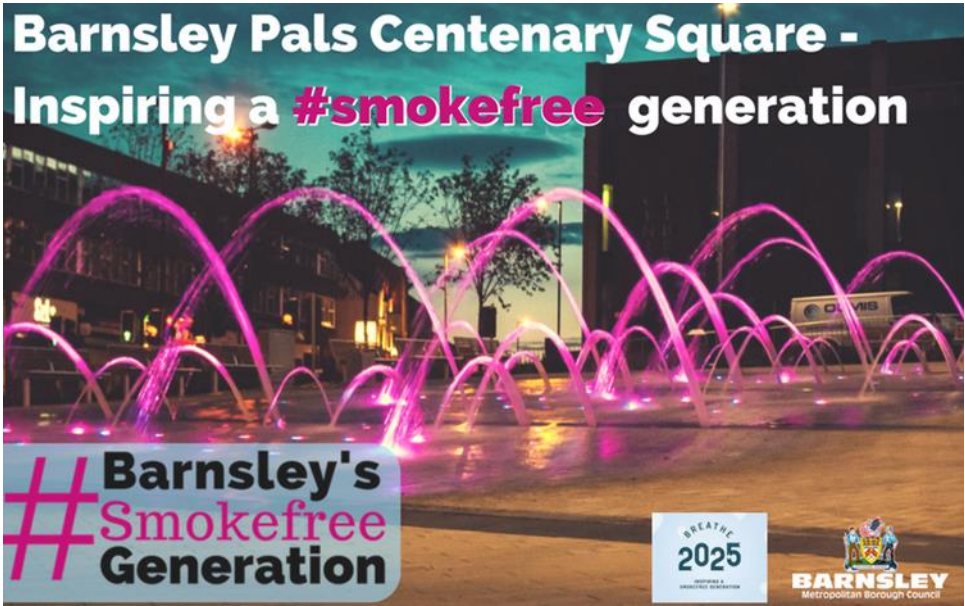


# Make Smoking Invisible – Creating a Smokefree Generation in Barnsley



Kaye Mann, Senior Health Improvement Officer  
Gilly Brenner, Public Health Registrar

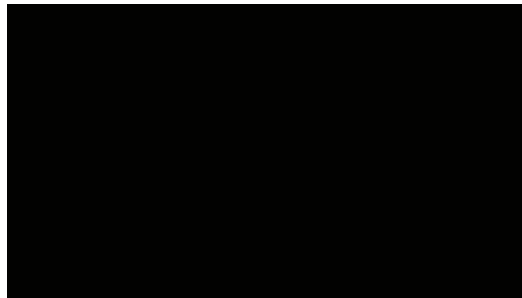
# Pushing traditional public health boundaries

**First** northern town to introduce a smoke free outdoor town centre zone.

**First** northern town to introduce a 'smoke free market'

**First** northern town to issue a Fixed Penalty Notice for smoking in cars and are the **only** Local Authority to be actively enforcing this national legislation.

**All** our key play parks across the borough are now smokefree.



### Yorkshire town becomes first in north to introduce 'smokefree' zones



Launch of Smokefree Zone at Barnsley PALS Garden.

Published: 14:25  
Updated: 14:45  
Sunday 02 July 2017

### Ban aims to 'de-normalise' smoking among young people



### Flagship park first to go 'smoke-free'

**By Katie Hartman**

LOCKE Park will be the pilot for the first smoke-free play park in Barnsley under a new plan to 'de-normalise' smoking among young people.

It was revealed by public health officer Steve Mann at a council meeting outlining new proposals to improve a smoke free generation in Barnsley which were given the go ahead by council bosses last month to 'de-normalise' smoking among young people and support a smoke free generation.

Mr Mann told the Health...

...population in Barnsley smoke and the prevalence of smoking at age 15 in Barnsley is 17 per cent. Smoking prevalence has reduced to 11.8 per cent, but all these figures are significantly higher than the national average.

Mr Mann added: "We know we are behind the smoking prevalence but research tells us the best way to stop people is working around social norms and making it terrible.

"Going into classrooms with a tar jar doesn't really work. The best way is to de-normalise smoking.

...cost of more of Locke Park to want it to be smoke free rather than just another a high tip.

"It will show users want it to be smoke free," she told the board.

Mr Mann said no other local council has introduced smoke free town centre zones outside and Barnsley could lead the way.

However the scheme will not be law and will be managed through a voluntary code, assuming there would be an enforcement action.

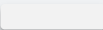
Chairman of the board, council leader Sir Steve Houghton, said: "I think it



# Winning hearts and minds

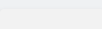
facebook 



Misty   
I do think the less children see their parents smoking, the less likely they will be to smoke and it will decrease significantly x

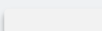


29 w Like Reply



Gina   
Not before time, nothing worse than standing with your baby in a pram and having to inhale other people's second hand smoke

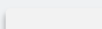
44 w Like Reply



Sandra   
Love this!   1

41 w Like Reply



Sandra   
Signs like this need to be displayed at school gates too!

41 w Like Reply



August 2017

“lots of kids hang about there and obviously its not good to stand there smoking around kids” *Female local resident*

“I think it’s a great idea” *Barnsley Market Trader*

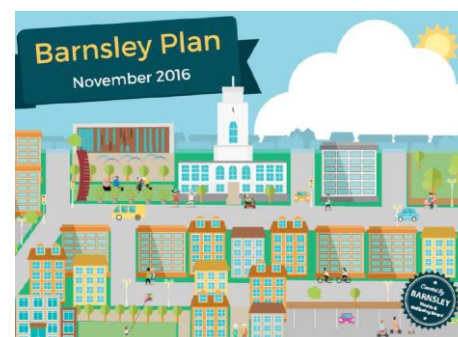
“That’s alright by me, if you cant smoke, you cant smoke” *Smoking local resident*



**BARNLSLEY**  
Metropolitan Borough Council

# The importance of political, clinical and public health leadership in tobacco control

- We are a public health council
- Strong Tobacco Alliance
- A 60% improvement in our leadership
- ‘Outstanding clinical leadership’

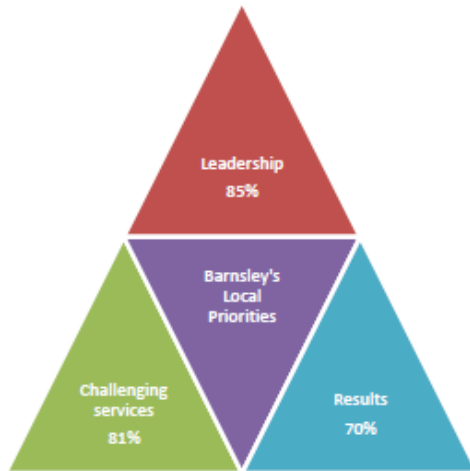


# Challenge Leadership and Results (CLeaR)

## CLeaR thinking

CLeaR model assessment for excellence in local tobacco control

Barnsley Metropolitan Borough Council 11<sup>th</sup> July 2017



Barnsley's CLeaR scores as a percentage of the total available in each domain

- ✓ The right things
- ✓ The right time
- ✓ The right place
- ✓ **To make every penny count**

- 30% increase in points from our 2013 peer assessment



# Smokefree Town Centre Zone Implementation



# Yorkshire town becomes first in north to introduce 'smokefree' zones



Launch of Smokefree Zone at Barnsley PALS Garden.



# Change can happen





# Make Smoking Invisible next steps

- Smokefree Schools/College
- Smokefree Glass Works - £130 million town centre development

