Smokefree Sheffield

A toolkit for schools

Smokefree Sheffield

NHS South West Yorkshire Partnership NHS Foundation Trust

Sheffield City Council

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Introduction

This toolkit, developed by Smokefree Sheffield, supports schools to implement a comprehensive approach to reducing smoking and vaping prevalence amongst young people.

The toolkit consists of four core elements:

- A Whole School Approach to a Smokefree School
- Smokefree in the Curriculum
- Smokefree Peer Education
- Staff Knowledge and Skills Around Smokefree

Aims of the Smokefree Sheffield Schools Guidance

- To support secondary schools in adopting and developing a Whole School Approach to being smokefree. This includes the use of tobacco, vaping and smoking of other substances.

- To provide guidance and embed tobacco control within the curriculum of Sheffield secondary schools.

- To encourage schools to deliver the Smokefree Peer Education programme to prevent uptake of smoking by young people in Sheffield.

- To encourage secondary schools to adopt a referral pathway to the Sheffield Smokefree Service helping young people, parents and teachers seeking to overcome an addiction.

- To support secondary schools in developing and delivering advice and pledges around smokefree homes and cars.

- To increase knowledge and skills in all staff around tobacco control in secondary schools in Sheffield utilising online training packages available.

- Provide links to resources and information.

Background to School Smokefree Work and Tobacco Control in Sheffield

Sheffield has a city-wide Tobacco Control Strategy signed up to by city stakeholders that follows an evidence-based 'whole systems' approach to tobacco reduction. Ultimately this strategy aims to achieve the government's smokefree ambition of making smoking obsolete or getting to 5% or less smoking prevalence, and accelerating rates in decline across all groups.

It aims to tackle smoking and tobacco dependence not just by providing traditional stop smoking services to the public and those being admitted to hospital, but also by implementing interventions to either prevent children and young people starting to smoke or help people stay quit from tobacco. This includes but is not limited to:

- Investing in the Trading Standards team to tackle cheap and illicit tobacco that allows young people to access tobacco at pocket money prices. This also includes tackling underage and non-compliant sales of e-cigarettes and vapes.

- Working to maintain and create more smokefree sites, such as hospitals, university campuses, playgrounds, workplaces, and events as well as helping people create smokefree homes and cars. Expanding smokefree sites not only protects others from second-hand smoke but also helps de-normalise smoking for future generations and assist those who have quit in staying quit.

- Helping pregnant mothers and families to quit tobacco and go smokefree at home as children born into smoking households are more likely to become smokers themselves.

- Equipping professionals with Very Brief Advice skills. This allows people to have evidence-based, brief, effective conversations with those using tobacco about seeking support to quit. Sheffield aspires to make this standard in settings such as social care, housing, citizens advice, food banks, the voluntary, community and faith sector, substance misuse services, primary care and more.

- Delivering comprehensive marketing and communication campaigns targeted at those at highest risk from tobacco or with the greatest barriers to quitting tobacco.

While smoking rates in Sheffield have declined to their lowest ever levels, around 61,000 adults (10.3% in 2022) continue to smoke leading to immense harm. Each year 6,000 people are admitted to hospital because of smoking, and tobacco kills around 1,000 people each year in our city. Long-term smokers die on average 10 years earlier, but before this many will spend years in poor health living with a serious smoking-related illness. Smoking costs Sheffield over £193 million each year in health, social care and wider costs.

The dependence on tobacco and subsequent health outcomes are also not shared equally across the richest and poorest in society. In the southeast and north of the city we see rates of smoking that are three times higher than in the southwest of the city. Often it is those who can least afford tobacco that spend the most on their tobacco addiction.

The public has traditionally been led to understand smoking as a personal lifestyle choice, when in reality this is an addiction, usually beginning in childhood, that is maintained and promoted by industry for commercial gain.

It is estimated that 939 11 to 15-year-olds start smoking in Sheffield annually, and that two-thirds of adult smokers started before they reached 18 years old.

School settings therefore have an important role in this city-wide strategy helping prevent young people from starting to use tobacco or e-cigarettes and to assist young people in quitting. The toolkit resources will help your school have the conversations with children and young people about both tobacco and the role of vaping and e-cigarettes, as well as implement a Whole School Approach to tobacco and e-cigarettes, delivering the right environment for staff and pupils to either quit or never take up smoking or e-cigarettes.

Health Impact of Smoking

It is widely known and understood that smoking tobacco has a significant negative effect on physical health in various different forms. More specifically, children and young people are impacted by smoking in the following ways:

Increased physical harm on health due to links with heavier use, higher addiction, reduced chance of quitting and higher mortality[1].

Impaired lung growth and function causing increased lung disease risk[2].

Greater risk than adult smokers of lung cancer and heart disease[2].

Most at risk from harm due to second-hand smoking in homes (bronchitis, pneumonia, asthma and sudden infant death syndrome)[3].

Vaping and E-cigarettes

It is recognised that vaping amongst young people is of increasing concern for schools and educational settings.

E-cigarettes can help adults quit smoking and are significantly safer than using tobacco products. However, children, young people and never-smokers should not use e-cigarettes. Nicotine is an addictive substance and this, along with the solvents and flavourings found in e-cigarettes, are not entirely risk-free. Therefore, e-cigarette use in young people should be addressed.

Uptake and experimentation with e-cigarettes have increased in 11 to 17-year-olds in the past 12 months[4], especially the use of disposable vape products. However, it should be noted that most children who try vaping have also tried smoking, and vaping is far less harmful than smoking, which kills up to two-thirds of smokers.

While significantly safer than using tobacco, the long-term risks from vaping are still not completely clear. However, it is likely to be less addictive and substantially less harmful than tobacco. This is because the exposure to toxic chemicals in vaping is a tiny proportion of that in tobacco and cigarettes, and nicotine in e-cigarettes is not enhanced in the same way as it is in cigarettes.

Nicotine overdosing is possible but very rare and usually results in vomiting and minor symptoms which are short in duration.

E-cigarettes have been on the market in the UK since 2006 and during that time vaping has not been associated with any widespread health problems.

The outbreak of serious respiratory illness in the USA in 2019 initially attributed to vaping is now known to have been caused, not by vaping nicotine, but by vaping cannabis oils and particularly the addition of a solvent vitamin E acetate[5].

It is illegal to sell cigarettes or nicotine containing vapes to under-18s[6], but it is not illegal to smoke or vape underage and any punishment or consequence should be proportionate.

Children should not be excluded from school for vaping or smoking, unless it is associated with other disruptive behaviour which justifies this, and the main course of action should be to support the young person to quit either tobacco or e-cigarettes.

The main source of supply to children of cigarettes and vapes is shops. Children under 18 should be asked where they got their vape (or cigarette) from. Complaints and reports can be made to Trading Standards through the links and contacts given in the websites and resources section. This allows the Council's Trading Standards Teams to work with retailers on responsible sales, and gather intelligence on repeat offenders for further action.

Teachers and school staff should be aware that vapes could be used to exploit the most vulnerable children, as is the case with other age restricted products such as tobacco and alcohol.

More information on e-cigarettes and vaping is available from the ASH website (www.ash.org.uk/resources/view/ash-brief-for-local-authorities-on-youth-vaping) and facts for children and young people are available in the e-cigarette and vaping resource as part of this toolkit.

A set of resources to communicate the facts about vaping to children and young people has been developed by Smokefree Sheffield in collaboration with ASH and are available from the Smokefree Sheffield website (www.smokefreesheffield.org/get-involved/campaigns/vaping-the-facts).

De-normalising Smoking

Language and approach to smoking tobacco should focus on making smoking behaviours abnormal. This can include emphasising reductions in tobacco use over time and limited numbers of young people who use tobacco and e-cigarettes. It also includes making spaces smokefree and reducing the opportunity for young people to observe smoking behaviours.

There is evidence that making it normal for children and young people's environments to be smokefree can impact on reduction in smoking prevalence. This can be achieved by:

motivating smokers
to quit

supporting ex-smokers
to stay smokefree

encouraging young
people not to smoke

assisting current smokers to alter
their smoking activities so that
non-smokers (especially young
children) are not exposed to
tobacco smoke[7,8]

Smokefree homes and outdoor policies also help to change social norms around smoking by reducing the visibility and acceptability of smoking, whilst discouraging young people from starting to smoke or vape.

Smokefree policies contribute to a reduction in the amount that people smoke, increase the number of people who quit and support relapse prevention. Cochrane reviews found consistent evidence of reduction in hospital admissions for cardiac events following the implementation of smokefree laws, as well as reductions in cigarette litter.

Smokefree Sheffield Schools

– An overview

Smokefree Sheffield Schools

1. Whole School Approach to a Smokefree School

- Have a comprehensive smokefree policy
- Utilise the pathway to ensure compliance of a smokefree school
- Ensure that a consistent approach to being smokefree is adopted by everyone

2. Smokefree in the Curriculum

- High quality tobacco control education delivered in PSHE
- Ensure social norms approach underpins all tobacco control education delivered
- Ensure that tobacco control education is delivered as part of a spiral curriculum in line with best practice

3. Smokefree and Peer Education

- Recruit young people from Y8 to train to become peer educators
- Enable young people to deliver the peer educators programme
- Consider developing an advocacy role for peer educators
- Peer educators to identify and encourage young people to stop smoking and signpost to the Sheffield Smokefree Service

4. Knowledge and Skills Around Smokefree

- Promote a Whole School Approach to Smokefree (schools, homes and cars)
- Promote and link educational opportunities to national marketing campaigns (for example: Smokefree Homes and Cars, Stoptober)
- Complete available online training packages
- Be aware of tobacco control services and referral pathways

1. Whole School Approach to Being a Smokefree School

Steps to becoming a smokefree school:

1.
Developing a Whole School Approach is first and foremost about winning hearts and minds – getting all staff and also parents on board, helping them understand why this is so important, supporting them to be ready for the implementation of the approach. Communicate that the Whole School Approach as part of a City-wide Strategy and the role of schools in preventing children and young people forming a lifelong addiction.

2.
Develop, communicate and implement a comprehensive (whole site) Smokefree School Policy. This should include prohibiting use of all tobacco products and e-cigarettes on the school site including buildings and grounds and the vicinity of entrances and exits to the site (see Policy Template resource). This should be communicated regularly and consistently to staff, pupils, parents and contractors/visitors to the school and ensure they understand why supporting the Smokefree School Policy is important.

3.
Develop a pathway to create a smokefree site as a whole school intervention ensuring that all adults on the school site have knowledge of it. This should include the Smokefree School Policy, agreed protocol and approach to dealing with smoking and vaping incidents by staff, pupils and parents, referral into support for tobacco dependency and training and regular education for staff and pupils. It should also outline how tobacco and e-cigarettes can form part of curriculum-based or PHSE teaching as well as specific off-timetable days.

4.
Have high, consistent expectations of behaviour across the school and communicate this with young people, staff, parents and visitors.

5.
Promote smokefree as the norm at every opportunity.

6.
Raise awareness and promote the Sheffield Smokefree Service adopting a compassionate, supportive approach to referral. How this is done should form part of your smokefree pathway. Support young people, staff and parents to access tobacco treatment support and encourage and promote the voluntary smokefree homes pledge.
(www.smokefreesheffield.org/get-involved/campaigns/secondhand-smoke)

7.
Deliver the Smokefree Schools Peer Education Support Programme.

8.
Ensure staff are trained in evidence-based Very Brief Advice and have appropriate knowledge and skills training around tobacco and e-cigarettes. (See Knowledge and Skills Around Smokefree section)

9.
Enable staff to access support from the Sheffield Smokefree Service.

10.
Have a mechanism for peer educators to work in collaboration with the Sheffield Youth Cabinet to inform local politicians about smoking issues. See the Websites, Links and Resources section.

2. Smokefree in the Curriculum

Teaching about tobacco use is part of drugs education that should be covered in the PSHE curriculum delivered in schools. Best practice models of delivery of PSHE should be utilised, incorporating it into the school timetable, with 'drop-down' or 'off-timetable' days used to enhance a curriculum. It is good practice to provide multiple learning opportunities for students to explore their understanding of the issues around smoking across a range of subject areas e.g. Science, English. The PSHE curriculum should reflect the views and needs of young people in the school and utilise the social norms approach to underpin tobacco education delivered within PSHE. Ideally tobacco education will include information on the following topics:

Different forms of tobacco (cigarettes, shisha and chewing tobacco products).

What chemicals are in tobacco.

Harm caused by tobacco.

Impact of availability of cheap and illicit tobacco and on the uptake of young people smoking.

Impact of second-hand smoke, benefits of smokefree environments including schools and homes, cars.

Impact of plain packs on uptake of cigarette smoking.

Impact of e-cigarette use on smokefree social norms and behaviours.

The government's PSHE education review concluded in March 2015, and stated that the subject would remain non-statutory and that no new programmes of study would be published. In the absence of a new programme of study from the DfE, the **PSHE Association**, in consultation with a wide variety of agencies and PSHE practitioners, has produced a revised programme of study based on the needs of today's students and schools. Criteria relating to tobacco education can be found below:

Health and Wellbeing (KS3)

Students should have the opportunity to learn:

- the positive and negative roles played by drugs in society (including tobacco and alcohol);

- factual information about legal and illegal substances, including alcohol, volatile substances, tobacco and cannabis and the law relating to their supply, use and misuse;

- to recognise and manage different influences on their decisions about the use of substances, (including clarifying and challenging their own perceptions, values and beliefs) including managing peer influence;

- the personal and social risks and consequences for themselves and others of making different decisions regarding substances, including the benefits of not drinking alcohol (or delaying the age at which to start);

- the risks and consequences of 'experimental' and 'occasional' substance use and the terms 'dependence' and 'addiction'.

Health and Wellbeing (KS4)

Building on Key Stage 3, students should have the opportunity to gain an understanding of:

- the short and long-term consequences of substance use and misuse for the health and mental and emotional wellbeing of individuals, families and communities;

- the terms 'habit', 'dependence' and 'addiction' in relation to substance use and to whom to talk if they have concerns;

- the wider risks and consequences of legal and illegal substance use including on their personal safety, career, relationships and future lifestyle.

Drug education including tobacco should start early and be part of a spiral curriculum, as experience, understanding and needs of young people change over time.

Additional support for more vulnerable young people is available through the **Flower 125 Health Programme**. Training is available to schools to enable people to deliver the programme to young people in schools. This health promotion programme is structured but not prescriptive and can be adapted to meet the needs of any group. The programme is delivered to small groups and has been demonstrated to have an impact on behaviour and relationships as well as improving health knowledge.

The Corner is the service commissioned by Sheffield City Council to support young people with problems around drugs (including those mixed with tobacco) and alcohol. Training opportunities are available for schools and schools are encouraged to enquire as training can be specifically arranged as appropriate. Training is available free of charge. (see the Websites, Links and Resources section).

The use of external visitors must be appropriate (with no links to the tobacco industry) and make an effective contribution to tobacco education. Care must be taken to examine the content, ensure that desired learning objectives are met and that the contribution from visitors is monitored for quality and evaluated for effectiveness.

Schools should utilise national campaigns and integrate them into the curriculum wherever possible. Resulting activities could be supported by students studying Health and Social Care in the school.

Resources and links for campaigns can be found in the Websites, Links and Resources section.

Using the Social Norms Approach

'Social norms' refers to our perceptions of how our peers behave. These perceptions can strongly influence the behaviour of individuals and tend to be an over-exaggeration of the true levels of unhealthy lifestyle choices. The social norms approach seeks to correct misperceptions through the dissemination of information about the actual norms in a population. Key features of the social norms approach are that:

- it does not attempt to change behaviour through depictions of the negative consequences of the behaviour;

- it is a participatory process involving the collection of data and design of intervention materials; and

- it involves no moralistic undertones or directions about the 'correct' behaviour and instead focuses on the principle of presenting information about the actual (healthy) norms of a population back to that population.

This approach is an evidence-based method of supporting behaviour and attitude change and can address both descriptive norms (what people do) and injunctive norms (their beliefs about what is socially acceptable).

Schools are encouraged to use a social norms approach to address smoking in the Key Stage 3 curriculum in order to reduce the uptake of smoking and to prevent smoking behaviour developing into long term use.

An example: A social norms approach pilot carried out in the Southey neighbourhood of Sheffield identified local support for extending smokefree environments. 70% (n=350) of people reported that they do not allow smoking in their home. 80% (n=400) of people agreed that smoking should not be allowed in children's play areas. 80% (n=400) of people agreed that smoking should not be allowed in cars with children.

3. Smokefree and Peer Education

Schools should deliver and integrate the Sheffield Smokefree Peer Education Programme for Secondary Schools to prevent the uptake of smoking. The appeal of peer education approaches assumes that interventions may be more appropriate, accessible and exciting when delivered by credible young people as opposed to adults.

This assumption is rooted in psycho-social theories which suggest that new knowledge and skills are enhanced when a person has the opportunity to model their actions on someone else with whom they can identify.

It is also based on perceptions of social norms about behaviour and on the belief that when influential people have new ideas, these spread through their peer group.

Smokefree Peer Education Programme

Secondary schools who are a part of the ASDAN (Award Scheme Development and Accreditation Network) accreditation centre can apply for their certificates directly through the ASDAN site. If a school is not a part of the accreditation, the learning can still be taught as peer support programme or an additional PSHE support lesson.

Secondary schools can access the Smokefree Peer Education Programme resources from this Toolkit. Schools are encouraged to identify/nominate 'peer educators' to complete the programme.

The Smokefree Peer Education Programme will:

- ensure peer educators are confident in encouraging their peers not to smoke during everyday school life and outside the classroom;

- enable young people to be involved in the development of the training package;

- raise awareness of the harm caused by tobacco;

- discuss the benefits of smokefree environments/de-normalising tobacco;

- explain the factors that influence the initiation of smoking;

- discuss the ease of access to cigarettes;

- develop social and resistance skills;

- explain the social influences surrounding smoking;

- look at positive non-smoking role models;

- raise awareness of the Sheffield Smokefree Homes and Cars initiative;

- explain the impact of e-cigarette use on smokefree social norms and behaviours;

- explain the impact of cheap and illicit tobacco on health, crime and community cohesion;

- explain the impact of smoking other tobacco products and substances;

- cover the range of stop smoking support options available across Sheffield.

4. Knowledge and Skills Around Smokefree

Schools should recognise that smoking tobacco represents the greatest preventable cause of ill health. Since the vast majority of smokers begin smoking before they reach the age of 18, staff in the school have a key role to play in reducing the uptake of smoking amongst young people.

Staff should be encouraged to undertake online Very Brief Advice intervention training packages to increase knowledge and skills around the factors that influence uptake of smoking amongst young people - see National Centre for Smoking Cessation Training Staff Brief Interventions Training (www.ncsct.co.uk) for details in the Websites, Links and Resources section.

Staff should contribute to making not smoking the norm so that young people are discouraged from starting to smoke by making links to national smokefree campaigns (see the Websites, Links and Resources section), supporting peer educators in their smokefree role, promoting a Whole School Approach to Smokefree including homes, schools and cars.

The promotion of smokefree environments will also include raising awareness of the impact of use of e-cigarettes and shisha on smokefree social norm behaviours and attitudes.

Additionally, the school will contribute to tobacco control in Sheffield by reporting any underage sales of cigarettes or e-cigarettes of which the school becomes aware. Staff will also raise awareness of the impact of cheap and illicit tobacco, highlighting that the availability of cheap cigarettes makes it easier for children and young people to start smoking.

Any intelligence gathered on the sale of cheap and illicit tobacco or complaints regarding underage sales, including e-cigarettes, should be reported to Trading Standards via:

Citizens Advice online portal
www.citizensadvice.org.uk/consumer/get-more-help/report-to-trading-standards/

Sheffield City Council Trading Standards Team
tradingstandards@sheffield.gov.uk

Consumer Direct Helpline
0808 223 1133

Stop Smoking Support for Young People, Staff and Parents

It is recommended that all young people, staff and parents are offered a referral to Sheffield Smokefree Service when appropriate. The Smokefree Sheffield website has a range of tobacco treatment support available across the city (see the Websites, Links and Resources section). The school and the tobacco treatment service should work together to develop key relationships and contacts for referral of young people, staff and parents, but referral and advice should take place as a matter of course.

Schools will support their young people, staff and parents by signposting and allowing in work time where appropriate, completion of adequate training such as VBA and National Centre for Smoking Cessation Training (NCSCT) to support children, young people and the school community (see the Websites, Links and Resources section).

Websites, links and resources

Action on Smoking and Health (ASH)

Useful facts and figures about smoking, including downloadable resources
www.ash.org.uk

Actions on Smoking and Health (ASH) guidance on e-cigarettes and vaping

ASH guidance for schools and colleges to help Designated Safeguarding Leads and others develop consistent, evidence-based policies on vaping.
www.ash.org.uk/uploads/ASH-guidance-for-school-vaping-policies.pdf

ASH briefing for local authorities on youth vaping is designed for public health officials and trading standards officers, but also contains useful information for councillors, schools, parents and retailers.
www.ash.org.uk/uploads/ASH-brief-for-local-authorities-on-youth-vaping.pdf

ASH factsheet: Use of e-cigarettes among young people in Great Britain 2022
www.ash.org.uk/uploads/Use-of-vapes-among-young-people-GB-2023-v2.pdf

Cancer research UK

www.cancerresearchuk.org/about-cancer/causes-of-cancer/smoking-and-cancer

Free leaflets and information on quitting smoking

National NHS stop smoking advice
www.smokefree.nhs.uk

Buy resources to support smoking education / awareness
Gasp
www.gasp.org.uk

Information about smokefree legislation
www.smokefreeengland.co.uk

News and guidance on drug, alcohol and tobacco education

The Drug Education Forum
www.drugeducationforum.com

Staff Brief Interventions training and Very Brief Advice training

National Centre for Smoking Cessation Training -
www.ncsct.co.uk

Smokefree Sheffield – Local Tobacco Treatment Services - 'Stop Smoking Support'

www.smokefreesheffield.org
www.yorkshiresmokefree.nhs.uk

Smokefree Sheffield - Smokefree Spaces including videos

www.smokefreesheffield.org/get-involved/campaigns/secondhand-smoke

Learn Sheffield Student Wellbeing Resources

0114 250 7417
www.learnsheffield.co.uk/Resources/Student-Wellbeing-Resource

Sheffield health-based programme for vulnerable young people
Flower 125 Health Programme
www.flower125.co.uk

The Corner - Sheffield Young People's Substance Misuse Service

0114 2752051
www.thecornersheffield.com
thecorner.sheffield@cgl.org.uk

Sheffield Youth Cabinet

youth.cabinet@sheffield.gov.uk

Reporting underage sales of cigarettes or e-cigarettes

Trading Standards Sheffield Team
tradingstandards@sheffield.gov.uk

Trading Standards via Citizens Advice Portal
www.citizensadvice.org.uk/consumer/get-more-help/report-to-trading-standards

Consumer Direct
0808 223 1133

Sheffield City Council Public Health - for more information on the City Tobacco Control Strategy

0114 205471
www.sheffield.gov.uk/your-city-council/contact-us

Issues and support with legal compliance to smokefree legislation

Environmental Health Sheffield City Council
0114 2734415 or 0114 2735774
healthprotection@sheffield.gov.uk
www.sheffield.gov.uk/home/business/health-and-safety-enforcement

PSHE Association

www.pshe-association.org.uk

Campaigns

All Smokefree marketing and communication campaigns
www.smokefreeaction.org.uk/smokefree-nhs

Smokefree Homes and Cars - NHS
www.sheffield.yorkshiresmokefree.nhs.uk/pages/smoke-free-homes-and-cars

Stoptober
Encouraging people to stop smoking for the whole month of October – Annually from the NHS
www.blf.org.uk/take-action/campaign-with-us/stoptober

No Smoking Day
Annually in the middle of March from the British Heart Foundation
www.nosmokingday.org.uk

Vaping: The Facts
Making children and young people aware of the facts about vaping
www.smokefreesheffield.org/get-involved/campaigns/vaping-the-facts

Implementing the toolkit

This toolkit gives you everything you need to tackle smoking and vaping among young people. Some parts can easily be implemented while other parts will require more commitment to achieve.

While we encourage all schools to implement this toolkit as thoroughly as possible, we recognise that there is not always the resource available to achieve this. Therefore we have suggested three levels of adoption:

Gold

This level allows you to implement a wide range of initiatives to help your children and young people understand the risks of smoking and vaping, and gives teaching and support staff the knowledge that they need to reinforce this understanding with the children and young people they work with.
This level includes:

- Introducing a comprehensive policy for your Whole School Approach to Being a Smokefree School

- Actively promote your Whole School Approach to Smokefree- which includes the school, cars and homes

- Having a consistent approach to being smokefree - to include students, staff and visitors to the school site

- Help any staff who smoke to access support from Sheffield Smokefree Service

- Embed the smokefree content into the curriculum through PSHE lessons and ensure that a social norms approach underpins all tobacco control education

- Ensure that all staff are trained in evidence-based Very Brief Advice and have appropriate knowledge and skills training around tobacco and e-cigarettes

- Ensure that all staff are aware of the tobacco control services and referral pathways that are available to help any children that smoke or vape to quit

Diamond

Building on the initiatives of the Gold level, Diamond allows you to take your efforts further by introducing...
This level includes:

- All elements of Gold

- Promote and link educational opportunities to national marketing campaigns, such as Smokefree Homes and Cars and Stoptober

- Provide multiple learning opportunities for students to explore their understanding of the issues around smoking across a range of subject areas, including Science, English and PE.

- Ensure that all staff complete available online training packages

Platinum

This level builds on the Gold and Diamond levels and comprises all parts of the Toolkit for Schools. By implementing this level, you will give the children and young people the best opportunity to live smokefree lives.
This level includes:

- All elements of Gold

- All additional elements of Diamond

- Delivery of the Peer Educator

- Introduce the opportunity for peer educators to work in collaboration with the Sheffield Youth Council to inform local politicians about smoking issues

Checklist and Considerations

Buy-in and preparation

Action	Notes	Progress
Work with senior staff to obtain high level commitment and support to develop and implement the Whole School Approach.		
Begin developing an overarching Whole School Pathway – a plan for delivering each element of the Whole School Approach.		
Rationale and buy-in of wider staff - Do they understand the rationale and background to the Whole School Approach?		
Develop a plan for communicating with school staff, parents, visitors and contractors the rationale and importance of adopting a Whole School Approach		
Identify staff to undertake Very Brief Advice training		
Deliver factual training on e-cigarettes and tobacco with staff - How and when will this be done?		

Smokefree Policy

Action	Notes	Progress
Develop the Smokefree School Policy		
School formal policy adoption - How will this be signed off at school level?		

Smokefree Policy		
Action	**Notes**	**Progress**
Lead policy officer - Who will be responsible for implementing the policy?		
Develop a policy communication plan for staff, parents, and visitors - what mechanism will be used to communicate? School newsletters, website, site information to any contractors, visitors badges or sign-in prompts etc?		
Consider if any signage is required at entrances/exits.		
Plan policy monitoring - How will the policy be monitored?		
Develop a protocol for dealing with smoking and vaping incidents (staff, pupil, parents and visitors) using a compassionate supportive approach.		
Record incidents of smoking and vaping - how will this be stored and logged?		
Intelligence on illegal sales - how will you approach asking pupils how they obtained their vapes/tobacco? Consider how intelligence of illegal sales of vapes/tobacco to pupils is recorded and reported to Sheffield Trading Standards Team and/or via the Citizens Advice Portal to allow the Council to educate, assist or act on irresponsible retailers.		
Understand - how to refer and signpost staff and pupils into tobacco treatment services.		

Delivery		
Action	**Notes**	**Progress**
Launch date for the Whole School Approach - will this be the policy start and initiation of curriculum-based education along with assemblies on e-cigarettes and smoking? How will you mark the start?		
Deliver ASDAN and Peer Education training - how will you develop delivery and identify pupils to participate? Can links with the Youth Cabinet be made for those completing the training?		
Forward plan curriculum-based / PHSE education.		
Parental engagement - how will you engage families, information on smokefree homes and cars? Information on Smokefree Sheffield and the Tobacco Treatment Services? Communicate and amplify national campaigns like Stoptober?		
Mark national campaign days - incorporate national campaigns into the school calendar.		

Evaluate		
Action	**Notes**	**Progress**
Consider from the start - how will you evaluate the Whole School Approach? Through pupil surveys and number of incidents? Attitudinal change or number of peer educators?		

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Cochrane Reviews:
www.cochranelibrary.com