



CLeaR Thinking

Excellence in
local tobacco
control

ash.
action on smoking and health

ASH is a campaigning public health charity that works to eliminate the harm caused by tobacco.



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Excellence in local tobacco control

Everyone knows that smoking damages your health.

But have you considered the impact for your community both now and in the future?



Reducing smoking prevalence and the use of tobacco will help you to:

Cut costs to local public services - not just the cost of treating those with tobacco-related illness (£2.7bn nationally) but also significant local costs associated with sickness absence, street cleaning, and the illicit tobacco trade (visit www.ash.org.uk/localtoolkit to understand the full costs of tobacco for your local area.)

Protect children from harm - two thirds of smokers say they began smoking before the legal minimum age for smoking (18) and 9 out of 10 before the age of 19. Children exposed to tobacco smoke are at much greater risk of cot death, meningitis, lung infections and ear disease.

Boost the disposable income of the poorest people in your local area - workers in routine and manual jobs are twice as likely to smoke as those in managerial and professional roles. Poorer smokers spend 5 times as much of their weekly household budget on smoking than richer smokers. A household where two adults smoke a pack a day each could save over £5,000 per year if they quit.

Cut health inequalities - the Marmot report concluded that smoking accounts for half the difference in life expectancy between the richest and poorest parts of our society. It is the most powerful lever we have to tackle the health inequalities gap.

Drive real improvement across key measures of population health, specified in the Government's recent Public Health Outcomes framework. This will help your local area to achieve the high performance likely to be required for the forthcoming Health Premium.

The benefits are obvious – but how can you maintain the highest standards and drive effective evidence-based practice in local action to cut the use of tobacco?

The answer is  **CLearR**



is a purpose-designed **improvement tool** that enables a comprehensive review of your local action to tackle tobacco against the latest evidence-based practice.

The model has been designed for use by local authorities, tobacco alliances and health and wellbeing boards.

CleaR has been developed by ASH, in conjunction with partners including Cancer Research UK, Tobacco Free Futures, Fresh Smoke Free North East, Smoke Free South West, CIEH, NICE and a range of partners from within the local government and NHS family.





CLEAR making it easy to do it well

A FREE self-assessment tool which can assist in evaluating the effectiveness of local action to address harm from tobacco - a major aspect of any health and wellbeing strategy

- A voluntary peer assessment that provides access to a recognised quality mark
- An opportunity for structured reflection and engagement of your stakeholders
- A chance to benchmark your work on tobacco over time and against others
- Access to a growing body of good practice
- Membership of Smoke Free Action Coalition and a growing professional network that shares your goals

This brochure provides further information on the model and on how you can get involved.

“CLEAR has proved particularly useful as we review our tobacco alliance and strategic planning in the context of the new public health landscape.” Leo Capernaros, *Health Development Adviser, Staffordshire Public Health*

“CLEAR gives you time and space to reflect on what you want to do next.” Sonia Andrade, *Associate Director of Public Health, Public Health Manchester*

A **CLeaR** route to improvement

CLeaR stands for the three linked domains of the model –
Challenge, Leadership and Results.

A self-assessment questionnaire and voluntary peer assessment provide a simple but stretching framework that allows you to review your existing approach to tackling tobacco with a focus on

- **Challenge** for your existing tobacco control services – based on evidence of the most effective components of comprehensive tobacco control, as outlined in *“Healthy Lives, Healthy People, a Tobacco Control Plan for England”*.
- Local **Leadership** for comprehensive action to tackle tobacco.
- **Results** demonstrated by the outcomes you have delivered against national and local priorities.



These three domains are underpinned by a central core of **local priorities**, which recognises the importance of local places and decision-making, and encourages you to consider how the broader aims of your local authority and health and wellbeing board complement and support your strategy to tackle tobacco.



There are three main ways in which you can access and use the model

FREE use of the self-assessment tool will be awarded to local authorities, health and wellbeing boards or local tobacco alliances applying to use the model.

The self-assessment tool will enable you to:

- evaluate your local action on tobacco
- ensure that local activity follows the latest evidence-based best practice
- identify areas for further improvement
- demonstrate that you are prioritising local activity to tackle tobacco.

For a registration fee, **CLeaR** membership allows you to access support and advice on your self assessment, plus peer assessor training for up to two members of your team.

For those wishing to examine their local action on tobacco in more depth, **CLeaR** assessment will be available for a modest charge. The benefits of assessment include **CLeaR** membership plus:

- a one-day, peer-based challenge to your self-assessment
- **CLeaR** Results - an independent report on your existing services
- use of the **CLeaR** logo
- links to a wider network of tobacco control professionals who have used the **CLeaR** model, providing opportunities for benchmarking and information exchange
- membership of the Smoke Free Action Coalition
- automatic entry to the **CLeaR** awards for excellence in tobacco control which will be held for the first time in 2013.



CLEAR Information

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For more information visit

www.ash.org.uk/clear

ash.
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