

Smoke Free Turnaround Project

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TEST VALLEY
BOROUGH COUNCIL

Why Alamein?

- Test Valley as whole is an affluent area (317 out of 354 Index of Deprivation)

However the high ranking hides serious pockets of deprivation.....

- The Alamein ward (Andover) falls in lowest quartile for education and child poverty and health inequalities.



Turnaround Project partners include

- Test Valley BC – Housing, Leisure and Wellbeing, Community Safety, Community Development.
- Testway Housing
- PCT
- Test Valley Community Service
- Hampshire Constabulary and Fire Rescue Service
- HCC Children's Services
- Faith groups, national/local business/charities
- Andover Adult and Family Learning project



Smoke free Turnaround project aims

- **Increased awareness of Smoke Free work in targeted ward of Alamein namely -**
- The increased take up of Smoke Cessations Service
- The increased awareness of second hand smoke
- A reduction in uptake of young people smoking within target area



Smoke Free Turnaround

Increased awareness and take up of Quit for Life - smoke cessation services

- targeted publicity within ward amongst all partner agencies and community champions.
- Brief Intervention training sessions set up with Quit Service with workers in the ward to enable them to support their clients with confidence
- presence at community events



Smoke Free Turnaround

Increased awareness of second hand smoke

- Smokefree sessions to be delivered to 2 target primary 2nd July – yr 5
- Follow up work to design their own logo, posters etc promoting smokefree homes – hopefully this will encourage them to ‘pester’ family and friends!



Smoke Free Turnaround

Reduction in uptake of young people smoking within target area

- Link with Summer diary activities to find out how, what and when would help young not smoke or stop smoking!

