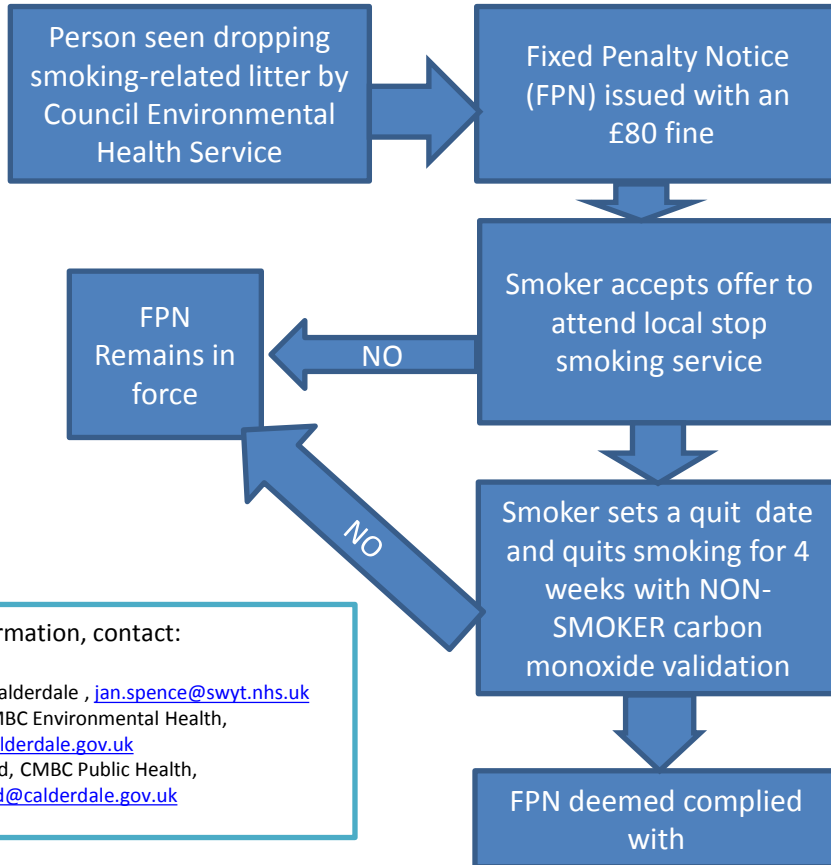


‘STOP IT-DON’T DROP IT!’ –Making Every Contact Count when smokers drop cigarette litter in Calderdale



KEY POINTS

- Collaborative working between Council Public Health (local stop smoking commissioner), Environmental Health (litter enforcement) and South West Yorkshire Partnership NHS Foundation Trust (local stop smoking service provider).
- Public Health instrumental in changing Council enforcement policy supported by Environmental Health.
- Environmental Health facilitates offer of referral to Yorkshire Smokefree Calderdale (YSFC) for support to quit smoking and waiver of fine.

OUTCOMES

- Since September 2014, 12 people have QUIT SMOKING via the scheme out of 17 that set a quit date –this is a 71% success rate.
- National enquiries received from colleagues interested in implementing in other areas.
- Mainstreamed activity.

For more information, contact:

Jan Spence, YSF Calderdale , jan.spence@swyt.nhs.uk
 David Dunbar, CMBC Environmental Health, david.dunbar@calderdale.gov.uk
 Gaynor Scholefield, CMBC Public Health, gaynor.scholefield@calderdale.gov.uk