


## HBHM Additional Information – Smoking prevention and cessation 2020

| Criteria                | Additional Information  |   |
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| <b>TRAINING TOWARDS</b> | Sign Scotland's Charter for a Tobacco-free Generation (TGF)                       | Visit <a href="http://www.ashscotland.org.uk/charter">www.ashscotland.org.uk/charter</a> where you can complete pledge agreement. Pledge examples can be found in our <a href="#">HBHM practical guide</a> . Promote your commitment by displaying the Charter logo on promotional materials (see <a href="http://www.ashscotland.org.uk/charterresources">www.ashscotland.org.uk/charterresources</a> )  |
|                         | Map current smoking policies, culture and approach within the institution         | Build an understanding of your current smoke-free policy and involve key staff from across departments in this process. Support resources available at <a href="http://www.befree.scot/colleges-universities/">www.befree.scot/colleges-universities/</a> or from <a href="mailto:cbennett@ashscotland.org.uk">cbennett@ashscotland.org.uk</a> . (Extra info can be found in our <a href="#">practical guide</a> )  |
|                         | #BEFREE posters and resources displayed across campus                             | Posters and other resources available to download <a href="http://www.befree.scot">www.befree.scot</a> . Sets of A3 #befree posters can also be ordered through the website. <ul style="list-style-type: none"> <li>- Display of posters and resources promoting benefits of being smoke-free</li> <li>- Display of smoke-free posters in smoking shelters which include <a href="http://www.quityourway.scot">www.quityourway.scot</a> and the smokeline number</li> </ul> |
|                         | Display Tobacco-free Generation Charter certificate and window sticker            | Certificates and stickers are provided within the Charter welcome pack. Please contact Charter Coordinator on 0131 225 4725, or email <a href="mailto:enquiries@ashscotland.org.uk">enquiries@ashscotland.org.uk</a> if you did not receive one in your welcome pack or would like to request a duplicate.  |
| <b>BRONZE</b>           | Complete TGF Charter reporting at 6 and 12 months                                 | Give ASH Scotland some feedback on how things are going after 6 and 12 months. A short, simple online survey will take around 5 minutes to complete. After completing one year aspect you will receive a commendation certificate. In addition, if you have an inspiring story to tell you could win a Charter Award. More information at <a href="http://www.ashscotland.org.uk/charterawards">www.ashscotland.org.uk/charterawards</a>                                    |
|                         | Connect with key external partners including NHS health promotion                 | Many organisations can help you create a smoke-free culture on campus. These include voluntary organisations, local authority partners and local NHS Health Promotions or Quit Your Way services. (email <a href="mailto:bscheepers@ashscotland.org.uk">bscheepers@ashscotland.org.uk</a> if you need a hand)   |
|                         | Smoke-free messaging promoted on campus   | Effectively promote the smoke-free message and campus policy. Make use of the range of methods and involve your comms and marketing team. (Detailed support can be found in our <a href="#">HBHM practical guide</a> )  |
|                         | News item/comms material about Smoke-free campus policy; and Charter commendation | Make the most of your website, social media and other channels, to share smoke-free campus content. Highlight the rationale for a new smoke-free policy, seek support from staff and student body; and celebrate project milestones by publishing campus-wide news.   |
| <b>SILVER</b>           | Full review of existing smoke-free policy   | Downloadable resources at <a href="http://www.befree.scot/colleges-universities/">www.befree.scot/colleges-universities/</a> including a presentation 'smoke-free campuses – getting started', example timeline, working group facilitation guide, step-by-step guidance and templates. Further support is available from <a href="mailto:cbennett@ashscotland.org.uk">cbennett@ashscotland.org.uk</a>  |
|                         | Agree actions and responsibilities for smoke-free policy review                   | Agree actions and responsibilities for the smoke-free policy review by creating an implementation plan. A template project plan is available at <a href="http://www.befree.scot/colleges-universities/">www.befree.scot/colleges-universities/</a> .  |
|                         | Consultation with staff and student body on smoke-free campus policy              | Deliver consultation with students and staff to explore attitude, opportunities and barriers to creating a smoke-free campus. Example surveys and focus group questions are available to download at <a href="http://www.befree.scot/colleges-universities/">www.befree.scot/colleges-universities/</a> .   |
|                         | Smoke-free messaging embedded within PA and other wellbeing information/events    | Download the <a href="#">HBHM Smoke-free Practical Guidance</a> for details, ideas and links to meeting this (and all other) smoke-free HBHM criteria.  |
|                         | Prepare case study on smoke-free campus activities for #BEFREE                    | Prepare a case study on your smoke-free campus activities for the campus section of the #befree website. Case studies can be downloaded at <a href="http://www.befree.scot/colleges-universities/">www.befree.scot/colleges-universities/</a> . Submit case study (in MSWord format) along with photographs to <a href="mailto:cbennett@ashscotland.org.uk">cbennett@ashscotland.org.uk</a> .   |
| <b>GOLD</b>             | New/Revised smoke-free policy implemented   | Building on the policy review at silver level, provide evidence of the implementation of a new or revised smoke-free policy. Process, templates and resources available at <a href="http://www.befree.scot/colleges-universities/">www.befree.scot/colleges-universities/</a> . For further support contact <a href="mailto:cbennett@ashscotland.org.uk">cbennett@ashscotland.org.uk</a> .  |
|                         | Evidence that smoke-free activity is sustained and highlight plans/next steps     | Evidence of consistent and sustained activity to: <ul style="list-style-type: none"> <li>- discourage smoking uptake</li> <li>- provide a supportive environment for those trying/hoping to quit</li> </ul>   |

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|  | <ul style="list-style-type: none"> <li>- reduce the visibility of smoking and increase smoke-free spaces</li> <li>- reduce cigarette related litter</li> <li>- reinforce your responsibility and commitment to support students in a clean, safe, healthy learning environment.</li> </ul> <p>Repeat/revisit the consultation exercise at silver level to measure and review any reported changes. Provide evidence of systems in place to sustain implemented changes, future plans and identify next steps.</p> |
| Smoke-free policy integrated into roles, institution's objectives, policy and procedures | Smoke-free principles should be embedded and integrated into institution roles, policies, communications and procedures. Further practical information can be found in our <a href="#">HBHM Smoke-free Practical Guidance</a> .   |
| Ongoing measured progress against agreed baselines and changes in smoking culture        | Continual monitoring of the effectiveness of the smoke-free policy, signage and compliance, measuring the impact of the practical changes on campus. Include impact of specific events/campaigns/projects/policy changes. Further explanation for this criteria can be found in our <a href="#">HBHM Smoke-free Practical Guidance</a> .  |
| Evidence of innovative approaches to promoting smoke-free messages on campus             | Continue to positively promote how the campus maintains its smoke-free ethos. Examples from other institutions can be found within the communications guidelines and case studies available at <a href="http://www.befree.scot/colleges-universities/">www.befree.scot/colleges-universities/</a> .   |



### Key Contact

| Area               | Contact   | Contact Details  |
|--------------------|---|--|
| Smoking prevention |  | <p><b>ASH Scotland:</b></p> <p><b>Beverley Scheepers</b><br/> <b>Tel:</b> 0131 220 9483<br/> <b>Email:</b> <a href="mailto:bscheepers@ashscotland.org.uk">bscheepers@ashscotland.org.uk</a><br/> <b>Website(s):</b> - <a href="#">Tobacco-free Campus page</a> on ASH Scotland website<br/> - <a href="#">#BEFREE Achieve More</a> website<br/> - ASH Scotland <a href="#">eLearning</a> website</p> |