**HPA Tobacco Control Seminar Series 2014**

**Regional Workshop: Christchurch 20th February**

**Implementing Initiatives across the South Island**

Thank you very much for the work the various regional areas are doing on progressing to 2025, and the presentations made by the representatives at the Local Issues workshop.

Various ideas were reported from the groups as potential South Island initiatives. Ideas which could be incorporated into current work are ideal as everyone is very busy are cannot take on another whole job. The aim would be to ensure a co-ordinated approach, enable the sharing of resources and generate some media interest.

Some of these are initiatives already have some life as regional / national initiatives

* WERO (national initiative)
* SF clauses in DHB contracts (part of the service specs for DHB ABC contracts)
* Year 10 – improving the data using local networks (need to work with ASH)

Some ideas identified important areas for action, but not easily worked into ‘across the SI’ action

* Mental health
* SF action in TLAs ( much is going on already)

**Potential areas of action**

* Smokefree Cars / Little Lungs initiative – already have some great images and resources in South Canterbury (Leola) and Little Lungs plans etc.
* 2025 charter – this concept could include some of the other ideas that arose (eg supporting cessation in key populations, consistent signage, rewarding champions with certificates etc). Basically people and organisations would sign up to support 2025, and commit to implementing some of a range of initiatives (eg support for employees to be smokefree, having a SF policy in place (the checklist from Mandy in Southland could provide ideas)). They are then ‘registered’ and provided with a 2025 certificate that could be displayed. The concept could be applied with different target groups in different areas (workplaces, GP practices, Government agencies, Early Childhood centres etc) – or we could all agree to focus on one area (eg General Practices – as all DHBs will be focussing on these in the next while anyway)
* Smokefree Generation – support the HPA Young Adult campaign, enable youth involvement, look at web-based communications etc.

**What Next?**

* Please take these three ideas to your coalition meetings and identify which idea(s) you feel you could work on locally.
* Please ask your coalition groups to nominate one member from your area who could be your liaison person. This person would be the point of contact for me (as co-ordinator of this SI initiative) and would need to do brief update reports – which would be very short – and if necessary they could update me on the phone.
* Please get back to Vivien Daley (03 378 6862 or Vivien.Daley@cdhb.health.nz) by March 28th (to give everyone time to have their coalition meeting)