

**Priority: Reducing levels of smoking**

Aim: Reducing levels of Smoking						
Objective	Actions	Measures	Lead Partner	Resources	Progress/Timescale	RAG
Increase awareness of support available for smokers	Support the countywide Public Health Smoking campaign		Claire Moran/WCC	Leaflets/resources from WCC	March: No Smoking Day involved a trailer in Redditch for a day providing information regarding smoking advice/support services	Green
	Pull together a list of Redditch specific stop smoking providers, along with some further detail about their specific niches and target audiences to aid more effective referrals/support		Claire Moran/WCC		Information is being collected in July, this will be summarised in August	Amber
Reduce smoking in pregnancy	Map out the levels of confidence amongst Redditch Early Help Staff to support pregnant mums to quit smoking	Staff survey (via email) with 3 confidence scale questions	Louise Langston/ Claire Moran			Amber
	Deliver an information campaign targeting smoking in pregnancy. Target supported housing	Number of pregnant women smoking	Ali Finn/ Emily Payne	WCC campaign budget	Autumn/Winter 2014, A group of partners met	Amber

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	Develop some support for Midwives/Early help staff to increase their confidence to support pregnant mums to quit	Level of staff's confidence to address this issue	Emily Payne, WCC, Claire Moran		TBC	Red