

Tobacco Free Ireland Partners Conference

Mobilising Communities Towards
a Tobacco Free Ireland

Thursday 31st May 2018

Farmleigh House, Phoenix Park, Dublin



Feidhmeannacht na Seirbhíse Sláinte
Health Service Executive

QUIT

Background

An extremely successful Tobacco Free Ireland Partners Conference took place in Dublin on World No Tobacco Day 2018. Significant time, effort and creativity went into providing a varied and engaging programme which was embraced by the 121 attendees who gathered together on a very sunny day at Farmleigh House on the 31st May. Considerable media coverage and social media engagement supported the day, highlighting the relevance of the topic of *Mobilising Communities Towards a Tobacco Free Ireland*.

This report details the background to, a synopsis of, and subsequent learning from the conference. However, before you delve into the detail, a special word of thanks to all who gave their time to this, whether they were involved in planning, running, supporting, speaking or participating in this event. Your contribution made a real difference on the day and your energy and focus is essential to the future of the programme achieving its targets.

Healthy Ireland places significant emphasis on collaboration and partnership working. The achievement of our strategic priorities is dependent on effective partnerships internally and strong cross-sectoral engagement with external stakeholders. In some instances other agencies and government departments are better placed to deliver on actions which impact on people's health and wellbeing – we must proactively leverage existing relationships and forge new relationships in pursuit of our shared agenda.

The Tobacco Free Ireland Partners Group is a multi-agency partnership made up of representatives from across non-government organisations with an interest in Tobacco control. The aim of the group is to provide a formal platform for discussion and dialogue between the HSE and non-governmental stakeholders on tobacco control. Ideas and best practice can be shared in relation to tobacco control issues. This multi-agency working group also helps to drive, co-ordinate and support the delivery of the priorities in the Tobacco Free Ireland Implementation Plan.

The Partners Group is chaired by the HSE Tobacco Free Ireland Programme. The following organisations are currently represented on the group;

- Alpha 1 Foundation
- ASH Ireland
- Asthma Society of Ireland
- Athlone Institute of Technology
- Communications, HSE
- COPD Ireland
- Environmental Health, HSE
- Health Promotion and Improvement, HSE
- Institute of Public Health
- Irish Cancer Society
- Irish College of General Practitioners
- Irish Dental Association
- Irish Heart Foundation
- Irish Thoracic Society
- National Cancer Control Programme
- National Women's Council of Ireland
- Pharmaceutical Society Of Ireland
- Public Health, HSE
- Royal College of Physicians Ireland
- SputOut
- Tobacco Free Ireland Programme, HSE
- Tobacco Free Research Institute

In 2017, a decision was taken by the group to hold a conference on World No Tobacco Day (WNTD) 31st May 2018. The group had an initial scoping meeting in September 2017 which was followed by a number of teleconference meetings in order to set out aims and objectives and clarify conference content, identify speakers and develop workshop themes.

Conference Aim

To mobilise and empower all stakeholders towards achieving the TFI target.

Objectives

- Present current State of Tobacco Control in Ireland with a focus on identifying and bridging the gaps.
- Present secondary analysis of Healthy Ireland, HBSC and TILDA datasets.
- Present relevant national and international research in tobacco control & explore current research gaps in Ireland. Provide an opportunity for discussion/debate/input to identify & prioritise recommendations for progressive actions across policy, practice and research in tobacco control.
- Provide a platform to engage the Tobacco Partners group and wider stakeholders in working towards improved collaboration for implementation of the TFI action plan.



Overview of Content

Conference Chairs

Session 1 Ms Martina Blake, Tobacco Free Ireland Programme Lead, HSE

Session 2 Dr Patrick Doorley, Chair of ASH Ireland

Session 3 Prof Luke Clancy, Director of the Tobacco Free Research Institute

Session 4 Dr Fenton Howell, National Tobacco Control Advisor, Department of Health

Speakers and Presentations

Session 1

- Dr Stephanie O' Keefe (National Director, HSE Strategic Planning and Transformation) – TFI in the Context of Healthy Ireland and HSE Strategic Planning and Transformation
- Minister Catherine Byrne T.D. – Opening Address and Launch of 'State of Tobacco Control in Ireland 2018' and 'Secondary Analysis of National Data'
- Dr Paul Kavanagh (Consultant in Public Health Medicine, HSE) – Tobacco Free Ireland: Where are we now?
- Dr Kristina Mauer-Stender (Programme Manager Tobacco Control, WHO) – Community Action to Reduce the Global Tobacco Epidemic

Session 2

- Prof Gerard Hastings (Institute for Social Marketing, University of Sterling) – Marketing Tobacco Free Ireland
- Elizabeth and Liz Ashe – The Smokers Perspective





Session 3

- Dr Matthew Sadler (Consultant Psychiatrist, Dublin North City Mental Health Services, HSE) – Mental Health Service Users
- Dr Peter McKenna (Clinical Director, Women and Infants Health Programme, HSE) – Mothers and Infants
- Dr Frank Doyle, Senior Lecturer, Royal College of Surgeons Ireland – The Medical Community
- Panel Discussion

Session 4

- Dr Angie Brown, Medical Director, Irish Health Foundation – Is Tobacco Breaking your Heart?
- Dr Patrick Moran, Senior HTA Analyst, HIQA – HTA Findings on E-Cigarettes

Videos of the presentations as well as PDFs of the presentation slides are available to view [here](#).



Workshops

Workshop 1: Young people and tobacco

Facilitated by Ms Sarah Chadwick (Irish Cancer Society)/Ms Kiki Martire (Spunout)
Mobilising young people to advocate for tobacco free environments – key influencing factors for youth

Workshop 2: Tobacco free communities & places

Facilitated by Dr Maurice Mulcahy (Environmental Health, HSE)/Ms Fiona Donovan (Healthy County and City Coordinator, HSE)
Building tobacco free villages, towns and communities. Mobilising key influencers and community groups to implement and advocate for tobacco free spaces for the next generation

Workshop 3: Addressing tobacco use & Health inequalities

Ms Kate Cassidy Tobacco Coordinator, HSE)/Dr Helen McAvoy (Institute of Public Health)
Smoking Cessation – best practice in cessation. How to increase the pool of smokers seeking and receiving specialist supports

Workshop reports have been compiled by the facilitators and will be used for discussion at future meetings of the Tobacco Free Ireland Partners Group.



Attendance Report

In total, 121 people attended the conference (this number does not include the conference speakers). 54 of the attendees were HSE staff, with 67 attendees representing 41 external agencies.

The attendance is summarised below.

HSE Service Areas Represented	
Acute Hospitals (HI Project Managers)	Communications
Community Healthcare Organisations (H&WB)	Environmental Health
Healthy Ireland National Office	HP&I – Health Cities and Counties
HP&I – Schools	HP&I – Staff Health
HP&I – Tobacco	Making Every Contact Count
Mental Health Services (Mental Health Nursing)	Midwifery
Nursing (General Staff, CNS Stroke, CNS Respiratory, CNS Smoking Cessation, Practice Development)	Obstetrics and Gynaecology (Doctors)
Occupational Therapy	Older Persons Services
Public Health (Physicians and researchers)	Physiotherapy
Self-Management Support	Tobacco Free Ireland Programme

Of those who registered to attend the conference, 29 did not redeem their place on the day.

Incentivising attendance at future events should be considered in order to avoid non-attendance. This could be achieved by requesting a small conference fee on registration which would be forfeit by a certain date.

Organisations External to the HSE

ASH Ireland
Asthma Society of Ireland
Cancer Focus Northern Ireland
Carlow Youth Training
COPD Ireland
County Wicklow Partnership
Department of Children and Youth Affairs
Department of Health (Three representatives)
Empower
Foróige
GAA
General Practice (CNS)
GOSHH (Gender, Orientation, Sexual Health, HIV)
Health and Social Care Northern Ireland
Healthy Waterford
HIV Ireland
Institute of Public Health in Ireland
Irish Cancer Society
Irish Heart Foundation
Irish Prison Services
Irish Thoracic Society
Limerick City and County Council
Men's Health Forum in Ireland
Mental Health Commission
Mountjoy Prison
National Cancer Control Programme
National Women's Council of Ireland
Northside Partnership
Northern Health and Social Care Trust
Professional Development Service for Teachers
Relate Care
Royal College of Physicians Ireland
Spunout.ie
Stoneybatter Community Training Centre
St Vincent's Private Hospital
Tipperary County Council
Tobacco Free Research Institute
Trinity College Dublin
Union of Students in Ireland
University College Cork
University College Dublin



Communications Report

Social media

Tweets from @HSELive: 20

Total impressions: 60,131

Total engagements: 1015

Total retweets: 121

Total likes: 266

TFIConf hashtag

From May 30th to June 9th the #TFIConf hashtag was used 388 times in Ireland. As can be expected, the major spike in conversation was on the day of the conference, May 31st when the hashtag was used 336 times.

Topline stats are as follows:

Overall mentions:

Of these there are:

89 tweets and

266 retweets

Reach: 1,440,933

Most popular tweet (see image below):

Impressions: 8291

Total engagements: 102

Likes: 46

Retweets: 21



There are now more quitters than smokers in Ireland. That's what we're discussing at today's Tobacco Free Ireland Partners Conference in Dublin. #TFIConf #NoTobacco bit.ly/2J7LULA



9:50 AM - 31 May 2018

21 Retweets 46 Likes



1 comment 21 retweets 46 likes

Press and Broadcast Coverage

National Broadcast

- The Last Word with Matt Cooper, Today FM 31/05/2018 Will We Have A Tobacco-Free Ireland By 2025?
- News at One, RTE Radio One 31/05/2018 Research shows poorest are most at risk of death & illness from smoking

Online

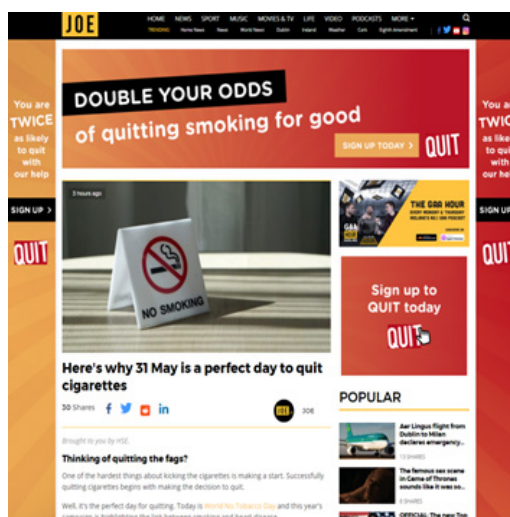
- Irish Times – 01/06/2018 Smoking Causes 100 deaths a week in Ireland
- RTE.ie – 31/05/2018 Estimated over 1 billion people smoke worldwide
- The Journal.ie – 31/05/2018 Smoking causes 100 deaths and more than 1000 hospital admissions in Ireland every week
- Extra.ie – 31/05/2018 Smoking causes 100 deaths and over 100 hospital admissions every week
- Expose.ie - 31/05/2018 HSE reveals popular habit causes 100 deaths and more than 1000 hospital admissions in Ireland every week
- Midwest Radio 31/05/2018 HSE say 100 people a week die from smoking in Ireland
- Examiner.ie 31/05/2018 HSE: 100 people die from smoking every week in Ireland
- TheSun.ie 31/05/2018 BUTT OUT World Health Organisation marks No Tobacco Day by urging people to cut down on cigarettes across the globe

National Print

- Irish Times 02/06/2018 Smoking causes 100 deaths a week in Ireland, research finds
- Irish Times Health + Family 29/05/2018 Right Support vital to have the best chance of quitting tobacco
- Irish Daily Star 01/06/2018 Smoker Danger to U-40s
- Irish Sun 31/05/2018 Butt Out For Good

Native Content

- Joe.ie Here's why 31 May is a perfect day to quit cigarettes
- Homepage takeovers across all Joe and Her sites and Balls.ie as well as a promoted video on Balls.ie revisiting ex- country footballer Vinnie Murphy a year on from his successful QUIT journey.



Conference Evaluations

A conference evaluation was made available within the conference packs and a link to complete an online survey was also distributed after the conference.

Overall, the venue, catering and conference administration were rated highly. Some attendees identified access issues with Farmleigh citing that it was a difficult venue to get to/from. The TFI programme did however organise a bus to transport participants from the venue to the Heuston station and Dublin city centre to support ease of access.

The speakers were highly rated with complementary feedback being received in over 90% of the evaluations. The presentation of the newly launched State of Tobacco Control Report was frequently cited as being of particular relevance and interest.

Way Forward and Maximising Partner Potential

Following the conference, the HSE has committed to;

- Developing Key Performance Indicators for cessation services delivery in targeted populations.
- Developing closed Facebook cessation support groups for the general population and pregnant women.
- Piloting a Tobacco Free Prison initiative with the Irish Prison Services.
- Maternity demonstrator project with the Women and Infant's Health Programme.
- A tobacco control seminar or workshop for organisations external to the HSE every second year.
- Exploring possible membership expansion of the Tobacco Free Ireland Partners Group and arranging tobacco control workshops for other external organisations.

Notable Items for Consideration

Item	Positives	Negatives	Outcomes
Venue (Farmleigh House)	Free to use for HSE Visually impressive venue in a beautiful setting	Limited capacity to 130 attendees Dated A/V Equipment Difficult venue to get to/ from WiFi was not working on the day which negatively impacted on use of Sli.do for Q&A sessions and social media engagement with the event.	While Farmleigh is an impressive venue and free to use for the HSE, it is worth considering a different, more modern venue for future events.
Presentation Slides		Not all presentations had been received prior to the event despite requests for same in advance.	More frequent engagement with conference speakers prior to event may be required. Holding slides etc. to be created in advance in future.
Use of Sli.do	Innovative way to encourage audience participation	No WiFi access on the day caused problems with Sli.do engagement. Not all attendees felt they could participate (e.g. did not have a smartphone).	Slido is a tool that can be used at future events, however future venues need to have reliable WiFi and A/V systems.
Speaker Briefings	All conference speakers received a comprehensive brief from the TFI programme prior to the event with guidance on presentation content.	Not all of the speakers followed the briefings provided.	Compare speaker presentations against the briefings prior to the event. This would require having all of the speaker presentations well in advance.
Selection of Topics	Broad ranging	Perhaps there was not enough time given to certain topics. The agenda may have been too busy	Consider a more compact agenda with a focus on a small number of key topic areas.