

Make Smoking History in Wrekenton

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Foreword

In 2009, the Gateshead Strategic Partnership (GSP) launched its ambitious strategy for the future, Vision 2030. This strategy is based around 'Six Big Ideas' to improve the economy, the wellbeing and equality of opportunity for everyone in Gateshead so that all residents and businesses can fulfil their potential.

The Make Smoking History Project in Wrekenton began in 2009 as a response to the persistent health inequalities in that area of Gateshead. It was clearly identified that reducing smoking would make the single biggest difference in improving the health of the residents in Wrekenton.

By using a community based engagement approach the project has sought to ensure that local people are involved in every stage of the project, from identifying and researching the problem through developing ideas about how the community, and partners can address these issues.

With support from a range of partners the Wrekenton community has engaged with the project and shown that they are prepared to discuss the difficult issue of smoking in their community. Local residents are prepared to take steps to protect their children and grandchildren from the harms associated with secondhand smoke and to promote the stop smoking message among their own community.

Over time it is hoped that smoking will become de-normalised in Wrekenton and that future generations of young people will not start to smoke because 'my mam did it'.

The community and partners will continue to work towards the aspiration of reducing smoking in Wrekenton to below the Gateshead average and to close the gap on health inequalities for local people.



Councillor Mary Foy
Health Portfolio Lead, Gateshead Council



Introduction

Background

The Overview and Scrutiny Review of Health Inequalities was established in June 2007. The review identified eight complementary and inter-related themes, one of which was 'to develop a focused and integrated approach to working and engaging with cluster communities to tackle health inequalities'. The vision was to close the health inequality gap and to improve lifespan, by creating a community driven vision for health and wellbeing.

The Make Smoking History in Wrekenton project was started in August 2009. It focuses on improving the health and wellbeing of people living in the Wrekenton area using a community based approach to tackling smoking.

Just under half of the adult population in Wrekenton (46%) are regular smokers. This equates to about 2,000 adults smoking. The area has some of highest death rates from cancer and coronary heart disease in Gateshead and reducing smoking will make the single biggest difference in improving the health of the whole community.

The project supports local people who can act as advocates for change and take messages about smoking to their peers. It aims to involve a range of partners in the statutory, voluntary and community sector to develop activities that reduce smoking prevalence.

The key principles of the project are to:

- Hear the people we do not often hear from
- Create a groundswell for change
- Make health inequalities tangible for local people
- Understand people's perception of their own health and use this to plan intervention

Project aim

- Closing the health inequality gap to improve lifespan, by creating a community driven vision for health and wellbeing.
- Reduce smoking prevalence in Wrekenton to below 31.5%.

Objectives

- Sustain the project over time to achieve a measurable long term goal of a reduction in smoking prevalence;
- Assess change in knowledge levels about stop smoking services and access to support to stop smoking;
- Examine changes in attitude and behaviour in relation to exposure of children to second hand smoke so that parents and carers will take steps to protect children from exposure to second hand smoke; and
- Discover whether the project encouraged changes in smoking habits or smoking status within the community.

Methodology

Area profile

Wrekenton Neighbourhood Plan Area is located in the South of Gateshead within the High Fell ward. Wrekenton has a population of around 6,225. 48% are males and 52% are females.

In terms of health, 16% of the population say they are not in good health. 29% of the population say they have a limiting long term illness. 52% of 16-74 year olds have no qualifications. 60% of households have no car or van¹.

Premature mortality rate due to all cancers in people under 75 in the High Fell Ward is one of the highest per 100,000 population in Gateshead. Lung cancer is the highest cause both nationally and locally. 28.8% of all cancer deaths in Gateshead are from lung cancer. Smoking causes 84% of deaths from lung cancer².

Life expectancy in Wrekenton is almost six years lower than the Gateshead average. Wrekenton area has one of the highest smoking prevalence in Gateshead at 46%. The borough average is 25.6% and England average 21%³.

In a recent survey 68% of respondents recorded that they were either currently smoking or had previously smoked. This shows that smoking is the norm in Wrekenton area⁴.

Local research

Wrekajam – Young Persons' Survey

One of the first opportunities the project had to collect information was with young people at the Wrekajam Youth Festival in July 2009.

A small number of young people who were engaged in local projects were recruited to carry out a survey of their peers at the festival. 112 questionnaires were completed and the data provided a snapshot of the smoking habits and attitudes of young people in Wrekenton.

The Wrekajam data provided the project team with a basis with which to approach Cardinal Hume Catholic School to discuss smoking and young persons issues.

www.act4health.info/elgg/pg/file/read/1278/wrekajam-young-persons-smoking-survey-2009

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1. The census 2001, ONS.
 2. Tobacco and cancer Risk statistics, Cancer research UK.
 3. Area profile data, Joint Strategic Needs Assessment, Gateshead Council, 2010
 4. Wrekenton Household Survey on Smoking, Gateshead Council, 2010.



Adult focussed participatory appraisal

In November 2009 the Wrekenton Matters Team supported by Health Trainers, local residents and staff from Gateshead Community Network, began a participatory appraisal project which engaged 450 local residents.

The questions asked were simple:

- Why do you/people start smoking?
- Why did you never start smoking?
- What would make you/people think about giving up smoking?
- What would help you/people quit smoking?

The team took the questions to the community visiting local pubs, allotments, street corners, shopping centres and housing estates.

The information collected formed a qualitative record of the attitudes and awareness of the community to smoking in early 2010.

This work also gave the project a very visible presence in the community over the three month survey period and was met with a very positive response from the public.

This data when considered with the household survey data provided a clear insight into the community's attitude to smoking and gives some strong indications about areas that can be explored further.

Household survey

Conducted in March 2010, the household survey captured the formal prevalence and attitudinal position of the community.

The survey questions were based on the annual ONS Smoking Attitude and Behaviour Survey and local PCT Healthy Lifestyle Surveys to allow comparison at a regional and national level.

350 households were surveyed and the survey confirmed that smoking prevalence in Wrekenton is 46%. Analysis of the data allowed the project team to draw out themes for the 2010/11 action plan and to identify the project priorities.

Both surveys were preceded by a community newsletter explaining what we were planning to do, the approach and reasons why.

www.act4health.info/elgg/pg/file/read/1279/wrekenton-household-survey-on-smoking-2010



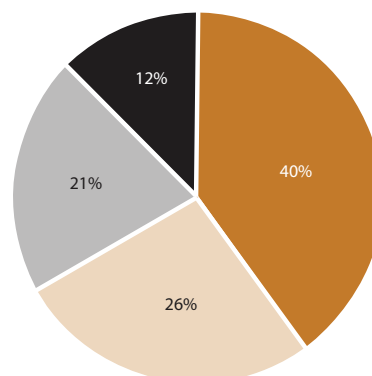
Identified project priorities

Women

In the base line survey we asked Wrekenton residents:

Which of the following statements describes you best?

- I don't want to give up smoking right now
- I've thought about giving up but I'm not ready yet
- I'm thinking about giving up smoking at the moment
- I'm trying to give up smoking



46% of women surveyed 'do not want to give up smoking at all' in contrast to 34% nationally (ONS, 2009) and only 16% of women surveyed were thinking about stopping smoking compared with 29% of men surveyed.

Smoking among women in Wrekenton was identified as a key area to target because of the need to engage with individual female smokers and also because of the link that local women had told us exists between smoking and being out of work.

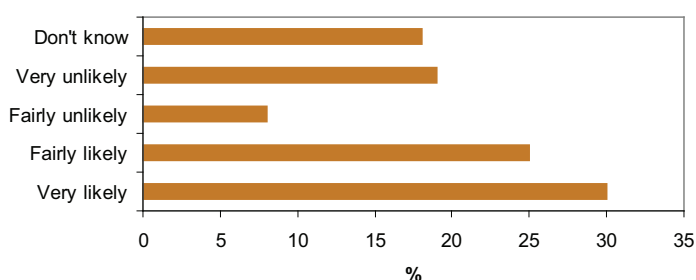
Effect on children and young people

Awareness about the influence of smokers on children and the effect of secondhand smoke was tested in the survey.

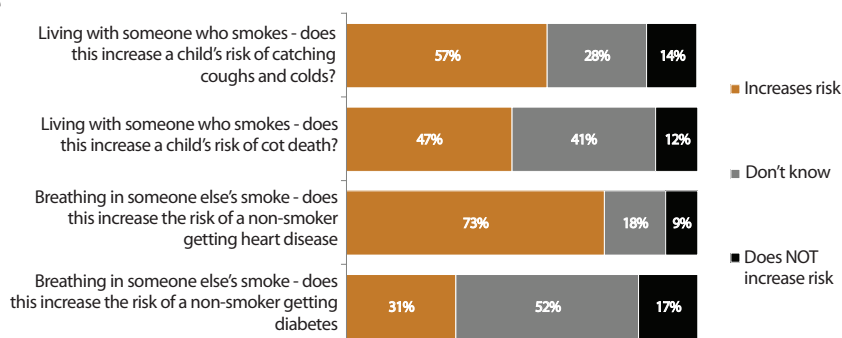
One in four smokers in Wrekenton (25% of smokers) would smoke in the same room as a child. When asked about how likely it was that they might influence their children to smoke 55% said that they felt that they would influence their child and 18% said that they did not know.

There was a lack of awareness around the health issues associated with secondhand smoke and its affect on children.

How likely do you think you smoking will influence whether your children smoke?



Questions on the health effects of secondhand smoke on children



Only 47% of smokers realised that second hand smoke has been linked to an increased risk of cot deaths and only 57% understood that they were contributing to a child's risk of getting more coughs and colds

This lack of awareness led the team to proactively support messages about secondhand smoke and to develop a Smokefree Home initiative for Wrekenton.

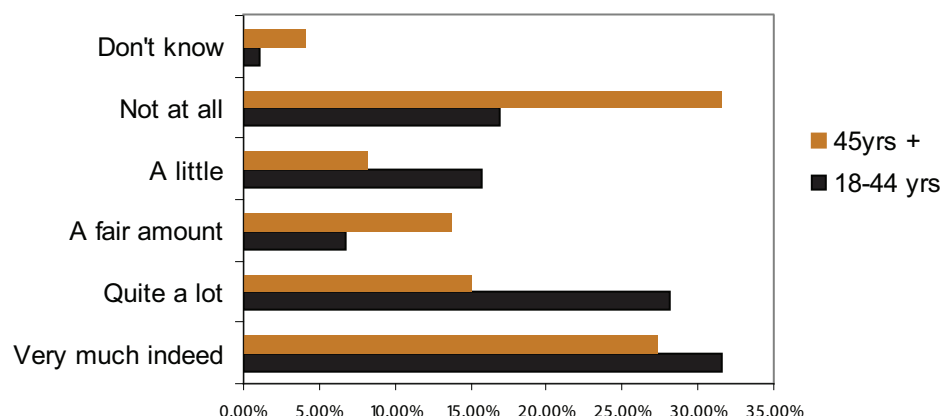
Smokers over 45

It was noticeable when the survey results were analysed by area and age that there were specific areas that had an older population.

In the table below it is clearly shown that people under the age of 45 are much more likely to want to stop smoking, while 32% of smokers over the age of 45 do not want to stop at all.

Over 45s were less aware of possible support options to stop smoking and indicated that they lacked motivation to quit because they, "like smoking too much".

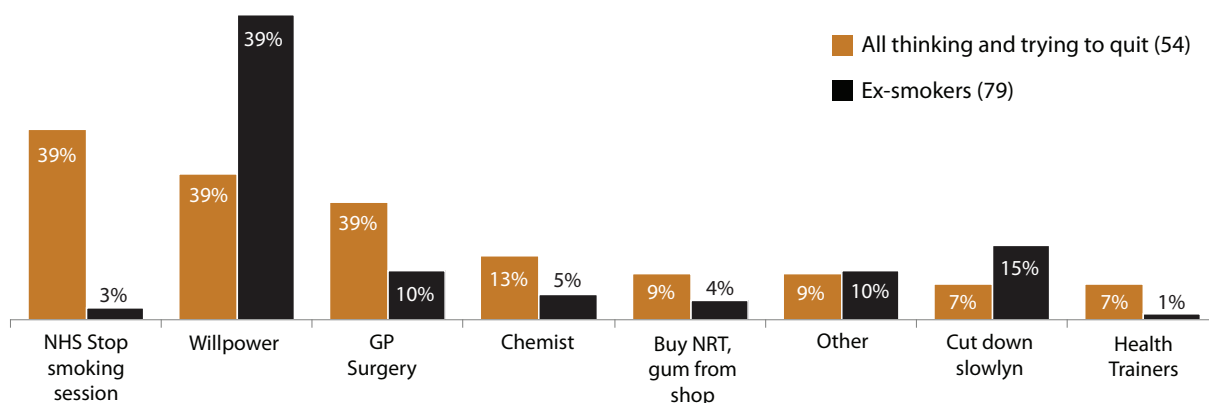
How much would you like to give up smoking?



Raise awareness of local services

The survey showed a mixed awareness of local stop smoking services. This was evidenced by the fact that the majority of ex-smokers recorded using will power to stop, whilst current smokers listed an awareness of local services and indicated that they would consider using a wide range of stop smoking services.

Support used/or considered to stop smoking



It was felt that the support message should be reinforced by the project work to ensure that all sections of the community were prompted to get support to quit.

Keeping the community up to date

The project only works if all members of the community feel some ownership of the issue. It was essential to keep the community engaged through excellent communication of messages about smoking and continually renewing interest by signposting a range of community based activities and feedback.

Communication of key messages was driven through newsletters, facebook, local meetings, peer to peer messages, local websites, street events work, work with children in schools, focus groups, regional campaign messages on TV and in the media etc.



Working with schools



Seven Steps TV campaign



Seven Steps TV campaign



Local meetings

Monitoring

The project steering group meet every six weeks and continually monitor engagement and ongoing issues to ensure continuity of the project messages and consider new activities and initiatives aimed at reducing smoking prevalence.



Evaluation

The key outcome of the Make Smoking History in Wrekenton project is whether there has been a reduction in smoking prevalence in the target community.

Smoking prevalence will be measured over time, the initial baseline measure was captured in March 2010 and a follow up survey will be conducted in October 2011 to measure any change during the first 18 months of the project.

Ongoing qualitative and quantitative data collection during the project lifetime will be used as opportunities to gather indicative information for ongoing project review.

Events such as the lantern parade offer opportunities to measure community awareness and attitudinal change and can be evaluated using questionnaires and other appropriate measures when possible.

Ongoing changes in the pattern of sign ups to NHS stop smoking services will be monitored on a quarterly basis. This will indicate which local marketing activities are having an impact on the community i.e. was there an increase around No Smoking Day, school parents evenings, Smokefree homes event etc.

Ongoing activity in local primary and secondary schools reinforces tobacco control messages and the annual smoking perception surveys at Cardinal Hume Secondary school will evidence any changing perceptions among young people over time. This survey is complimented by data made available through the Health Related Behaviour Questionnaire (Exeter Survey) which was conducted in a cohort of Gateshead schools in 2010/11.

Community engagement activity in 2010/11

There have been a series of community driven activities during 2010/11 that have been led by or supported by local people.

Re-launch of Wrekenton Lantern Parade

Historically the Lantern Parade was based on a healthy heart message and involved a group of local women. The parade last took place in 2005 and had closed due to funding issues.

In April 2010 women from the original group, some of whom had been involved in the community research on smoking, approached the Health Inequalities steering group and asked if the Lantern Parade could be revived but based on a smoking theme. Funding for resources was made available from Health Inequalities budgets.

The women in the group were very clear that they wanted to be informed about smoking issues so that they could plan their parade – scheduled for No Smoking Day 2011 – and also so that they could share their knowledge with the community. The women attended training on brief interventions with smokers, protecting children from secondhand smoke and an awareness session on smoking in pregnancy.

Social marketing techniques were used by the group to record their activity, and were posted on a community website. The group also had support from Local Government Improvement & Development (LGID formally IDEA) trainers on how to use a wide range of recording techniques i.e. audio, visual, web based etc.

A description of the activity timeline that underpinned the development of the Lantern Parade 2011 is attached in Appendix 2. This shows where over 1,500 hours of volunteer time went into planning, developing, marketing and running the parade.

The Lantern Parade project is raising a lot of interest in the community and also in other areas of the borough. The work is being supported by Gateshead Council's Neighbourhood Management Team and Health Trainers.

The work of the project was acknowledged by Tyne Tees TV who attended and filmed live from the No Smoking Day event.

Results:

- Over 150 local people were involved in the development and running of the Lantern Parade on No Smoking Day 2011.
- 1,500 hours of volunteer time went onto setting up the parade and running 30 workshops for local people to get involved with the project.
- A DVD of the development of the parade and No Smoking Day was filmed, edited and launched on Facebook by women from the Lantern Parade group.
www.youtube.com/watch?v=sVC_ZCdJC-4
- 34% of smokers who attended the parade this year said that they would be trying to stop smoking.

Thirty local people signed up to quit with the support of local health trainers as a result of participation in the parade project, their success was celebrated at the No Smoking Day event.

There was a peak in sign ups to quit in Wrekenton during Jan – March 2011 which coincides with peak activity times for the Lantern Parade workshops and community calendar.

The Lantern Parade women are working on new ideas to convey health messages to the community in the future, including supporting No Smoking Day in 2012.



Marketing

Marketing the stop smoking message has been a fundamental aspect of this project and all ideas about how to communicate messages to local people have been developed in collaboration with local people.

There has been a range of local media coverage in the form of newsletters, newspaper articles and local and national TV news (including a mention at Prime Minister's Question time by local MP Ian Mearns).

Project updates have been run in local publications such as the Wrekenton Community Newsletter, Gateshead Council News and The Gateshead Housing Company Magazine which are delivered to all households in the area.

There have also been specifically themed advertising campaigns run by FRESH NE regionally and uplifted locally to support the work. These include the 'Get Some Answers' campaign on Illegal Tobacco which was supported by posters, radio and drip mats taken into local pubs by local people.

The 'Take 7 Steps Out' campaign is a key message that has been taken into the community by the Lantern group women who have been talking to their peers spreading a "protect your children from secondhand smoke" message.

Local women have been heard to shout at local smokers 'Take 7 steps out' when they feel that smokers are not respecting this message and are smoking too close to the entrance to the community centre.

Key messages have run alongside the standard NHS advertising of stop smoking services.

The key messages have been those given by local people talking to their friends and neighbours about when and where to get support to quit. These messages have been verbal and also through social networks such as Facebook and Youtube.

All marketing messages are focussed on de-normalising tobacco to weaken the social norm that everyone in Wrekenton smokes. The project seeks to encourage discussion about smoking in a non threatening way.

Anecdotal evidence from the community indicates that the key message that reaches this community and relates to the things that they can do to protect their children.

“My daughter said it would be her best ever Christmas present so I stopped for her”

“I want to stop after that advert with the kids”

“I am trying as my girlfriend is having a baby”

The project has strengthened this message by using smokefree homes messages in the community and be developing strong links with local schools.

Results:

- There has been an increased number of individuals engaging with NHS stop smoking services

Work in local schools

Gateshead Council was a recipient of Local Government Improvement & Development (LGID formerly IDEA) Tobacco Control funding and during November 2009 work was started by the Gateshead Smokefree Alliance to commission the development of a specific Personal Social Health & Economic Education (PHSE) module on Tobacco Control.

Due to the interest generated by the Wrekenton project and the data produced by the Young Persons Survey, the Headmaster of Cardinal Hume Catholic School volunteered the school to pilot the PHSE work. This came at the same time as an internal report from school nurses that indicated that smoking rates among pupils was increasing.

Local primary schools were also keen to run awareness raising sessions for parents and children, this extended to positive engagement with the local lantern parade group in the schools.

PHSE lesson plans, developed in the Wrekenton area, are now available for Secondary and Primary school engagement across Gateshead.

The work in the schools is a complementary part to the overall community based tobacco control strategy and is in line with NICE Guidelines on School Based Interventions which were published in February 2010.

The PHSE programme involves a young persons steering group in each school in the research about the topic, the collection of data by questionnaires, data processing – collating the results on a school database and in planning the structured sessions that are delivered to years 8 – 9.

There are four sessions focussing on the social effects of smoking, the effect on the environment and citizenship, marketing and enforcement issues around tobacco and health impacts. Within this framework there is scope for a school to target a specific issue if they need to.

Social norms work in the school have been used as ‘myth busting’ to show young people that their perception that ‘older children all smoke’ are not actually true. A survey has now been carried out in every secondary school in Gateshead to allow schools to monitor changing perceptions over time.

A social norms perception survey was carried out in Cardinal Hume Catholic School in 2010, this showed that young persons’ perceptions about smoking are wildly exaggerated (see table 1). This data was fed back to young people through school assemblies and PHSE sessions to undermine the perception that ‘everyone smokes’.

Table 1. Results from Cardinal Hume School Smoking Survey, May 2010

	Total		Girls		Boys	
Year Group	Perception of number smoking	Actual number smoking	Perception of number smoking	Actual number smoking	Perception of number smoking	Actual number smoking
7	13.3%	0.7%	8.1%	0%	5.2%	0.7%
8	36%	6.8%	21.1%	2.3%	14.9%	4.5%
9	38.9%	8.8%	22.2%	5%	16.7%	3.8%
10	60.9%	25.4%	29.4%	13.5%	31.5%	11.9%

Results:

- Cardinal Hume Secondary School has identified smoking as a priority for its Healthy Schools work in 2011/12.
- Local primary schools are being supported by staff from childrens centres to ensure that parents of children who are transferring to secondary school are approached with information about smoking at parents evenings.
- Local primary schools have agreed to continue to positively promote secondhand smoke and smokefree homes messages in 2011/12
- A local primary school is engaged in a pilot project to train two classroom assistants as intermediate stop smoking advisors who will offer smoking cessation support to parents of children at the school.
- The stop smoking advisor at Wrekenton Health Centre stated that in 2011 'a high number of parents and grandparents, who are coming in to get quit support, are stopping smoking because their children are asking them to quit after doing work at school'.
- Five local schools participated in the Lantern Parade.



Smokefree Homes Project

A Smokefree Homes project based on the regional 'Take 7 Steps Out' campaign was launched in April 2011 promoted by Health Trainers, Wrekenton Lantern Group and North East Council on Addictions (NECA).

The project involves asking individuals to sign a pledge to keep their home smokefree. This allows frontline staff to open a conversation with a smoker in a non confrontational way i.e. it is a 'protect your children' message rather than a straight quit message.

Local volunteers have endorsed the pledge scheme and have been heard to shout at peers who are not moving away from public buildings to smoke "Oi you -take 7 steps"

Peer to peer messages are being discussed within the community and the messages was reinforced by messages in the lantern parade procession i.e. a car – smokefree cars message, a house with the 7 Steps logo on it.

The smokefree home messages were also supported by local children who were recorded for the Lantern Parade DVD, one girl says "My gran always smells of smoke" and another wishes her home could be "smokefree".

All persons who sign a pledge are followed up with a telephone call or email after four weeks.

Results:

- 51 households signed a Smokefree Home pledge between April – June 2011 (this is an ongoing project).
- 73% of households who have signed the pledge include smokers and indicated that there are children in the home.
- All pledge signers are given a follow up telephone call after six to eight weeks to see if they have made any changes to their smoking habits. To date seven people have indicated that they have engaged with stop smoking services after being signposted by the 7 Steps advisor.
- Anecdotal reports that local children recognise the Take 7 Steps Out message when they see the stand in the street and talk to their parents and grandparents about the work they have done in school.
- Cases of young people asking patients to sign the Smokefree Home pledge have been reported.

Additional Health Trainer resource

This focussed on assisting people to quit and be signposted to health services. The extra hours were used during October – March 2011 and involved health trainers running local smoking cessation sessions in venues to suit the community, these included the local social club, community centres etc.

Health trainers were also involved in signposting activity holding engagement sessions in local venues such as the Coop, allotment group, sheltered housing, local schools and for other local clubs and societies.

Results:

- Health trainers supported 45 individuals to stop smoking in Wrekenton in 2010/11.
- A total of 39 personal health checks were carried out with a range of local people working on issues such as smoking, weight loss and physical activity.
- Health trainers supported local people to build their self confidence to engage with and develop the lantern parade.
- Health trainers have started weekly drop-ins for parents in two local primary schools.

The Make Smoking History in Wrekenton 2011 Calendar

The Make Smoking History in Wrekenton 2011 Calendar was delivered to all 2,300 households in December 2010 promoting stop smoking services and including case studies of six local people who have quit.

The idea for the calendar came from a focus group with local residents where they were asked how we should promote different messages around smoking.

The calendar also provided headline information from the community research and household survey in an accessible way to highlight attitudes and behaviours towards smoking in Wrekenton.

By using images of local people who had powerful quit stories, it was hoped that their peers would relate to and perhaps engage with the quit message.

Results:

- Anecdotal reports indicate that the calendar was valued by the local community and many found that the information it carried about wider health initiatives such as health check was very useful.
- In January 2011 there was a 6% higher sign up for NHS quit attempts in Wrekenton as compared to the Gateshead total.



Youth engagement

Youth engagement started with a facilitated session which was set up for local young people to discuss the findings of the Wrekajam Survey. The discussion with that group indicated that the young people were interested in working on the smoking issue and they requested more information.

An opportunity was identified for the group to visit the young persons group who developed the 'Smoke and Mirrors' campaign in Manchester. The group received input about the marketing and techniques used by the Tobacco industry to recruit young people.

It was hoped that the knowledge would be shared with other young people in the Gateshead area. As is often the case when working with youth groups the original young people moved on to other interests and this work was not continued.

The issue of Smoking and Pregnancy was picked by the High Fell Detached Youth Project supported by SMART (Substance Misuse Awareness Raising and Treatment).

This work sought to engage young people in the tobacco control discussion and to allow them to identify messages that they thought were important.

Results:

- A poster about smoking in pregnancy was created by the young people, the poster is on display across Gateshead in local schools and youth services as a peer to peer message from young people to young people.



Self esteem and awareness sessions

Self esteem and awareness sessions focussing on smoking and risk taking behaviour were held with a pilot group of year 9 girls at Cardinal Hume Catholic School.

These sessions helped participants to examine their own personal values and to reflect on how they are influenced by peer pressure, media and marketing influences. The pilot session ran over a four week period and is currently being evaluated.

Results:

- Cardinal Hume Catholic School are keen to repeat these sessions in 2011/12 and are currently trying to identify funding.



Targeted NHS health checks

Targeted NHS health checks established in community venues have been offering health screening to local residents aged between 40 and 74. This is a part of an ongoing five year programme to try to reach out to those people who do not normally engage with NHS health services.

Targeting hard to reach at risk groups offers long term saving in lives and resources. The smoking screening element of the health check forms the proactive engagement for over 40s in the Wrekenton area.

Headline results from 2010/11

NHS Stop Smoking Service data

In 2010/11 there was an increase of 347% in the number of local residents signing up to quit with NHS services in Wrekenton (from 167 in 2009/10 to 748 in 2010/11).

Table 2. Stop smoking service data for Wrekenton postcode residents

Year	Provider	Quit Dates set	Quit Status		
			Lost to follow up	Not quit	Quit
2009-10	all	167	48	28	91
2010-11	all	748	229	130	347

Data includes both specialist and intermediate stop smoking service providers.

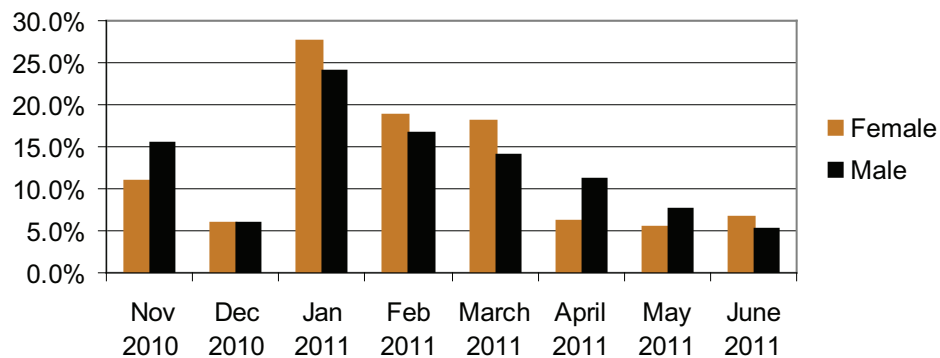
The main increase in access to services has been into community led intermediate stop smoking services offered by GP practices and local pharmacies – from 82 in 2009/10 to 520 in 2010/11.

Engagement with the Tier 3 Specialist NHS service remained static and extra community based clinics set up by that service were not used by local people.



Profile of individuals accessing intermediate stop smoking services (Nov 2010 – March 2011, SoTW PCT data)

Snapshot: Gender of stop smoking sign ups by month - Nov 2010 to June 2011



Next Steps

The Make Smoking History project will continue to keep tobacco control on the agenda in Wrekenton.

Recruitment of a part time community development officer in 2011 will support the work and that person will be tasked to continue to identify opportunities to ensure that messages relation to health inequalities and tobacco control are highlighted within the community.

Local schools are committed to continuing to support the Tobacco Control agenda and to extend their work to parents associated with the schools on 2011/12.

Local partners have recognised the need for continued action on smoking to give the project continuity.

The community are committed to supporting the stop smoking and other health messages in the future

Milestones for 2011/12

Summer events 2011	Smokefree homes promoted at all events
August 2011	Launch of community allotments project
August 2011	Community newsletter delivered
September 2011	Recruit community development officer.
November 2011	Repeat prevalence survey
October 2011	Environmental project around smoking related litter begins in local primary schools.
December 2011	Health and wellbeing event
January 2012	Second community calendar
March 2012	Lantern Parade – theme tbc
March 2012	No Smoking Day celebration
March 2012	Gateshead PCT Healthy Lifestyle survey
July 2012	Community pantomime on health theme

Appendix 1

Local partners list

- Members of the Wrekenton community
- Neighbourhood Management Team
- Community Health Team
- Health Trainers
- Wrekenton Community Matters Team
- Consultation and involvement Team
- PCT Patient and Public Involvement Team
- PCT Public HealthTeam
- PCT Smoking Cessation Service
- Youth and Community Learning
- Gateshead Tobacco Control Coordinator
- Practice Manager Wrekenton Health Centre
- Gateshead Council Communications team
- Cardinal Hume Catholic School
- Larkspur School
- Glynwood School
- Hill Top School
- Fell Dyke School
- St Oswald's School
- High Fell Children's Centre
- Gateshead Sports & Leisure Services
- North East Council on Addictions
- Gateshead Raising Achievement Service
- Gateshead Trading Standards
- SMART
- Gateshead Smokefree Alliance
- Wrekenton Lantern Group
- Wrekenton Methodist Church
- Whitehills Allotment Group
- Springwell Tenants and residents association
- Springwell Community Centre



Appendix 2

Wrekenton Lantern Parade – Timeline 2009/2011

November 2009

- Community Research Team established between Neighbourhood Management, Health Trainers, residents and Community Network.

February 2010

- Local women get involved with the research. Lots of snow. Three days speaking to people around the High Street.
- Community Research completed – 430 residents surveyed.

March 2010

- Household survey completed – 360 households surveyed.

April 2010

- Local women approach Wrekenton Community Matters team to request that the Lantern Parade be brought back on No Smoking Day 2011.

May 2010

- Regular meetings starting to be held at the Library

June 2010

- Local authority community development worker and local health trainers begin working with the group following the end of the Wrekenton Communities Matters Project

July 2010

- Health trainers organise Brief Intervention training for the group so that they can start developing greater knowledge about taking to people about smoking
- Focus Group identifies asthma/bronchial problems in children as a theme to focus on locally
- Women from the Lantern Parade group practice making Lanterns at the Springwell Festival to raise profile and recruit more members

- Lantern Parade group attend training session on protecting children from secondhand smoke and agree to promote the Take 7 Steps Out message in the community.
- Decide to hold a Lantern Parade at Halloween

August 2010

- Newsletter delivered to every household informing people about the Lantern Parade. Jill a Lantern parade member agreed to allow her own story to be published as a case study in the newsletter to let everyone know about the benefits she gained from giving up smoking and how it helped her asthmatic son
- Local volunteers deliver drip mats to local pubs publicising the Get Some Answers campaign on Illegal tobacco

September 2010

- Lantern parade group get involved with other local groups through the Working Together in Wrekenton meetings.
- New members join the group and give up smoking
- Group support the Beacon Lough East Multi-storey flats event by making soup and talking about smoking.

October 2010

- Women from the Lantern parade group give a presentation to Gateshead Smokefree Alliance on progress to date, local MP Ian Mearns is in attendance and endorses the campaign.
- Group identify need for artist to assist them
- Preparation for parade and work in October half term at Springwell Community Centre to make lanterns
- Parade group members visit local primary schools and groups to get them on board with the idea of the March Parade
- Halloween Parade and party held – 80 people attend – What a success!!!

November 2010

- John Popham (LGID social media trainer) visits the group to start talking about using video to capture what the group are doing – he is a great help. A camera is purchased and the group start to capture images of their meetings and sessions with the community
- Decide on which messages we want to promote at the Lantern sessions
- Purchase Apple Mac so that the group can create, edit and publish their own material on Facebook etc
- Photo shoot for 2011 Make Smoking History in Wrekenton Calendar

December 2010

- Christmas lunch at the Wagon
- Christmas craft session at Springwell Community Centre – 100 people attend and more chat about smoking and other health issues
- Start learning to use the Apple Mac and meet our MP Ian Mearns to tell him a bit more about what we are doing.
- Plan put in place to start working with the schools in January

January 2011

- Calendars delivered to every household – they look really good.
- Andy appointed film director!
- Start workshops in schools
- Smoking and Pregnancy training session held
- Work with John Popham from LGID on how to produce our film
- Buy our Lantern Group jackets
- Met with Karolynne Hart from the Community Arts Team to agree to appoint artist – Jilly Rodgers to help with the creation of the larger lanterns.
- Smokefree Homes launch endorsed by group members

February 2011

- 7 Steps photo shoot
- Agree route for Lantern Parade along Dilley Lines
- More training at Dryden with John Popham – two sessions
- Whole half term week with artist and community at Springwell Community Centre
- Dee and Theresa get more involved
- Workshops held Glynwood, Hill Top, Cardinal

- Hume, Larkspur and St Oswald's schools
- Large Heart is made for centre piece
- Walk the route and agree Health and Safety plans
- Wish Tree is made and start collecting wishes through the sessions
- Interview Ian Mearns MP for film
- Interview group for voice overs in the DVD – "Is your car smokefree?"

March 2011

- Group run an assembly at Hilltop Schools
- Andy puts finishing touches to the film
- Andy makes poster to put in shops
- Put finishing touches to lanterns
- Collect and store lanterns at Library
- 32 people who want to quit smoking have now been referred to Health Trainers by the group

March 9th – Parade and event a great success – 150 people participate

- Group gets mentioned on Real Radio – The Latex Girls are famous
- The Group are mentioned by Ian Mearns MP at Prime Ministers question time
- Great venue and the big lanterns look great
- Andy's film is brilliant
- Certificates handed out by Mayor and local rugby player
- Loads of stalls and support from lots of organisations
- Soup goes down well (we are all freezing)
- Wish Tree has dozens of messages on it about smoking
- Wrekenton Church Choir entertain the crowd
- Event covered live by Tyne Tees Television
- The Parade and event was brilliant – we are all tired but feel its been worth it

March 10th 2011

- Go for celebration lunch at the Wagon

July 2011

Start planning for the next years activities, ideas so far include:

- Masquerade Ball December 2011.
- Lantern Parade 2012
- No Smoking Day celebration 2012
- Community Pantomime on a health theme in July 2012



More information

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