of the NSW Quitline. 	

Program strategy	Evaluation
<ul style="list-style-type: none"> n Develop and implement mass media campaigns for: <ul style="list-style-type: none"> – The NSW Quitline services; – Parents campaign; – Graphic health warnings; – Aboriginal communities; and – Culturally and Linguistically Diverse (CALD) groups. 	<ul style="list-style-type: none"> n Continuously monitor research and evaluation of media campaigns amongst target audiences (<i>CI NSW</i>). n Surveys to monitor changes in attitudes towards smoking, smoking cessation and quitting behaviour conducted (<i>CI NSW, NSW Quitline</i>). n Social marketing / media activities and campaigns reviewed (<i>CI NSW</i>).
<ul style="list-style-type: none"> n Develop a strategy using technologies to reach young adults e.g. SMS text. 	<ul style="list-style-type: none"> n Strategy using technology targeting young adults developed and implemented. The implementation report will include: <ul style="list-style-type: none"> – Number of quit smoking messages sent to clients (<i>CI NSW, NSW Quitline</i>); and – Number of responses from public toward new technologies e.g. SMS text (<i>CI NSW, NSW Quitline</i>).
<ul style="list-style-type: none"> n Implement programs to promote non-smoking that target young people. These include: <ul style="list-style-type: none"> – Smoking. Don't Be A Sucker (SDBAS) campaign Smoking prevention program targets the year 7-school curriculum, integrating non-smoking messages with physical activity. Enhance the physical activity skills of teachers in the participating schools, to implement the program amongst their year 7 students. – Rock Eisteddfod Challenge (REC) The program allows secondary schools to take part in a dance, drama and design spectacular that conveys health messages to young Australians, and discourages the use of tobacco, alcohol and other drugs. 	<ul style="list-style-type: none"> n Independent evaluation of the SDBAS program completed. The evaluation identified: <ul style="list-style-type: none"> – The effectiveness and level of acceptance of the program from participating students and PDHPE teachers (<i>DoH</i>); – Number of schools, teachers and students participating in the program (<i>DoH</i>); and – Changes in students' knowledge, awareness and beliefs towards smoking and its harmful effects (<i>DoH</i>). n Teachers' participation and engagement to support program implementation identified (<i>DoH</i>). n Independent evaluation of the REC completed. The evaluation assessed changes in knowledge, awareness and beliefs toward smoking and its harmful effects among participants of the REC (<i>CI NSW</i>).
<ul style="list-style-type: none"> n Integrate referrals to the NSW Quitline into the discharge plans (for hospitalised smokers). 	<ul style="list-style-type: none"> n Hospitalised smokers (inpatients and outpatients) referred to the NSW Quitline. Progress of this activity will indicate: <ul style="list-style-type: none"> – Record of call activity (<i>CI NSW, NSW Quitline</i>); and – Number of fax referrals sent to the NSW Quitline (<i>CI NSW, NSW Quitline</i>).
<ul style="list-style-type: none"> n Provide <i>Quit kits</i> to callers quitting smoking. n Maintain a responsive NSW Quitline service to support NSW smokers to quit. 	<ul style="list-style-type: none"> n Support to callers to quit smoking provided. Report of these activities will include: <ul style="list-style-type: none"> – Number of Quit kits distributed (<i>NSW Quitline</i>); and – Record of call activity and answer rate (<i>NSW Quitline</i>).
<ul style="list-style-type: none"> n Follow-up of clients at 4 weeks, 6 and 12 months. n Maintain best practice smoking cessation support for NSW Quitline staff. 	<ul style="list-style-type: none"> n Support for callers to maintain best practice smoking cessation provided. Report for this service will include: <ul style="list-style-type: none"> – Number of NSW Quitline clients reporting abstinence at 12 months and satisfaction with the service (<i>NSW Quitline</i>); and – Record of call activity and answer rate (<i>NSW Quitline</i>).

Key activities in focus area	Responsibility	Outcomes
Area Health Services tobacco control activities.	<ul style="list-style-type: none"> n NSW Department of Health n Area Health Services 	<ul style="list-style-type: none"> n Smoking cessation activities implemented in Area Health Services.
		<ul style="list-style-type: none"> n Promote awareness about the hazards of smoking and to encourage smokers to quit through World No Tobacco Day activities undertaken in Area Health Services.
The <i>NSW Health Smoke Free Workplace Policy</i> .	<ul style="list-style-type: none"> n NSW Department of Health n Area Health Services 	<ul style="list-style-type: none"> n Reduce prevalence of smoking among employees and patients of Area Health Services.
		<ul style="list-style-type: none"> n Increase provision of treatment for nicotine dependence for staff and inpatients of NSW public hospitals.
The <i>Guide for the Management of Nicotine Dependent Inpatients</i> .	<ul style="list-style-type: none"> n NSW Department of Health n Area Health Services n NSW Quitline 	<ul style="list-style-type: none"> n Health facilities to progress towards achieving milestones in the <i>Guide for the Management of Nicotine Dependent Inpatients</i>.
		<ul style="list-style-type: none"> n Increase the provision of treatment for nicotine dependence for inpatients of NSW public hospitals.
NSW competency-based smoking cessation training program – <i>'Assisting smokers to quit'</i> .	<ul style="list-style-type: none"> n NSW Department of Health n Area Health Services 	<ul style="list-style-type: none"> n Provide national competency standards in smoking cessation support and education for health professionals through the state-wide smoking cessation training program.
		<ul style="list-style-type: none"> n The national competency standards in smoking cessation are included in tertiary institutions.
		<ul style="list-style-type: none"> n Health professionals or services endorsed by NSW Health to provide evidence-based smoking cessation services.
		<ul style="list-style-type: none"> n Health professionals to incorporate evidence-based interventions into routine practice.

Program strategy	Evaluation
<ul style="list-style-type: none"> n Area Health Services implement a range of smoking cessation activities to respond to the needs of their local communities. 	<ul style="list-style-type: none"> n Smoking cessation activities in Area Health Services reported at the NSW Tobacco Control Network (TobNet) meetings and to the Centre for Health Advancement, NSW Department of Health (AHS).
<ul style="list-style-type: none"> n Area Health Services undertake World No Tobacco Day activities. 	<ul style="list-style-type: none"> n Area Health Services reports on the World No Tobacco Day activities submitted to the Centre for Health Advancement, NSW Department of Health (AHS).
<ul style="list-style-type: none"> n Area Health Services implement the <i>NSW Health Smoke Free Workplace Policy</i>. 	<ul style="list-style-type: none"> n Area Health Services implementation of the <i>NSW Health Smoke Free Workplace Policy</i> reported to the Centre for Health Advancement, NSW Department of Health (AHS).
<ul style="list-style-type: none"> n A state-wide survey of all NSW hospitals' practices and policies relating to management of nicotine dependent inpatients and the <i>NSW Health Smoke Free Workplace Policy</i>. 	<ul style="list-style-type: none"> n A state-wide survey completed (DoH, AHS, HNEAHS).
<ul style="list-style-type: none"> n Promote awareness of the Policy to inpatients, staff, visitors and the general community, and provision of smoking cessation support. 	<ul style="list-style-type: none"> n Smoking cessation support provided. The report indicates number of Area Health Services that support staff taking up smoking cessation and accessing subsidised/free nicotine replacement therapy (AHS).
<ul style="list-style-type: none"> n Area Health Services implement the <i>Guide for the Management of Nicotine Dependent Inpatients</i> as a practical reference tool for use in NSW Health facilities to identify and provide support for patients to quit smoking. 	<ul style="list-style-type: none"> n Progress towards the implementation of the <i>Guide for the Management of Nicotine Dependent Inpatients</i> reported. Report submitted by Area Health Services indicates barriers and achievements in implementing the Guide in their facilities (AHS).
<ul style="list-style-type: none"> n Promote and support the management of nicotine dependent inpatients and outpatients through the adoption of state-wide protocol for nurses-initiated nicotine replacement therapy (NRT). 	<ul style="list-style-type: none"> n The management of nicotine dependent inpatients and outpatients promoted. Reports from Area Health Services indicates number of Area Health Services and progress in adopting the protocol for nurses-initiated nicotine replacement therapy (NRT) (AHS).
<ul style="list-style-type: none"> n Refer hospitalised smokers to the NSW Quitline on discharge. 	<ul style="list-style-type: none"> n Patients referred to the NSW Quitline on discharge. Report on this strategy will indicate number of Area Health Services that have strategies or protocols to refer patients to the NSW Quitline on discharge (AHS).
<ul style="list-style-type: none"> n Develop competency-based training and assessments in smoking cessation for delivery by distance learning. n Collaborate with university faculties on training in interventions for smoking cessation. 	<ul style="list-style-type: none"> n The NSW competency-based smoking cessation training program developed, (the national competency standards in smoking cessation are included and offered as elective in tertiary institutions) (DoH).
<ul style="list-style-type: none"> n Deliver competency-based training in smoking cessation to health professionals across NSW using videoconferencing. n Establish an accreditation scheme for smoking cessation. 	<ul style="list-style-type: none"> n The NSW competency-based smoking cessation training program implemented and the evaluation is completed (DoH). The program evaluation will indicate: <ul style="list-style-type: none"> – Number of participants from Area Health Services who represent Aboriginal health, mental health, antenatal services and Justice Health at training sessions (DoH); and – Number of course participants who receive the Statements of Attainment for the two national units of competency 'Provide Information on Smoking and Smoking Cessation' and 'Provide interventions to clients who are nicotine dependent' (DoH).
<ul style="list-style-type: none"> n Follow-up of course participants to determine changes in practice. 	<ul style="list-style-type: none"> n Number of health professionals attended smoking cessation training who provide evidence-based best practice brief interventions into practice including referring clients to the NSW Quitline (DoH, AHS).

Key activities in focus area	Responsibility	Outcomes	
Guidelines for the implementation of best practice smoking cessation care in confined and involuntary settings.	<ul style="list-style-type: none"> n NSW Department of Health n Area Health Services n Cancer Institute (NSW) n Justice Health 	n Improved smoking cessation care practices in mental health patient facilities or correction health.	
		n NSW Health Mental Health facilities become smoke free.	
Smoking cessation programs to assist smokers at risk population groups.	<ul style="list-style-type: none"> n NSW Department of Health n Area Health Services n Cancer Institute (NSW) n Australian Government Department of Health and Ageing 	n Enhance partnerships focussed on the provision of support to manage dependent smokers at risk population groups.	
		n Reduce smoking among those at risk populations groups.	
Culturally appropriate smoking cessation resources for target groups.	<ul style="list-style-type: none"> n NSW Department of Health n Area Health Services n Cancer Institute (NSW) n NSW Multicultural Health Communication Service 	n Improve access to self-help resources by target populations.	

Program strategy		Evaluation
n Establish the Smoke Free Mental Health Taskforce.	n Partnerships and working groups established (<i>DoH, AHS</i>).	
n Develop best practice guidelines and protocols for the management of nicotine dependence and smoking cessation interventions for patients of these facilities and professional development requirements for staff.	n Guideline developed and disseminated (<i>DoH</i>).	
n A state-wide survey of mental health inpatients facilities smoking cessation care practices. n Implement best practice guidelines for mental health practitioners for managing tobacco use and strengthening smoking cessation interventions in mental health settings.	n A state-wide survey completed (<i>DoH, AHS</i>). n Best practice guideline for the management of tobacco use and smoking cessation interventions in mental health facilities implemented (<i>DoH, AHS</i>).	
n Establish partnerships and provide support to enhance an effective management strategy to help dependant smokers.	n Partnerships and working groups established (<i>DoH, AHS</i>).	
n Develop a guideline to assist services to deliver best practice interventions to smokers at risk population groups.	n Guideline developed and disseminated (<i>DoH, DoHA</i>).	
n Develop culturally appropriate smoking cessation resources for smokers at risk population groups.	n Resources developed and disseminated (<i>DoH, AHS, DoHA</i>).	
n Develop, translate and distribute tailored resources for different population groups: <ul style="list-style-type: none"> – Aboriginal communities, including resources to support the <i>SmokeCheck</i> interventions; – Culturally and Linguistically Diverse (CALD) population groups; and – People with low literacy levels. 	n Resources developed and distributed (<i>DoH, MHC</i>).	

focus area 2

Environmental tobacco smoke

Objective:

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

Key outcomes:

- n Increase in the public's understanding of environmental tobacco smoke and the harm it causes.
- n Increase in the number of smoke free homes and cars in NSW.
- n Increase in the number of workplaces instigating environmental tobacco smoke policy programs.
- n Decrease in the public's exposure to environmental tobacco smoke in hospitality industry settings.
- n 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 environmental tobacco smoke exposure in NSW such as the *Occupational Health and Safety Act 2000*.

Target groups:

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

focus area 2 – environmental tobacco smoke (ETS)

Key activities in focus area	Responsibility	Outcomes
Social marketing of amendments to the <i>Smoke-free Environment Act 2000</i> .	<ul style="list-style-type: none"> n Cancer Institute (NSW) n NSW Department of Health 	<ul style="list-style-type: none"> n Increase compliance with the <i>Smoke-free Environment Act 2000</i>. n Increase public support for smoking bans in enclosed public places.
The <i>NSW Health Smoke Free Workplace Policy</i> .	<ul style="list-style-type: none"> n NSW Department of Health n Area Health Services 	<ul style="list-style-type: none"> n Reduce prevalence of smoking among employees and patients of Area Health Services. n Increase awareness and support for the compliance with the <i>NSW Health Smoke Free Workplace Policy</i>. n NSW public hospitals and other health facility campuses are totally smoke free outdoors.
Monitoring compliance with the <i>Smoke-free Environment Act 2000</i> .	<ul style="list-style-type: none"> n NSW Department of Health n Area Health Services 	<ul style="list-style-type: none"> n Increase compliance with the <i>Smoke-free Environment Act 2000</i>. n Reduce exposure to environmental tobacco smoke in enclosed public places in NSW.
Reducing environmental tobacco smoke exposure.	<ul style="list-style-type: none"> n Cancer Council NSW n NSW Department of Health n Area Health Services n Non-government organisations n Local Government and Shire Association 	<ul style="list-style-type: none"> n Reduce the exposure to environmental tobacco smoke in the NSW community.
		<ul style="list-style-type: none"> n Increase awareness of harm associated with exposure of children to environmental tobacco smoke.

	Program strategy	Evaluation
	<ul style="list-style-type: none"> n Conduct public education programs. n Provide information about the health effects of environmental tobacco smoke (ETS) with the introduction of amendments to the <i>Smoke-free Environment Act 2000</i>. 	<ul style="list-style-type: none"> n The impact of advertising campaigns to promote amendments to the <i>Smoke-free Environment Act 2000</i> assessed (<i>CI NSW</i>). n Surveys to monitor public attitudes and support for the smoking ban in enclosed public places conducted. The survey will identify the proportion of the population supporting the smoking ban in enclosed public places (<i>CI NSW</i>).
	<ul style="list-style-type: none"> n Area Health Services implement the <i>NSW Health Smoke Free Workplace Policy</i>. n Promote awareness of the Policy to inpatients, staff, visitors and the general community, and provision of smoking cessation support. n Achieve Phase 4 status of the <i>NSW Health Smoke Free Workplace Policy</i> across NSW Area Health Service campuses. 	<ul style="list-style-type: none"> n The implementation of <i>NSW Health Smoke Free Workplace Policy</i> in Area Health Services reported (<i>AHS</i>). n Reports from Area Health Services on the implementation of <i>NSW Health Smoke Free Workplace Policy</i> will indicate: <ul style="list-style-type: none"> – Number of Area Health Services with all campuses in Phase 4 (<i>AHS</i>); and – Number of hospital campuses in Phase 4 (<i>AHS</i>).
	<ul style="list-style-type: none"> n Employment of additional specialist tobacco enforcement officers by Area Health Services. n Conduct a coordinated activity to monitor compliance of premises with the <i>Smoke-free Environment Act 2000</i>. 	<ul style="list-style-type: none"> n Number of appointed tobacco enforcement officers reported (<i>AHS</i>). n A coordinated activity to monitor compliance of premises with the legislation conducted. Reports from Area Health Services will include number of premises (pubs, hotels, registered clubs, nightclubs, restaurants, cafes) compliant with smoke free legislation (<i>AHS</i>).
	<ul style="list-style-type: none"> n Identify public support for strategies to reduce environmental tobacco smoke in outdoor areas and other settings. n Provide information for local authorities that will assist them in introducing local regulations, e.g. bans on smoking at beaches, parks etc. 	<ul style="list-style-type: none"> n Proportion of the population supporting the strategy to reduce environmental tobacco smoke in outdoor areas and other settings identified (<i>NGOs; CC NSW, NHF</i>). n Resources to support local authorities implementing local smoke free areas developed and distributed (<i>CC NSW, NHF</i>). n Survey to monitor councils with designated smoking areas conducted. The report will identify number of councils with designated smoke free areas, such as beaches, alfresco areas, and council venues (<i>CC NSW, NHF</i>).
	<ul style="list-style-type: none"> n Undertake the <i>Car and Home Smoke Free Zone</i> campaign that targets parents and carers with messages about the negative impact of smoking on their children. 	<ul style="list-style-type: none"> n The <i>Car and Home Smoke Free Zone</i> campaign undertaken and reported. The report includes a number of smoke free households and cars (<i>CCNSW</i>).
	<ul style="list-style-type: none"> n Undertake community activities in Area Health Services for the dissemination of information about exposure to environmental tobacco smoke in domestic situations. 	<ul style="list-style-type: none"> n Activities to increase awareness of environmental tobacco smoke conducted in Area Health Services. The report will include: <ul style="list-style-type: none"> – Number and type of environmental tobacco smoke resources developed and distributed (<i>CCNSW, AHS</i>); – Number of people who receive the information and participate in the projects (<i>CCNSW, AHS</i>); and – Impact of the project (<i>CCNSW, AHS</i>).
	<ul style="list-style-type: none"> n Provide resources to assist health professionals in providing environmental tobacco smoke advice to parents and carers. 	<ul style="list-style-type: none"> n Resources developed and distributed (<i>CCNSW</i>).

focus area 3

Marketing and promotion of tobacco products

Objectives:

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

Key outcomes:

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

Target groups:

- n Youth (under the age of 18 years).
- n Adults.
- n General public.
- n Retailers.
- n Enforcement officers.
- n 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.

focus area 3 – marketing and promotion of tobacco products

Key activities in focus area	Responsibility	Outcomes	
Education strategies that target retailers and the general public about the legislation in relation to the marketing and promotion of tobacco products, and the <i>NSW Public Health Act 1991</i> .	<ul style="list-style-type: none"> n NSW Department of Health n Area Health Services n NSW Multicultural Health Communication Service n Non-government organisations 	<ul style="list-style-type: none"> n Increase public knowledge on the legislation in relation to marketing and promotion of tobacco products. n Increase compliance with legislative programs. 	
Strategies to implement the amendments to the <i>NSW Public Health Act 1991</i> in relation to marketing and promotion of tobacco products.	<ul style="list-style-type: none"> n NSW Department of Health n Area Health Services 	<ul style="list-style-type: none"> n Achieve compliance with the amended <i>NSW Public Health Act 1991</i>. n Improve tobacco control surveillance. 	
		<ul style="list-style-type: none"> n Increase in proportion of premises compliant with point of sale legislation. n Decrease in tobacco advertising and display at point of sales at public places and premises. 	
		<ul style="list-style-type: none"> n Enhance capacity of officers to enforce point of sale legislation. 	
Tobacco compliance database.	<ul style="list-style-type: none"> n NSW Department of Health n Area Health Services 	<ul style="list-style-type: none"> n Improve tobacco control surveillance. 	

Program strategy		Evaluation
n Develop resources in relation to marketing and promotion of tobacco products legislation.	n Resources developed and distributed (<i>DoH</i>).	
n Provide information on the NSW Health internet site that includes a toll-free Tobacco Information Line telephone number and information about the complaints process.	n NSW Health internet site and media facilities published and updated all information on: – The legislation in relation to marketing and promotion of tobacco products, and – Compliance activities and successful prosecutions in Area Health Services (<i>DoH</i>).	
n Publish compliance activities and successful prosecutions in Area Health Services on media facilities.		
n Amendments to the <i>NSW Public Health Act 1991</i> including banning of mobile tobacco sellers and retailer notification of tobacco vendors.	n The implementation of the <i>NSW Public Health Act 1991</i> continuously monitored (<i>DoH, AHS</i>).	
n Employment of additional specialist tobacco enforcement officers by Area Health Services.	n Number of appointed tobacco enforcement officers reported (<i>AHS</i>). n Compliance of premises with the legislation monitored and reported. Reports from Area Health Services will include number of premises (pubs, hotels, registered clubs, nightclubs, restaurants, cafes) compliant with smoke free legislation (<i>AHS</i>).	
n Conduct sample visits to re-ensure compliance with point of sale legislation.		
n Provide training in tobacco legislation for enforcement officers.	n Training for enforcement officers provided. The report includes the number of enforcement officers trained in tobacco legislation (<i>AHS</i>).	
n Develop and implement a tobacco compliance database system to support accuracy and timeliness of Area Health Services reports.	n Tobacco compliance database training provided and system implemented in Area Health Services. Reports from Area Health Services include the number of enforcement officers trained and progress in implementing the tobacco compliance database (<i>AHS</i>).	
n Provide training in the use of the tobacco compliance database for officers.		

focus area 4

Availability and supply of tobacco products

Objective:

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

Key outcomes:

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

Target groups:

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

focus area 4 – availability and supply of tobacco products

Key activities in focus area	Responsibility	Outcomes	
Education strategies that target retailers and the general public about legislation in relation to the sale and supply of tobacco products to minors.	<ul style="list-style-type: none"> n NSW Department of Health n Area Health Services n NSW Multicultural Health Communication Service n Non-government organisations 	<ul style="list-style-type: none"> n Increase public knowledge on the legislation in relation to the sale and supply of tobacco products to minors. n Improve retailer/proprietor compliance with legislation. 	
Strategies to implement the amendments to the <i>NSW Public Health Act 1991</i> relating to availability and supply of tobacco products.	<ul style="list-style-type: none"> n NSW Department of Health n Area Health Services 	<ul style="list-style-type: none"> n Achieve compliance with the amended <i>NSW Public Health Act 1991</i>. n Improve tobacco control surveillance. 	
		<ul style="list-style-type: none"> n Increase in proportion of premises compliant with sales to minors legislation. n Decrease in availability and supply of tobacco products to minors. 	
		<ul style="list-style-type: none"> n Enhance capacity of officers to enforce sales to minors legislation. 	
Tobacco compliance database.	<ul style="list-style-type: none"> n NSW Department of Health n Area Health Services 	<ul style="list-style-type: none"> n Improve tobacco control surveillance. 	

Program strategy		Evaluation
n Develop resources in relation to the sale and supply of tobacco products legislation to support enforcement.	n Resources developed and distributed (<i>DoH</i>).	
n Provide information on the NSW Health internet site that includes a toll-free Tobacco Information Line telephone number and information about the complaints process. n Publish compliance activities and successful prosecutions in Area Health Services on media facilities.	n NSW Health internet site and media facilities published and updated all information on: – The legislation in relation to the sale and supply of tobacco products; and – Compliance activities and successful prosecutions in Area Health Services (<i>DoH</i>).	
n Implementation of amendments to the <i>NSW Public Health Act 1991</i> including the banning of mobile tobacco sellers and retailer notification of tobacco vendors.	n The implementation of the <i>NSW Public Health Act 1991</i> continuously monitored (<i>DoH</i>).	
n Employment of additional specialist tobacco enforcement officers by Area Health Services. n Conduct sample visits to ensure compliance with sales to minors legislation.	n Number of appointed tobacco enforcement officers reported (<i>AHS</i>). n Compliance of premises with the sales to minors legislation monitored and reported. The report will include number of premises compliant with smoke free legislation (<i>AHS</i>).	
n Provide training on sales to minors legislation for enforcement officers.	n Training for enforcement officers provided. Reports from Area Health Services will include number of officers trained on sales to minors legislation (<i>DoH, AHS</i>).	
n Develop and implement a tobacco compliance database system to support accuracy and timeliness of Area Health Services reports. n Provide tobacco compliance database training for officers.	n Tobacco compliance database training provided and system implemented in Area Health Services. Reports from Area Health Services include number of enforcement officers trained and progress in implementing the tobacco compliance database (<i>AHS</i>).	

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:

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

Target groups:

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

focus area 5 – capacity building

Key activities in focus area	Responsibility	Outcomes
Maintain and enhance tobacco control networks and management of the organisational structure to support tobacco control activities in NSW.	<ul style="list-style-type: none"> n NSW Department of Health n Area Health Services n Cancer Institute (NSW) n Non-government organisations 	<ul style="list-style-type: none"> n Enhance partnerships focussed on the provision of support to tobacco control activities in NSW. n Develop better approaches to provide comprehensive tobacco control activities in NSW.
Partnerships with other agencies and jurisdictions to further tobacco control activities.	<ul style="list-style-type: none"> n NSW Department of Health n Cancer Institute (NSW) n Australian Government Department of Health and Ageing n Other states and territories n Non-government organisations 	<ul style="list-style-type: none"> n Increase access to quality information and best practice research evidence for tobacco control.
The NSW <i>SmokeCheck</i> program.	<ul style="list-style-type: none"> n NSW Department of Health n Cancer Institute (NSW) n Australian Centre for Health Promotion, University of Sydney 	<ul style="list-style-type: none"> n Increase knowledge and awareness among Aboriginal Health Workers and managers of evidence-based best practice in smoking cessation and tobacco legislation. n Increase incorporation of brief intervention for smoking cessation into routine consultations in Aboriginal health services.

Program strategy	Evaluation
<ul style="list-style-type: none"> n Professional development and update information at regular NSW Tobacco Control Network (TobNet) meetings. 	<ul style="list-style-type: none"> n The NSW Tobacco Control Network (TobNet) maintained, meetings organised and held (<i>DoH, CI NSW, CC NSW</i>).
<ul style="list-style-type: none"> n Establish working groups to provide advice on tobacco control activities in NSW. 	<ul style="list-style-type: none"> n Working groups to oversee the implementation of tobacco control activities in NSW established (<i>DoH, CI NSW, CC NSW, AHS, NHF, ASH, NGOs</i>).
<ul style="list-style-type: none"> n Information sharing on the NSW tobacco email list serves: <ul style="list-style-type: none"> – Smoking cessation; – <i>Smoke Free Work Place Policy</i>; – Tobacco legislation; and – TobNet. 	<ul style="list-style-type: none"> n Information and updates on tobacco control activities provided (<i>DoH, CI NSW, CC NSW, AHS, NHF, ASH, NGOs</i>).
<ul style="list-style-type: none"> n Foster partnerships with other agencies and jurisdictions about tobacco control. Collaboration on issues such as policy development, implementation of legislation, smoking cessation programs and services, evaluation and research studies, and social marketing programs. 	<ul style="list-style-type: none"> n Partnerships with other agencies and jurisdictions to strengthen tobacco control activities continued. For example, NSW Health participation in the National Expert Advisory Panel, and the Ministerial Council on Drug Strategy (<i>DoH</i>).
<ul style="list-style-type: none"> n Provide support for training Aboriginal Health Workers and health workers who work predominantly with Aboriginal communities in evidence-based brief interventions for smoking cessation. 	<ul style="list-style-type: none"> n Support for smoking cessation training for Aboriginal Health Workers provided (<i>DoH</i>). n The <i>SmokeCheck</i> program report and evaluation submitted to NSW Department of Health. Report will include: <ul style="list-style-type: none"> – Number of Aboriginal Health Workers trained by the <i>SmokeCheck</i> program (<i>USyd</i>); – Number of the <i>SmokeCheck</i> training days conducted (<i>USyd</i>); and – Number of managers attending the <i>SmokeCheck</i> manager training (<i>USyd</i>).
<ul style="list-style-type: none"> n Provide support for the development of culturally appropriate client and health worker resources for the delivery of brief intervention for smoking cessation. 	<ul style="list-style-type: none"> n The <i>SmokeCheck</i> resources developed and distributed to Area Health Services and participating community controlled Aboriginal health services (<i>DoH, USyd</i>).

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:

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

Target groups:

- n NSW general population.
- n Youth.
- n Women.
- n Pregnant women.
- n Aboriginal and Torres Strait Islander peoples.
- n Culturally and Linguistically Diverse (CALD) groups.
- n Lower socio-economic groups.
- n Health professionals and organisations.
- n Retailers.
- n Hospitality industry.
- n Enforcement officers.
- n NSW Health Services staff.
- n Clients of the NSW Health Services.

focus 6 – research, monitoring and evaluation

Key activities in focus area	Responsibility	Outcomes	
Development of the <i>NSW Tobacco Action Plan 2005–2009 Evaluation Framework</i> .	<ul style="list-style-type: none"> n NSW Department of Health n Area Health Services n Cancer Institute (NSW) n Non-government organisations 	n Provide guidelines for key partners to monitor the implementation of their tobacco control activities in NSW.	
		n Prioritise evaluation efforts to ensure that tobacco control activities are conducted effectively and resources invested efficiently.	
The <i>NSW Health Smoke Free Workplace Policy</i> .	<ul style="list-style-type: none"> n NSW Department of Health n Area Health Services 	n All Area Health Services campuses smoke free outdoors.	
The <i>Guide for the Management of Nicotine Dependent Inpatients</i> .	<ul style="list-style-type: none"> n NSW Department of Health n Area Health Services 	n Health facilities to progress towards achieving milestones in the <i>Guide for the Management of Nicotine Dependent Inpatients</i> .	
Monitoring compliance with tobacco legislation.	<ul style="list-style-type: none"> n NSW Department of Health n Area Health Services 	n Achieve compliance with the tobacco legislation and the <i>NSW Public Health Act 1991</i> .	
The NSW Quitline.	<ul style="list-style-type: none"> n Cancer Institute (NSW) n NSW Department of Health n Area Health Services n NSW Quitline 	<ul style="list-style-type: none"> n Increase the number of smokers calling the NSW Quitline seeking assistance to quit. n Increase the number of clients referred to the NSW Quitline. 	
		<ul style="list-style-type: none"> n Maintain a responsive NSW Quitline service to support NSW smokers to quit. n Increase the effectiveness of the NSW Quitline. 	

	Program strategy	Evaluation
	<ul style="list-style-type: none"> n Develop the <i>NSW Tobacco Action Plan 2005–2009 Evaluation Framework</i>. 	<ul style="list-style-type: none"> n The <i>NSW Tobacco Action Plan 2005–2009 Evaluation Framework</i> developed and distributed (DoH).
	<ul style="list-style-type: none"> n Assist Area Health Services and partners to monitor tobacco control activities. 	<ul style="list-style-type: none"> n Progress of the <i>NSW Tobacco Action Plan 2005–2009</i> activities updated. Updated activities were based on the reports submitted by key partners and Area Health Services (DoH, AHS, CI NSW, NGOs).
	<ul style="list-style-type: none"> n All Area Health Services to implement the <i>NSW Health Smoke Free Workplace Policy</i>. 	<ul style="list-style-type: none"> n The implementation of <i>NSW Health Smoke Free Workplace Policy</i> in Area Health Services reported (AHS). n Report on the implementation of <i>NSW Health Smoke Free Workplace Policy</i> will indicate: <ul style="list-style-type: none"> – Number of Area Health Services with all campuses in Phase 4 (AHS); – Number of hospital campuses in Phase 4 (AHS); and – Result of the state-wide survey of all NSW hospitals' practices and policies relating to management of nicotine dependent inpatients and the <i>NSW Health Smoke Free Workplace Policy</i> (AHS).
	<ul style="list-style-type: none"> n Area Health Services implement <i>the Guide for the Management of Nicotine Dependent Inpatients</i>. 	<ul style="list-style-type: none"> n Progress towards the implementation of the <i>Guide for the Management of Nicotine Dependent Inpatients</i> reported. Reports from Area Health Services will indicate barriers and achievements in implementing the Guide in their facilities (AHS).
	<ul style="list-style-type: none"> n Continue compliance monitoring of tobacco legislative programs, including the <i>Smoke-free Environment Act 2000</i>, sales to minors programs, display of tobacco products, illegal tobacco product promotions, and introduction of amendments to the <i>NSW Public Health Act 1991</i>. 	<ul style="list-style-type: none"> n The implementation of the <i>NSW Public Health Act 1991</i> continuously monitored (DoH). n Compliance of premises with the legislation monitored and reported. The report includes number of premises compliant with tobacco legislation (AHS).
	<ul style="list-style-type: none"> n Integrate referrals to the NSW Quitline into the discharge plans for hospitalised smokers. 	<ul style="list-style-type: none"> n Hospitalised smokers (inpatients and outpatients) referred to the NSW Quitline. Progress of this activity will indicate: <ul style="list-style-type: none"> – Record of call activity (CI NSW, NSW Quitline); and – Numbers of fax referrals sent to the NSW Quitline (CI NSW, NSW Quitline).
	<ul style="list-style-type: none"> n Follow-up of clients at 4 weeks, 6 and 12 months. n Maintain best practice smoking cessation support for NSW Quitline staff. 	<ul style="list-style-type: none"> n Support for callers to maintain best practice smoking cessation provided. Report for this service will include: <ul style="list-style-type: none"> – Number of NSW Quitline clients reporting abstinence at 12 months and satisfaction with the service (NSW Quitline); and – Record of call activity and answer rate (NSW Quitline).

glossary

Target groups: those within NSW population who have high smoking rates and are at risk of taking up smoking or becoming regular smokers.

Risk population groups: include those within NSW population with high smoking rates or at risk of becoming high.

Heavily dependent smokers: people with scores higher than 6 assessed using the 'Fagerstrom Test for Nicotine Dependence' (FTND) Fagerstrom KO, Heatherton TF, Kozlowski LT. *Nicotine Addiction and Its Assessment. Ear, Nose and Throat Journal* 1990. Vol 69, No 11. 763–765.

Phase 4 of the *NSW Smoke Free Work Place Policy*

is a phase where health care facilities, campuses and vehicles under the control of NSW Health are totally smoke free. Smoke free area is all inside areas, all vehicles and all outside areas of facilities under the control of NSW Health (the NSW Department of Health, or public health organisation as defined in section 7 of the *Health Services Act* 1997 (NSW Health premises)). Phase 4 of the Policy was commenced in 1 September 2002.

People with special needs include: pregnant women, Aboriginal and Torres Strait Islanders, those with a disability and population that needs special assistance.

There are a number of reports and documentations that provide useful information on tobacco control activities. These reports include:

The Australian Secondary School Alcohol and Drug (ASSAD) survey and the NSW School Students Health and Behaviours (SSHB) Survey on smoking behaviour amongst secondary school students in NSW, source of cigarettes and cigarette advertising.

The ASSAD survey is available at: <http://www.nationaldrugstrategy.gov.au/internet/drugstrategy/publishing.nsf/Content/mono58>

The SSHB survey is available at: <http://www.health.nsw.gov.au/publichealth/surveys/hss/index.asp>

National Drug Strategy Household Survey (Australian Institute of Health and Welfare) for information about public support for policies to reduce the availability and supply of tobacco products to children and young people.

The publication is available at: <http://www.health.nsw.gov.au/publichealth/surveys/hss/index.asp>

Nicotine Addiction and Its Assessment. *Ear, Nose and Throat Journal*. Fagerstrom KO, Heatherton TF, Kozlowski LT. 1990. Vol 69, No 11. 763–765.

NSW Adult Health Survey, for adult smoking prevalence, smoke free homes and cars.

The publication is available at: <http://www.health.nsw.gov.au/publichealth/surveys/reports.asp>

NSW Population Health Surveys, National Drug Strategy Household Survey (Australian Institute of Health and Welfare) and *Smoking and Health Survey* (Cancer Institute (NSW)) for attitudes to smoking bans in licensed premises.

NSW Tobacco Action Plan 2005–2009. A vision for the future NSW Health, Sydney 2005.

The publication is available at: http://www.health.nsw.gov.au/pubs/2005/tobacco_ap_vision.html

NSW Tobacco Action Plan 2005-2009 Background Paper. NSW Health, Sydney 2005.

The publication is available at: http://www.health.nsw.gov.au/pubs/2005/tobacco_ap_bgground.html

Reports on NSW Mothers and Babies for prevalence of smoking during pregnancy.

The publication is available at: <http://www.health.nsw.gov.au/pubs/2007/mcd05.html>

Smoking and Health Survey (Cancer Institute (NSW)) for knowledge of second-hand smoke and the health effects of smoking and quitting behaviour.

The publication is available at: http://www.cancerinstitute.org.au/cancer_inst/publications/index.htm#cancerprevention

Smoking Care Provision in Smoke Free Hospitals in Australia. Freund M, Campbell E, Paul C, Sakrouge R, Wiggers J. *Preventive Medicine*, 41 (2005) 151–158 for baseline prevalence of care provision for NSW.

