

PROUD TO BE SMOKEFREE

A SMOKEFREE TOOLKIT FOR ROTHERHAM PRIMARY SCHOOLS



www.rotherham.gov.uk/smokefree

Our aim is to create a Smokefree generation in Rotherham.

This involves protecting children from the harms of smoking and helping smokers to quit.

Smoking is the biggest cause of avoidable death in Rotherham and half of smokers die as a result of their addiction.

The evidence tells us that the best way to stop children and young people from starting smoking is to make it invisible to them and that means changing the smoking behaviour of adults.

If children see the adults around them smoking they see it as a normal thing to do and are therefore much more likely to start smoking and become addicted.

The next stage in 'Proud to be Smokefree' ... Smokefree Schools

We would like all primary schools across Rotherham to become fully Smokefree

What is a Smokefree School?

A Smokefree School in Rotherham would not just be about creating an outdoor space where no-one smokes or uses an e-cigarette in a designated area such as school gates, but a whole-school approach to be smokefree.

Since 1 July 2007 it has been against the law to smoke in virtually all enclosed and substantially enclosed public places and workplaces, including inside the school buildings. Not complying with this is a criminal offence.

Smokefree in terms of Smokefree Schools would mean the school gates and the immediate area around the school would be voluntary smokefree zones.

It would not be law but would be managed through a voluntary code where the whole school community works together to encourage smokers to choose not to smoke in these areas.



9 OUT OF 10
LOCAL PEOPLE
SUPPORT
SMOKEFREE
ZONES

IF I SEE MY
MUM AND DAD
SMOKING, IT
MIGHT MAKE
ME START

Reasons for a Smokefree School

Children who live in a home where parents smoke are 90 per cent more likely to start smoking themselves, leading to an uptake of smoking by approximately 109,000 11-15 year olds across England and Wales each year¹.

Evidence tells us that children are less likely to start smoking if they do not view the activity as a normal part of everyday life. As smoking becomes less visible and less socially acceptable it should reduce smoking uptake by young and new smokers.

YOUR SCHOOL
PLAYS A VITAL
ROLE IN PREPARING
YOUNG PEOPLE FOR
ADULT LIFE

Protect your students from someone else's smoke

Over 11,000 people die every year in the UK due to second-hand smoke².

It is especially dangerous for children as it can increase the risk of asthma and various lung conditions.

Although the levels of second hand smoke outside are substantially lower than in an enclosed space, no one wants their child to have to walk through a cloud of tobacco smoke every day to get into school.

Set an example for healthy living.

What the school defines as important to the well-being of staff and students, helps shape the community and the family home. Your school plays a vital role in preparing young people for adult life.

The school can lead by example, showing the community that smoking around children is not acceptable.

Why should we do it?

Hundreds of children start smoking every day and one in two who become long-term smokers will die early as a result. Two-thirds of smokers report that they took up smoking before the age of 18³. This project aims to contribute to the de-normalisation of smoking; thereby reducing the number of children and young people who decide to start smoking.

In Rotherham⁴:

- 37,577 adults smoke, consuming 423,550 cigarettes each day
- Roughly £70.4 million per year is spent on tobacco by the smokers; this is on average around £2,050 per smoker per year.
- 525 early deaths are connected to smoking.

Prevent any smoking related litter

Cigarette butts are the most littered item in the world. They are a hazard to the environment but if no one smokes around your school, you won't have this problem.

In Rotherham, discarded cigarette butts would fill 46⁵ wheelie bins each year! Cigarette butts are non-biodegradable; therefore they are also harmful to the environment.

This topic could offer an opportunity for projects and research linked to environmental studies. For example; how far does it take a cigarette butt to biodegrade? Or follow the path of a cigarette butt through the waterways to the sea.

HAVING A
SMOKEFREE SCHOOL
HELPS TO CREATE
AN OVERALL MORE
PLEASANT, HEALTHIER
AND CLEANER
ENVIRONMENT

¹ <http://ash.org.uk/wp-content/uploads/2018/11/FINAL-2018-Smokefree-Housing-report-web.pdf>

² <http://ash.org.uk/wp-content/uploads/2018/12/ASH-Report-The-Impact-of-Secondhand-Smoke-and-Children.pdf>

³ <https://www.gov.uk/government/publications/health-matters-smoking-and-quitting-in-england/smoking-and-quitting-in-england>

⁴ <http://ash.lelan.co.uk>

⁵ <http://ash.lelan.co.uk>

Updating or creating a Smokefree school policy

Current Legislation

Smoking is banned in all indoor public places. This ban has been in place since 1 July 2007, research suggests this ban has encouraged existing smokers to give up and has raised awareness about the risks of second-hand smoke, resulting in fewer young people taking up smoking.

From 1 February 2011, smoking has been banned in cars that carry children under 18 with a possible £50 fixed penalty notice for both the smoker and the driver.

For more information visit: www.gov.uk/government/news/smoking-in-vehicles

Smokefree school policies are not regulated by legislation, instead it is the school that introduces and upholds the policy.

Where do we start?

Get the whole school involved! It is important to ensure that students, teachers, support staff, parents, guardians and community partners have the opportunity to contribute to the new or updated smoking policy.

Having staff and students play a significant role in shaping a Smokefree school policy means it is far more likely they will fully understand what is expected of them and help to monitor the new policy.

Example self-assessment checklist available at www.rotherham.gov.uk/smokefree

What do we put in the policy?

It is your policy so you can make it as detailed as you like, though we would advise to include the following:

- Clearly state which areas are Smokefree on or around the school premises. It's up to you on how far past the school gates you wish to take it e.g. up to the first school road crossing area. If you have extra spaces like playing fields, put these into consideration too.
- Include what times the policy is to be adhered to. This may include after school or half term events, activities or meetings held by teachers etc.
- Include signposting for quit smoking support. This may be for teachers, staff, parents, and visitors.
- Regardless of what you specify in your policy, it is important to frame your Smokefree school in upbeat terms and emphasise the positive outcomes that the policy aims to deliver.

Example Smokefree Primary school policy available online at www.rotherham.gov.uk/smokefree





What about E-cigarettes (vaping)?

For the purposes of Smokefree schools and other Smokefree areas we advise that e-cigarettes are included within the voluntary ban.

The reason for this is that the purpose of the Smokefree areas is to make smoking invisible to children and some young children cannot tell the difference between smoking and vaping.

We do suggest you cover e-cigarettes in your smoking policy and explain the rationale behind banning them. This is covered in the example Smokefree policy available at www.rotherham.gov.uk/smokefree.

We appreciate that vaping can be an effective harm reduction measure for smokers.

The latest evidence published by Public Health England (PHE, 2018) estimates that vaping is around 95% safer for users than smoking. Current evidence does not support the concern that e-cigarettes are acting as a route into smoking for young people. To date there have been no identified health risks of passive vaping to bystanders.

Rotherham Council, in line with current evidence from PHE, advise all smokers to stop completely and immediately and to access support via the Get Healthy Rotherham Service and utilise a combination of behavioural support and stop smoking medication. Smokers are four times more likely to be successful in quitting if they access this type of support.

**ANYONE WHO
HAS STRUGGLED
TO QUIT SHOULD
SEEK SUPPORT FROM
GET HEALTHY
ROTHERHAM**

Communication

We've got our policy, what next?

You'll need to make sure everyone knows where to find your policy. Put it on your school website, social media channels, noticeboards and in the school newsletter. Hand a policy out to each member of staff and send a letter out to every parent.

You could involve the school council, school clubs, mentors and other partners to help you communicate the policy.

Send a letter to parents/guardians that:

- explains the Smokefree school policy change
- provides the health, academic and social reasons for the change
- asks them to support the policy.

See the sample letter at www.rotherham.gov.uk/smokefree

Launching your 'Proud to be Smokefree School'?

An excellent way of raising awareness of a new Smokefree school policy is to organise a formal launch event. Organising an event helps to set a clear date for the implementation of the policy and provides an opportunity to involve and inform key community partners, students, parents and staff.

Your launch event could include:

- speeches from staff, students or partners highlighting the reasons why your school has become a Smokefree school
- showcasing tobacco prevention and awareness raising activities and projects that students have been involved with. Previous launch events have seen students creating songs, poems, raps and art
- coverage from local newspapers and radio stations in order to raise further awareness of your Smokefree school.

Please see a sample press release at www.rotherham.gov.uk/smokefree

Education

As well as having a Smokefree School policy, there are other key components for your school to inspire a Smokefree generation:

- Provide education about the consequences of tobacco use, social influences on tobacco use and peer norms regarding tobacco use, and refusal skills.
- Provide training for teachers and staff on the school policy, tobacco use and second-hand smoke.
- Provide stop smoking information and support for students, staff and parents.
- Involve everyone - parents, families and the community.

Resources are available on loan from:

<https://www.trftlibraryknowledge.com/health-education-resources.html>

The following links include a section for school resources which you can use:

<https://campaignresources.phe.gov.uk/resources/campaigns>

<https://lookoutzone.co.uk/tobacco/>

<https://www.tes.com/teaching-resource/health-smoking-lesson-plan-and-resources-6045496>

<https://publichealthmatters.blog.gov.uk/2018/09/25/health-matters-stopping-smoking-what-works/>

<http://dontbethe1.tv/>

For further support, please contact: Sue Turner, Rotherham Council Public Health Specialist,
at: sue.turner@rotherham.gov.uk or call: **01709 255876**.

Quit smoking support signposting for staff, parents, carers and visitors

Get Healthy Rotherham is a specialist support service (for adults over 18) which can help staff, parents, carers and visitors make changes for a healthier lifestyle, including quit smoking. A range of support is available via telephone, face-to-face sessions and an online quit program.

Rotherham residents can:

- Follow the link here: <https://www.gethealthyrotherham.co.uk/Service/29/stop-smoking>
- Call: 01709 718720 or self-refer by registering

If your school wants to order leaflets and posters to promote the service please contact:

parkwood.gethealthyrotherham@nhs.net



Acknowledgements

Acknowledgements and thanks to Meadow View Primary School in Rotherham for developing this resource with Rotherham Council's Public Health Team and to Barnsley Council for allowing us to adapt their Smokefree schools booklet.

SMOKEFREE POLICY

PROVIDING A SMOKEFREE ENVIRONMENT (PROCEDURE)

This policy applies to students, staff, parents/carers, members of the public, contractors or others working/using the school premises and all vehicles used to transport students.

Smoking is not permitted in any part of the school's premises and grounds including:

- The entrance areas to the school (the school gates).
- On land adjacent to the school building (e.g., car parks, garden areas, walkways, playgrounds, playing fields etc.).
- On the school road crossing patrol areas.

This policy will apply equally to future premises at the construction stage of any new building and refurbishment or relocation project.

Staff and visitors who smoke will need to do so outside of the school premises. There are no designated smoking areas provided within the school buildings or grounds.

Staff should also remove any badges/uniform that makes them identifiable to the school when they smoke.

The policy applies to all events and activities held in the school including before and after school sessions, any meetings organised which are attended by school employees as part of their work and visitors to such meetings/events.

Suitable posters, displays and signage will be displayed in school areas to create a positive visual message which supports a Smokefree environment.

Smoking is not permitted in any school owned/hired/leased vehicles, as well as private vehicles when used for carrying students or staff on school business. Schools also have a duty to reinforce the smoking legislation on buses used for pupil transport.

This policy applies when students are taken off site on school excursions, visits and trips.

Staff and accompanying helpers will be reminded that smoking is not permitted when on duty or looking after students.

SMOKING PREVENTION ACTIVITIES (PROCEDURE)

Employees are not permitted to smoke in the view of students. Employees who do smoke will be asked to ensure they cannot be seen smoking by students (even if it is off the school grounds).

The school supports tobacco education; parents/carers are encouraged and supported to be actively involved in their child's tobacco education through home/school activities etc.

www.rotherham.gov.uk/smokefree

E-CIGARETTES (VAPING)

Vaping can be an effective harm reduction measure for smokers who cannot or do not want to stop using nicotine. The latest evidence published by Public Health England (PHE, 2018) estimate that vaping is around 95% safer for users than smoking.

Having said this, we are including e-cigarettes (vaping) within our voluntary ban. The reason for this is that the purpose of the smokefree areas is to make smoking invisible to children and some young children cannot tell the difference between smoking and vaping.

PHE, advise all smokers to stop completely and immediately, to access support via the Get Healthy Rotherham Service, to utilise a combination of behavioural support and stop smoking medication. Smokers are four times more likely to be successful in quitting if they access this type of support.

THE LAW

Although our smoking ban around the school gates is voluntary, smoking is banned by law in all indoor public places including schools.

This ban has been in place since 1 July 2007 and research suggests this ban has encouraged existing smokers to give up and has also raised awareness about the risks of second-hand smoke, resulting in fewer young people taking up smoking.

From 1 February 2011, smoking is banned in cars that carry children under 18 with a possible £50 fixed penalty notice for both the smoker and the driver. This is to protect children from second hand smoke.

For more information visit: www.gov.uk/government/news/smoking-in-vehicles

RESPONDING TO SMOKING RELATED INCIDENTS

The following procedures will apply when there is non-compliance with the smokefree policy:

Staff: The Schools Disciplinary Procedure will be followed for members of staff who do not comply with the school's Smokefree policy. The staff member will be offered support to help them to quit smoking.

Non-staff members and school visitors: Staff are authorised to ask non-employees who breach the policy to adhere to the policy. Smokers will be provided with the following details on where to seek support in quitting:

Get Healthy Rotherham is a specialist support service (for adults over 18) which can help staff, parents/carers and visitors make changes for a healthier lifestyle, including quitting smoking.

A range of support is available via telephone, face-to-face sessions and an online quit program.

Rotherham Residents can:

- follow the link here <https://www.gethealthyrotherham.co.uk/Service/29/stop-smoking>
- self-refer by calling 01709 718720 or registering on this link.

MONITORING AND EVALUATION

The policy will be reviewed and developed in consultation with the whole school community. It will be widely publicised (parents/carers, staff induction, staff appointment contracts, handbook, website, notice boards, prospectus) and will be included in contracts for those hiring the use of the school premises.

The policy will be monitored by the Head Teacher to ensure compliance and its successful implementation.

The policy will be reviewed every few years and ratified by the Governing Body.

CREATING A SMOKEFREE POLICY IN YOUR SCHOOL CHECKLIST

Does the school have an up-to-date Smokefree policy and communicated this?

YES
 Parents and carers of new learners have been notified of the Smokefree policy and practice when their child enrolls in the school.

NO
 Refer to the online Rotherham Council's Smokefree Schools Toolkit available at: www.rotherham.gov.uk

Is the school a completely Smokefree building?

YES
 Management and staff know that smoking does not take place in the toilets or other hidden areas of the school building.

NO
 Ensure staff know that the school is a designated Smokefree site (including all outside areas, excluding residential premises for the caretaker / premises manager).

Do members of staff abide by the Smokefree designation?

YES
 The school is involved in a coordinated approach to tobacco control with other agencies.

NO
 Ensure staff know that they can report local availability of purchased cigarettes to under 18s to Rotherham Council's Trading Standards department.
e: tradingstandards@rotherham.gov.uk
t: **01709 823161** or **01709 823164**

Are staff equipped to ensure tobacco education is covered in the curriculum for every learner each year?

YES
 Teaching about the harms of smoking is embedded in the PSHE curriculum and information about stop smoking support is provided to learners where appropriate.

NO
 Ensure PSHE lessons contain teaching knowledge about the harms to health of smoking and information about stop smoking support is provided to learners where appropriate.

Are staff provided with information on stop smoking support if appropriate?

YES
 Staff are aware that stop smoking support is available from Get Healthy Rotherham.

NO
 Ensure that the Get Healthy Rotherham contact details are clearly displayed for reference or for more information visit: www.gethealthyrotherham.co.uk/

www.rotherham.gov.uk/smokefree

SMOKEFREE SCHOOLS

SELF-ASSESSMENT CHECKLIST AND ACTION PLAN

Assessment checklist	Self-assessment	Action required	Date completed
SMOKEFREE POLICY			
1 Does the school have an up-to-date Smokefree policy?			
<ul style="list-style-type: none"> • Are parents and carers of new learners notified of the Smokefree policy and practice when their child enrolls in the school? 			
2 Is the school a completely Smokefree building?			
<ul style="list-style-type: none"> • Do management and staff know that smoking does not take place in the toilets or other hidden areas of the school building? 			
<ul style="list-style-type: none"> • Do management and staff know that smoking by staff does not take place in any areas of the school building? 			
3 Is the school a designated Smokefree site? (including all outside areas, excluding residential premises for the caretaker / premises manager)			
<ul style="list-style-type: none"> • Do parents/visitors abide by the Smokefree designation? 			
<ul style="list-style-type: none"> • Do members of staff abide by the Smokefree designation? 			

Assessment checklist	Self-assessment	Action required	Date completed
<p>4 Is the school involved in a coordinated approach to tobacco control with other agencies? E.g. reporting local availability of purchased cigarettes to under 18s to Rotherham Council's Trading Standards department using contacts below:</p> <p>trading.standards@rotherham.gov.uk 01709 823161 or 01709 823164</p>			
<p>5 Are appropriate training opportunities available to staff?</p>			
<ul style="list-style-type: none"> • To enable them to teach about smoking in PSHE curriculum e.g. in PHSE? 			
<ul style="list-style-type: none"> • To enable them to provide stop smoking support for learners? 			
KNOWLEDGE, SKILLS AND UNDERSTANDING			
<p>6 Is tobacco education delivered as part of the PHSE curriculum?</p>			
<ul style="list-style-type: none"> • Is tobacco education covered in the curriculum for every learner each year they are in school, or at least at each key stage? 			
<ul style="list-style-type: none"> • Do PHSE lessons contain teaching knowledge about the harms to health of smoking? 			
<p>7 Are additional educational opportunities used to highlight health knowledge around smoking? e.g. health events</p>			
<p>8 Are links made in schools to national campaigns around smoking, e.g. Stoptober or No Smoking Day?</p>			

Assessment checklist	Self-assessment	Action required	Date completed
TARGETED INTERVENTIONS			
9 Are staff provided with information on stop smoking support if appropriate?			
<ul style="list-style-type: none"> Are the Get Healthy Rotherham contact details displayed? Get more information about Get Healthy Rotherham here: www.gethealthyrotherham.co.uk 			

MORE INFORMATION

Get more information about Smokefree Schools here: www.rotherham.gov.uk/smokefree

EXAMPLE LETTER TO PARENTS

[Insert School logo]

PROUD TO BE SMOKEFREE

Dear Parent or Guardian,

[Insert name of School] will be adopting a Smokefree policy. This means you can no longer smoke or vape throughout our school grounds including:

- outside the school gates
- near school crossings
- on our sports fields.

This applies to all school events and activities before and after school. Please note: It is not law but is a voluntary code. [Insert name of School] has chosen to take this action for the benefit of our children and parents and carers.

These are the reasons why we have become a Smokefree school:

1. Protect children from harm
2. Three out of four children are aware of cigarettes before they reach the age of five. Evidence tells us that children are less likely to start smoking if they do not see it.
3. Two thirds of smokers say they began smoking before the age of 18, when it's illegal to purchase cigarettes, and 9 out of 10 began before the age of 19.
4. Children exposed to second hand smoke are at much greater risk of cot death, meningitis, lung infections and ear disease.
5. A child or parent who already has asthma or other respiratory conditions is at a high risk of being affected by second hand smoke, even brief exposure can trigger an attack. Children are powerless to protect themselves from the dangers of second hand smoke ...but you can!

There is help available to give up smoking. Contact Get Healthy Rotherham - it's a free service. Email or phone: Get Healthy Rotherham.

Email: PARKWOOD.gethealthyrotherham@nhs.net

Telephone: 01709 718720.

We would like your support in making [Insert name of School] a Smokefree school and community. You can make the difference!

[Signature]

Head Teacher

[Insert name of School]

EXAMPLE PRESS RELEASE – BEFORE ISSUE - ENSURE THIS IS APPROVED BY ROTHERHAM COUNCIL’S COMMUNICATIONS TEAM AT:

corporate.comms@rotherham.gov.uk

[insert school here] is proud to be smokefree

[insert school name here] is proud to be launching its Smokefree School Policy and will officially launch the initiative today: [add date, day, year].

Hundreds of children start smoking every day and one in two who become long-term smokers will die early as a result. Two-thirds of smokers report that they took up smoking before the age of 18¹.

[Insert school name here] has adopted Rotherham Council’s Proud to be Smoke free schools policy for Primary schools, to support the Council’s aims to contribute to the de-normalisation of smoking; thereby reducing the number of children and young people who decide to start smoking in Rotherham.

Rotherham Council’s Cabinet Member for Public Health, [insert Cabinet Member’s name here], said: “Smokefree places are an effective means of tobacco control. When smoking is less visible, it becomes less convenient and less normal. It is essential we set positive examples wherever we can – we want our town’s next generation to grow up in a smokefree environment to protect them from the harms of tobacco and ensure that our children in the borough have the best start in life.”

[insert name here], Head Teacher of insert school name here School, said: “At [insert name of school here] School, we are passionate about improving the health and well-being of our pupils. We recognise that is our responsibility to ensure that children are protected from harm. The campaign will support us in our efforts to develop resilient, informed and confident young citizens of Rotherham.”

As part of the Smokefree policy the school also promotes that help to stop smoking is available from Get Healthy Rotherham; a specialist service (for adults over 18) which can provide a range of support via telephone, face-to-face sessions and an online quit program.

Follow the link here: <https://www.gethealthyrotherham.co.uk/Service/29/stop-smoking> or call 01709 718720 or self-refer by registering.

¹: <https://www.gov.uk/government/publications/health-matters-smoking-and-quitting-in-england/smoking-and-quitting-in-england>

ENDS/

SMOKE FREE SCHOOLS POLICY

SMOKEFREE SCHOOL POLICY for

Insert Name of School

Date of issue:

Date of next review:

The policy will be reviewed and ratified by the Governing Body.

Insert school name

Proud to be Smokefree