



Manchester's Smoke Free Homes

12 months report: April '04 – March '05

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Introduction.

The aim of the Manchester Smoke Free Homes Scheme is to reduce the consequences of indoor smoking in Manchester households.

The objectives are to increase awareness of the dangers of second hand smoke (SHS), to reduce exposure to SHS, especially amongst pregnant women, babies and children, and to increase dissatisfaction with smoking behaviour, increasing the numbers of people setting quit dates.

The scheme works across the City of Manchester, which is covered by three Primary Care Trusts (P.C.T.'s), 32 council wards and 10 localities to date, in North Manchester and Central P.C.T., with south Manchester clusters defined by G.P.practice. The scheme is managed by the Manchester Stop Smoking Service, which is a team within the Manchester Public Health Development Service. The scheme is evaluated by numbers recruited, with and without children, and the number of households changing their smoking behaviour.

Outline of report:

Rationale for scheme

Set up procedure

Working of scheme

Successes so far; 6 and 12 month audit.

Further evaluation plans

Rationale

Exposure to S H S. is now accepted as a real risk to health (Berridge,1999). Children from lower income families are 3 times more likely to be exposed to S H S. than children living in professional households (O.N.S. 2003) 17,000 children under the age of five are admitted to hospital every year as a result of exposure to S.H.S.. In 1997 it cost the U.K £167M on medical care for children due to S H S.

S H S has a major impact on the health of babies, children and adults, in particular pregnant women. It has been attributed to a wide range of illnesses, including sudden infant death syndrome, (S H S doubles the risk of cot death) middle ear infection (20-40% increase, the biggest cause of deafness in UK children), increased risk of lung cancer (25-30%) and coronary heart disease (25-30%), and less well controlled asthma.

Non-smoking women exposed to S.H.S are more likely to have lower weight babies. Babies born to non-smoking women whose partners smoked weighed less than babies born to non smoking couples (Hrubá D& Kachlik P. 2000.) A review of the evidence concluded that on average, babies born to women exposed to S.H.S during pregnancy are 40-50g lighter than those born to women who are not exposed.(A report of the Surgeon General 2001). Other research suggests that women who are exposed to S.H.S during their pregnancy are at increased risk of giving birth prematurely(Windham GC et al 2000).

Higher levels of ill health in children result in increased school absenteeism. As well as reducing morbidity and mortality, the scheme will contribute to; relapse prevention as those quitting smoking sign up, reduced fire risk from smoking in the home, a reduction in fatalities from house fires, more people setting quit dates, and fewer children taking up smoking.

Setting up the scheme

A consultation was undertaken with a wide group of relevant people from North, South & Central Manchester Primary Care Trusts, Pennine Acute Trust, St. Mary's Hospital, South Manchester University Hospital Trust, Manchester City Council, Manchester's 12 Sure Starts, regeneration organisations and Greater Manchester Fire Service. A speaker visited from the West Yorkshire scheme. A working group was formed to finalise details of the scheme, design and produce materials, and work on publicity and recruitment. The consultation considered whether to take a completely smoke free or a 'graded' approach; it was decided that since the health benefits of smoking in only one room are small compared with those of keeping the whole house smoke free, a smoke free approach should be adopted. People can register on the scheme as smoke free and receive a certificate and 'smoke free goodie bag'. This contains stickers, bookmarks and other materials to help support the decision, and a smoke free mobile for households with babies. In order not to lose interested people who are not yet ready to make that commitment, there is also provision for people to sign up as smoking in one room only - as a first step towards smoke free status. In this instance people are contacted by the Stop Smoking Service after 6 months to see whether they are ready to go smoke free.

Launch

A launch was held at the City of Manchester Stadium. All relevant professionals were invited, together with all pregnant women who had set quit dates in the past year and their pre-school children. The event gained local TV and press coverage.

How the scheme works

The registration leaflets are distributed by the Stop Smoking Service to named volunteer contacts in all health centres and clinics, to Sure Starts, health visitors, antenatal departments, doctors' surgeries, libraries and community centres: Initially they are sent out to organisations in leaflet stands decorated with stickers from the scheme. The leaflets have been produced in both English and Urdu. Registration leaflets are either returned individually by post, deposited into a collection box, or collected by health professionals and sent back to the Stop Smoking Service.

Health professionals, community workers and others are being asked to use the registration leaflets to; bring up the issue of S H S , identify smokers who want to stop, help them to stop, or refer them to the service.

Since the 6 month report, Smoke Free Homes collection boxes have been placed at some clinics for the collection of leaflets. These are managed by the named contact who empties it regularly and sends them to us. All pregnant women attending antenatal services at St Mary's Hospital are encouraged to join the scheme Since January 2005, people have been able to register online. Letters and 'goodie bags' are sent out.

We have also started our work with schools. 500 forms and a collection box were taken into Oswald Rd primary school in Chorlton. The forms were given to the children to take home. 10% were returned. We felt that this was good considering it was the final week of the school year. We expect some to come back in the post and via the website. We hope to repeat this in the other primary schools across Manchester in the next year.

Smoke Free Homes audit findings

The following results are based on the initial 12 months of the Smoke Free Homes scheme (April 1st 2004 – March 31st 2006). Every household registering on the scheme during this period is included in the tables.

i) Behavioural changes

	6 months	12 months
Number of houses signed up	299	739
Of which; Totally Smoke Free	265	647
Totally Smoke Free: with babies	113	272
Totally Smoke Free: with children	214	429
Of which: One room only	34	92
One room only: with babies	16	32
One room only: with children	26	61
Smoking was allowed in the car	49	115
Smoking now is not allowed in the car	187	475
Making any behavioural change	109	265

The Smoke Free Homes scheme has grown over the last 12 months with 739 registering onto the scheme. Encouragingly the rate of registrations has increased over the second half of the year providing evidence of increased activity and awareness of the scheme.

The two main aims of the Smoke Free Homes scheme are to increase awareness of the dangers of second hand smoke and to reduce exposure especially to children and babies: it is encouraging that a high proportion of registered households have gone totally Smoke Free. 88% (647) of people registered their homes as totally Smoke Free, 272 having babies and 429 having children.

92 (12%) of those registered are still smoking in the house (one room only) with 32 of these having babies and 61 having children in their households. While this is of limited benefit to health, they are making a positive step towards limiting second hand smoke exposure in their home.

Although it is not a primary aim of the scheme, it is encouraging to see the number of people who are not smoking in their cars. Over 64% (475) of people registering on the scheme do not allow smoking in their cars. 115 of these allowed it prior to registering.

Another important outcome was the number of people registering a behavioural change (265).

ii) Smokers attitudes

	6 months	12 months
Don't want to quit	11	41
Want to quit at some point	23	51
Want to quit in the next 6 months	9	21
Want to quit in the next month	7	11
Trying to quit	19	87

The main two aims of the scheme are to increase awareness of the dangers of second hand smoke and to reduce exposure. A secondary potential outcome was to increase the number of quitters. Encouragingly, 180 existing smokers registered were either trying to quit now or planning to quit at some point. Making their homes Smoke Free it should help support them with their future quit attempts. Only 41 smokers were not planning to quit smoking. It is encouraging that they are making steps to protect other family members from exposure to second hand smoke.

iii) Where/from whom they heard about the scheme

Where	6 months	12 months
Sure Start / Sure Start Midwife	141	228
Midwife	25	143
Stop Smoking Team	25	35
Health Centre Clinic / Clinic	21	48
GP	11	16
Work (inc College)	9	46
Library	7	10
TV	6	6
Pharmacy	4	8
Health Visitor	3	3
Community Centre	2	2
Other (can include events and friends) / Unknown	45	157
Advert / Leaflet	-	9
Mail	-	12
Internet	-	16
Totals	229	739

The majority of people have been referred to the scheme through Sure Start initiatives and midwives across Manchester. This is encouraging; both deal with the Smoke Free Homes target group, families with young children or expecting babies. Interestingly, over the second half of the year there was a significant increase in the number of people registering who had heard about the scheme through events (e.g. the

Longsight market event) and friends. Furthermore, there was a large increase in the number of midwives referring people onto the Smoke Free Homes scheme in the second half of the year, largely relating to midwives at St Mary's encouraging all women to sign up at booking. It is also important to note the number of online applications that commenced after the introduction of the online Smoke Free Homes registration forms in January 2005.

iv) Numbers of homes registering on the scheme in the Manchester by ward

PCT	Ward	6 months	12 months
North	Ancoats and Clayton	5	8
	Bradford	6	12
	Charlestown	3	5
	Cheetham	7	34
	City Centre		1
	Crumpsall	4	8
	Harpurhey	6	11
	Higher Blackley	1	1
	Miles Platting and Newton Heath	2	9
	Moston	2	8
	North Total		31
South	Baguley	5	10
	Brooklands	3	8
	Burnage	4	7
	Chorlton Park	6	13
	Didsbury East	2	5
	Didsbury West	1	3
	Northenden	6	18
	Old Moat	3	12
	Sharston	6	17
	Withington	2	8
	Woodhouse Park	13	26
South Total		45	127
Central	Ardwick	11	24
	Chorlton	4	15
	Fallowfield	16	34
	Gorton North	13	19
	Gorton South	18	26
	Hulme	5	22
	Levenshulme	7	15
	Longsight	24	54
	Moss Side	42	137
	Rusholme	16	63
	Whalley Range	5	18
Central Total		172	427
Non Manchester Residents Total		28	88
Grand Total		276	739

The table shows a breakdown of where people registering on the scheme live in Manchester. Wards in Central PCT, namely Moss Side, Rusholme and Longsight have the highest number of people registered onto the scheme. This reflects the amount of promotional work done in these areas. An event at Longsight market generated many new referrals. The majority of Manchester residents registering with

the Smoke Free Homes scheme live in the CPCT area (66%, n = 427). In comparison, 20% of Manchester residents registered live in SPCT and 14% in NPCT.

v) Numbers of homes registering on the scheme in the Manchester by locality area

PCT	Locality	6 months	12 months
North	Ancoats, Clayton, Miles Platting and Newton Heath	2	17
	Bradford and City Centre	8	13
	Charlestown and Higher Blackley	4	6
	Cheetham and Crumpsall	9	42
	Harpurhey and Moston	8	19
North Total		31	97
South*	Not available	45	127
South Total		45	127
Central	Chorlton and Whalley Range	15	33
	Gorton and Levenshulme	38	60
	Hulme and Moss Side	47	159
	Longsight and Ardwick	35	78
	Rusholme and Fallowfield	32	97
Central Total		172	427
Non Manchester Residents Total		28	88
Grand Total		276	739

* South PCT localities are defined by GP Practice clusters and so cannot be allocated by geographical localities.

The table shows a breakdown of where people registering on the scheme live in Manchester by locality.

Conclusions

The Smoke Free Homes scheme has proved to be a popular and successful scheme in Manchester.

The scheme has been successful in recruiting people onto the Smoke Free Homes scheme, with 739 households being registered. The majority have registered on the scheme as being completely smoke free; 429 have children. There is evidence that people have made behaviour changes in order to make their homes smoke free.

CPCT has the highest number of registrations (427), with SPCT second (127), and NPCT third (97). This is probably due to the work being delivered in these areas to raise awareness of the scheme and to get people registered.

The majority of people referred onto the scheme have joined through the Sure Start initiatives and midwives across Manchester. This is encouraging given that both deal with the Smoke Free Homes target group, families with young children or soon to be young families.

There is evidence that the Smoke Free Homes scheme provides a useful strategy to help reduce second hand smoke exposure in the home and to help people to change their behaviour. There are useful insights into the demographics of the people who are entering the scheme and into the strategies that have helped to increase referrals.

Recommendations

More needs to be done to increase the numbers of people registering on the scheme in areas of low activity. Referrals from midwives in CPCT and events, such as the one held at Longsight market, could be replicated in NPCT and SPCT areas. Work could be developed with other partner agencies and workplaces, such as schools and libraries.

The scheme must be developed in response to the audit findings.

- **A telephone audit of current behaviour:** - To be conducted to establish whether the scheme is effective in achieving long term behaviour change and to identify whether people considering quit attempts are ready to make an attempt.
- **A Prize Draw (January 2006)** – The prize draw will raise the profile of the scheme, to reward someone registered, and to encourage people to register onto the Smoke Free Homes scheme.
- **Increased profile raising of the scheme** – Continuation of the work with existing partners on the scheme, plus the additional raising of the profile with other health professionals, particularly health visitors, with the public, and with Manchester schools