

Smokefree Southampton Communication Plan

Background

In 2004 the government highlighted that people wanted to make healthier and more informed lifestyle choices. They therefore set out a clear plan to restrict smoking and reduce its effects on people's health. The Health Act, or 'smokefree legislation', agreed in 2006 will make almost all enclosed public places and workplaces smokefree.

Aim

To support environmental health in enforcing the smoking ban in the city with coordinated communications across the city. These communications will be focusing on awareness and education while supporting health messages from the NHS and PCT. Following national guidelines all communication regarding awareness will promote cleaner air and wellbeing.

Audiences

1. Local businesses
2. Residents and visitors (smokers and non smokers)
3. SCC employees
4. SCC tenants
5. Voluntary organisations

Communication Aim	Target Audience	Actions	Timescale	Resources	Responsibility
Raising awareness of the smoking ban and enforcement	Businesses	Letters sent to all businesses in the city advising on ban and offering pre-ban support	Completed	Printing and postage	Environmental Health
	Businesses	4 page pull out in Cityview (Business View)	June	Design and space	Communications / Economic Development
	Tenants	Tenants Link article regarding smoking in council owned property	Summer	None	Communications
	SCC employees	Inview article highlighting smoking policy, ban and help available to those wishing to give up	May	None	Communications
	SCC Employees	Internal staff bulletins offering information and link to websites	Ongoing	None	Communications
	Residents	Cityview 4 page pull out highlighting ban, keeping streets free of litter related waste and NHS services	July	None	Communications / Environmental Health

Communication Aim	Target Audience	Action	Timescale	Resources	Responsibility
	Residents/Visitors	JC Decaux billboards at various locations across city highlighting July 1 and a cleaner air theme.	June	Design/print/space	Communications / Environmental Health
	Residents/visitors	Bus advertising external/internal	June/July	Design/print/ad space	Communications
	Residents/visitors	Posters to be distributed to council buildings and local bars/clubs/restaurants	May/June	Design and print	Communications
	Residents/visitors	Web pages explaining ban and enforcement. Links to external Smokefree pages.	Ongoing	None	Communications / Environmental Health
	Voluntary organisations	Fact sheet to organisations via Southampton Voluntary Services.	May	Email	Communications
Street cleaning – stub it, bin it	Residents/Visitors	JC Decaux billboards across the city encouraging smokers to stub and bin cigarette ends	July	Design/print/ad space	Communications / Open Spaces

Costs:

Activity	Amount
Cityview 4 Page pull out	£5,600
JC Decaux Billboards	£1,600
Campaign design work	£1,000
A4 Posters print	£133
Bus Advertising	£4,322
Total	£12,655