

Recommendations for tobacco control initiatives at local level

- the Danish Health Promotion Package on Tobacco

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Structure of the presentation

- 1. Health promotion packages – short introduction
- 2. Health promotion packages on tobacco – structure and recommendations
- 3. Focus on efforts to reach the most vulnerable groups
- 4. Mapping of implementation

The situation in DK before 2012

- In Denmark municipalities are responsible for most of the work in health promotion and disease prevention – but no specific obligations are mentioned in the law
- There were no authorized guidelines for municipalities
- That's why we created "Health Promotion Packages"

Purpose of the Health Promotion Packages

The Health Promotion Packages comprise an evidence-informed tool to assist municipal decision makers and health planners to:

- Setting priorities
- Planning, organizing and implementing local health promotion and disease prevention initiatives

The range of Health promotion Packages

Alcohol

Physical activities

Sexual health

Indoor climate in schools

Healthy food and meals

Drug abuse

Tobacco

Mental Health

Sun protection

Hygiene

Obesity

The Structure of the Packages (1)

Facts

- The prevalence of the problem
- Risk factor burden and costs
- Evidence of effective interventions
- Legislation
- Description of experiences in the area



The Structure of the Packages (2)

Recommendations in four sections:

- Structural interventions
(policies, regulations)
- Health promotion services
- Information and Education
- Early detection



The Structure of the Packages (3)

Recommendations in 2 levels

1) Basic level

2) Developmental level

in every of the 4 sections

The Structure of the Packages (4)

Recommendations for implementation and follow up

- Competences needed
- Proposed partnerships
- Dimensions of the recommended initiatives
- Proposed indicators and monitoring system
- Evaluation

The Health Promotion Package on Tobacco

Developed by specialists in Tobacco Control from Danish Health and Medicines Authority based on evidence and best practice.

Reviewed by specialists from Cancer Society and municipalities.

Invited consultation process



Recommendations – Structural interventions (1)

Basic level

- A local tobacco policy establishing own binding goals
- Smoke free environments indoor in all municipality buildings
- Total smoke free environments indoor and outside in schools, day care institutions, leisure facilities, sports centres owned by the municipalities – with priorities in areas where children and young people are present.

Recommendations – Structural interventions (2)



Development level

- Total smoke free environment inside and outside at every property owned by the municipalities
- Smoke free working hours for all municipality employed people
- Proactive and systematic measures to promote smoke free environment in all youth and educational institutions placed in the municipality area
- Dialogue and collaboration with local chamber of commerce and the police to ensure that retailers comply with the law (sales to minors below 18 years old)

Recommendations

Health Promotion Services (1)

Basic level:

- Municipalities refer to national smoking cessation services whenever relevant (Quitline, webbased support)
- Municipalities offers reactive smoking cessation programmes open to the public frequently and use marketing efforts to reach the public
- Municipalities launches proactive measures targeting groups especially vulnerable to smoking related health effects (people with NCD and pregnant women) or groups with high smoking prevalence (ex. people outside labour market)

Recommendations

Health Promotion Services (2)

Development level:

- Municipality puts proactive efforts in recruiting smokers for smoking cessation activities among socially vulnerable people in settings (ex. housing estates, worksites, educational institutions) with high smoking prevalence
- Expanding collaboration with general practitioners and hospitals to ensure a systematic effort to advice and refer smokers to cessation services in the municipality



Information and education (1)

Basic level:

- Support national campaigns by promoting relevant information through municipality platforms (websites etc.)
- Dissemination of information about effective national smoking cessation services (ex. Quitline) and give recreational environments for children information of the benefits of smoke free.
- Students should receive systematic lessons in tobacco and smoking through grades 7–9. Parents should be involved
- Disseminating information to retailers on the rules prohibiting sale of tobacco to minors.

Information and education (2)

Development level:



- Active and independent information activities to support and expand national campaigns (local events etc.)
- Frequently make own local information activities targeting children and young persons in sports and recreational settings (collaboration)
- Proactive information activities to ensure that the public are informed about legislation and local rules concerning smoke free environments and prohibition of sale to minors

Early detection (1)

Basic level:

- The municipality health services include tobacco systematically in screening and interviews with students leaving basic school (15 year old).
- Municipal dental services for students offers brief counselling and refer to cessation programmes if relevant on systematic basis.
- Special informative and consultative activities for pregnant women and new mothers carried out by health visitors.
- Collaboration with GP's with focus on newly observed chronically ill people or smokers awaiting surgery.

Early detection (2)

Development level

- Expanded collaboration with GP's and hospitals based on systematic activities to ensure counselling and referral to smoking cessation activities for pregnant women and people with chronic diseases (ex COLD) or people in risk getting a chronic disease (heavy smokers)
- Proactive measures in housing estates with many smokers offering individual health profile, counselling and referrals.



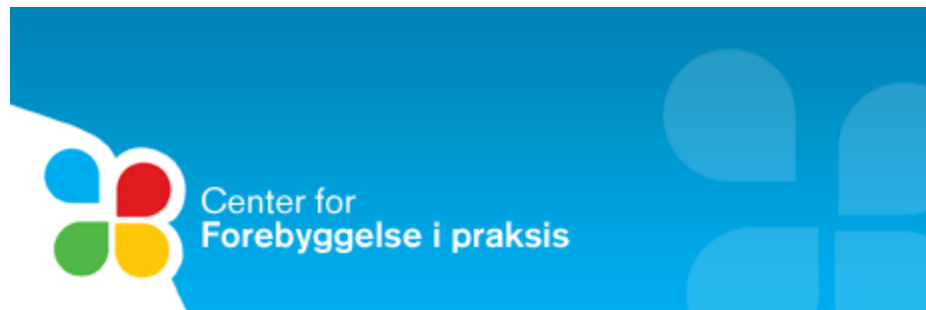
Recommended dimensions of efforts

Example:

- At least 5 % of the smoking citizens should every year receive a smoking cessation programme (this could include the national cessation programmes offered by Quitline and tailored programme)
- A municipality with 50.000 citizens should be able to ensure that 400 – 500 smokers will get a smoking cessation program – every year!

Implementation efforts

- A center for practical health promotion (Center for Forebyggelse i praksis) has been established to support and help municipalities to implement all the recommendations in the packages.
- The center is temporary and financed by the Ministry of Health



First mapping of implementation

- Carried out in 2013 - 1 year after presentation
- 96 of 98 municipalities participated in the survey
- Survey and report made by "Center for interventionsforskning, SIF" in cooperation with Sundhedsstyrelsen and "Center for Forebyggelse i praksis"
- Mapping will be repeated in 2015

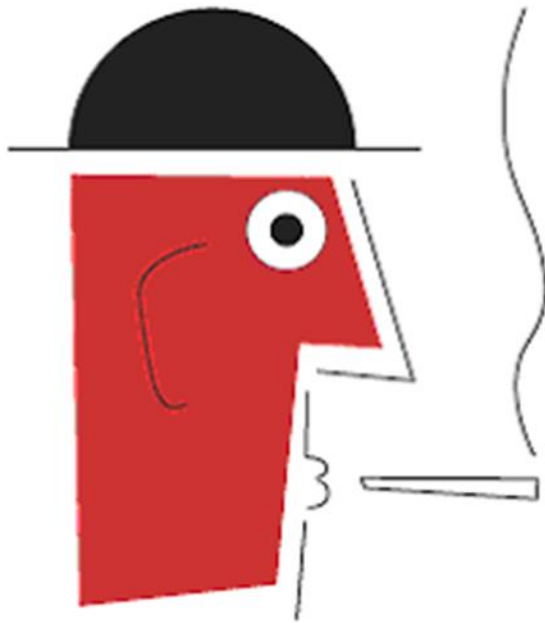
Some results of the mapping

- 26 % are very positive, 58 % positive to some extent
- Most municipalities think the packages will contribute to increase quality of health promotion efforts (38 % high extent, 53 % some extent)
- 68 % have compared own tobacco control efforts with the package
- 71 % have intentions to reach the basic level of tobacco recommendations
- 30 % claim that they have reached all elements in the basic level

Thank you for your attention!

You can find more information on our website in English

<http://www.sst.dk/publ/Publ2013/02feb/HealthPromoPacksDK.pdf>



 Sundhedsstyrelsen

Danish Health and Medicines Authority