

**EVALUATION REPORT FORM FOR
LOCAL TOBACCO CONTROL PROJECTS**

TEST VALLEY

Project Title	The Smoke Free Turnaround Project
Funding Received in 08-09:	£2,500
Project Lead Agency	Test Valley Borough Council
Project Lead:	Louisa Rice
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Project Aims and Objectives/Outcomes:	<p>Increased awareness of the Turnaround Smoke Free campaign within the target ward.</p> <p>Increased awareness and take up of local Stop Smoking Service.</p> <p>Increased awareness of second hand smoke in the home.</p> <p>Increased protection from second hand smoke for children</p> <p>Reduction in uptake of young people smoking within the target area.</p>
What is the timescale for the project?	Community training March – June 09 Schools /community work June – October 09
Which population groups, communities or neighbourhoods have you targeted?	Communities/residents around the target ward Alamein Knights Enham Junior School Roman Way Primary school
Which partners or stakeholders have been involved/consulted as part of the project?	Turnaround project members (including TVBC, Testway Housing, PCT, Test Valley Community Services) Community representatives, statutory, voluntary and resident groups as part of TAP networking group Quit 4 life team Teaching staff at 2 local schools

Please state what resources partners have provided if any (funds, staff time, etc.)	Currently staff time
Would you require additional funding for the project to continue in 09-10? If yes, how much funding would be required in 09-10?	No £
Please state any known outcomes for the project (please relate to Project Objectives).	Increased awareness of the Turnaround Smoke Free campaign within the target ward.
Please identify any difficulties you have encountered in undertaking the project and how you resolved them.	The time scales for the project slipped by several months due to two factors. <ul style="list-style-type: none"> • A major restructure within the Council affecting the Service structures. • The schools in the Alamein ward are both having extensive building work which has over run on the completion date, the schools physical and educational infrastructures were not suitable for the type of delivery the project required. Therefore instead of delivering the work in the spring term, work was not able to commence until late into the summer term and will be ongoing until the autumn term. • A number of the workers in the target area were themselves smokers and therefore a reluctance was sensed (although not verbalised) not to get involved
What would you have done differently if you undertook the project again? What would have improved the outcome?	<ul style="list-style-type: none"> • The Brief Intervention training sessions set up for organisations and workers in the target area were not well attended despite running both lunch time and twilight sessions. Feed back from some of the target group indicates that they feel they are doing enough of their own work without feeling they have the capacity to learn about and take on another area of work, this despite the fact the brief intervention was marketed as a tool to help them help their clients. • I will be able to feed back on the schools work once delivered but I do anticipate there to be issues with the timescales to complete the work as thoroughly as I would have liked , as explained above, I would have liked to have worked in the school much earlier in their school year but this was not feasible. The end of project evaluation will be able to provide more idea of the response to this question.,
What elements of the project worked well and why?	Support from the Quit 4 Life team Support and enthusiasm from the schools

Thank you for completing this Project Evaluation Form – please return to:
sarah.preece@hampshire.nhs.uk by **Friday 19th June 2009**.