

Oxfordshire County Council

Smokefree Community Fund

Financial support for voluntary, community and social enterprise organisations to create smokefree places and/or hold smokefree events

Prevention

Creating Smokefree Environments

The Four Pillars
Reduction in tobacco use

Local Regulation and Enforcement

Supporting Smokers to Quit

#SmokefreeOxon

Smokefree Community Fund

Would your organisation like to help play a part in creating a Smokefree Oxfordshire?

Financial support is available to voluntary, community and social enterprise (VCSE) sector organisations who want to create smokefree spaces and/or hold smokefree events

The Smokefree Fund is here to recruit VCSE organisations and local people to help Oxfordshire quit smoking. In addition to establishing smokefree places and/or holding smokefree events, all applicants are encouraged to recruit a number of 'Smokefree Champions'.

What are Smokefree Champions?

Smokefree Champions are asked to:

- Be trained in Very Brief Advice (VBA) on smoking. This training will be supplied by Oxfordshire County Council for free - register for your place on our [Eventbrite page](#).
- Join the Oxfordshire Tobacco Control Alliance. Email smokefreeoxon@oxfordshire.gov.uk for more information.
- Keep up with the latest developments in creating a smokefree Oxfordshire, such as watching recordings of the presentations from our Oxfordshire Tobacco Control Alliance.
- Optional: Complete free online training provided by the NCSCT, including the theory behind becoming a smoking cessation practitioner.



In 2017-2019, in Oxfordshire there were over **3,500 deaths** in those aged under 75, from cancers, cardiovascular disease, liver disease and respiratory disease – **all diseases exacerbated by smoking***

There is a higher smoking prevalence in routine and manual occupations, and those with long-term mental health conditions and serious mental illness.

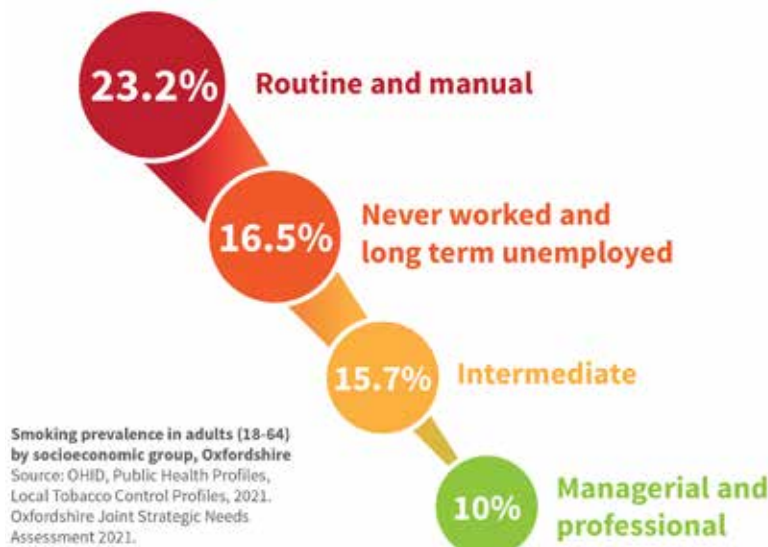
The SmokefreeOxon initiative aims to help support a culture shift away from smoking. This includes reducing the visibility and acceptability of smoking in public and private spaces, therefore denormalising smoking.

This in turn helps to reduce the impact on children and young people who are greatly influenced by parents, older siblings and peers who smoke in their presence. Children of parents who smoke are 4 times more likely to take up smoking than children of parents who don't smoke.

Inequalities

Smoking prevalence is more concentrated among disadvantaged communities

Giving up smoking is one of the most beneficial things a pregnant woman can do to improve her baby's health, growth and development. However there are 420 women who smoke at the time of delivery in Oxfordshire each year



Smoking prevalence in adults (18-64) by socioeconomic group, Oxfordshire
 Source: OHID, Public Health Profiles, Local Tobacco Control Profiles, 2021.
 Oxfordshire Joint Strategic Needs Assessment 2021.

Pregnancy

The number of women in Oxfordshire who smoke while pregnant is currently:

420

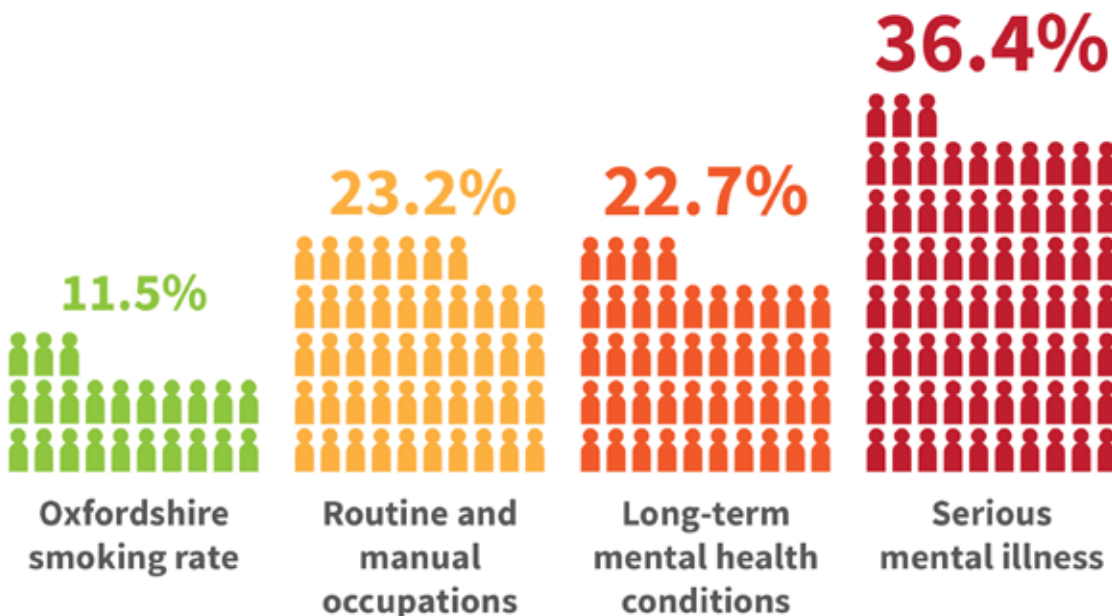


6.8%

Source: OHID, Public Health Profiles, Local Tobacco Control Profiles, 2021

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While the overall smoking levels in Oxfordshire are encouraging, there are inequalities in those who smoke



Ways of taking part in the Smokefree Community Fund

Funding of £150-£1000 is available to organisations that are enthusiastic about creating smokefree places or holding a smokefree event.

What is a smokefree space?

Smokefree Spaces are defined as buildings and external areas that are 100% smokefree. This means they do not have designated or informal smoking areas on their land and have a smokefree policy.

All smokefree spaces must be clearly branded as smokefree using signage. They must also be marketed and promoted as smokefree to staff, volunteers and visitors.

Oxfordshire's Smokefree Sidelines initiative is an example of Smokefree Spaces.

Other examples of eligible spaces: schools, leisure centres, playgrounds, outdoor/indoor sports clubs, outdoor benches/seating areas, restaurants/cafes

What is a smokefree event?

Smokefree Events can take place in buildings and/or outdoor spaces which are branded and marketed as smokefree for the duration of the event. These can be events you already have planned; as such they don't have to be exclusively focused on stopping smoking. #SmokefreeOxon must be included in marketing materials

Other examples of eligible events: local festivals, sporting events, charity events etc.

Ideas for potential Smokefree Community Fund projects:

- Staff time to be trained in Very Brief Advice
- Design, purchase and placement of smokefree signage
- Physical removal of ashtrays and designated smoking areas
- Staff time to create a smokefree policy for your organisation
- Raising awareness/marketing campaign of the benefits of quitting and the local stop smoking service, Stop for Life Oxon
- A community art project about being smokefree (e.g., a mural)
- Holding a smokefree community event
- Host a drop-in session about quitting smoking
- Providing 1:1 support to those who use your services

This list isn't exhaustive, and we would like to hear your new and exciting ideas to reduce smoking and exposure to second-hand smoke in your community.

#SmokefreeOxon

The Vision

Create a smokefree Oxfordshire by 2025 which is achieved when the prevalence is at 5%



Example of Smokefree Spaces



Please email smokefreeoxon@oxfordshire.gov.uk before sending an application as we would like to work with your organisation to ensure the project can reach its full potential. After having a discussion with our team, please fill in our application form at: <https://letstalk.oxfordshire.gov.uk/smokefree-fund-application-form-2022>

Frequently asked questions

What can the fund be spent on?

Funding can be used as the organisation wishes in the creation of smokefree places and/or putting on smokefree events. It can also be used to help recruit Smokefree Champions including running local level awareness-raising and recruitment activities. Any costs associated with putting on smokefree events (room hire, refreshments, marketing, volunteer expenses, transport, etc.) are eligible.

When planning your activities think about how you can maximise the social benefit – see the **‘Go Social’** section on the following page.

Do you need any particular knowledge or expertise on the topic of smoking?

No. We will provide materials which will guide the conversation every step of the way. We just ask that you have an interest in helping create a smokefree Oxfordshire.

Does smoke-free also mean vape-free?

No. Vaping is seen by many medical professionals as a valuable tool to help people quit smoking. Therefore smoke-free places and events do not have to be vape-free, but this is your choice.

How will applications be assessed?

Limited funds are available. Therefore, financial support will be allocated in a ways to ensure we focus our funds in areas where there is greatest need.

What happens next?

Applications will be assessed on a rolling basis. The Public Health staff will assess the application against criteria and decide which applications will receive the funding. All applicants will be informed of the outcome within 3 weeks of sending the application. Successful applicants will be provided with additional guidance and examples of smokefree signage (sent by email).

How will organisations be paid?

Successful applicants will be paid in advance by bank transfer on supply of an invoice AND an original bank statement or paying-in slip.

Application form

<https://letstalk.oxfordshire.gov.uk/smokefree-fund-application-form-2022>

Need any help?

Email smokefreeoxon@oxfordshire.gov.uk



Scan the QR code for the application form

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Unleash your creativity and GO SOCIAL

When planning your project, have a think about how you can deliver your activities for the benefit of local people

You could support other community/voluntary organisations and independent local businesses by shopping locally and keeping the money in Oxfordshire!

You can also do your bit for the environment by choosing greener products as well as reusing, recycling, or composting any waste.

As you already support volunteering, you're doing great things for local people. However, you might be able to involve new groups in the project or help people develop new skills.

One way of describing these added benefits is 'social value'.

Spending for Social Value



Venue Hire

Hiring community owned or managed venues helps maintain Oxfordshire's important community assets.



Refreshments

Will refreshments be healthy? Will you include vegetarian, vegan, kosher and halal options? Will you be supporting local, independent shops or business? Information on reducing sugar content can be **found here** and a catering guide can be **found here**



Marketing and Publicity

Have a think how you can support local printers or suppliers. Will you be using recycled paper, card, or other materials?



T-shirts and other merchandise

Whilst the vast majority of merchandise is manufactured in the far east, you can still do your bit for Oxfordshire and support local suppliers and shops. Organic cotton t-shirts are now more readily available.



Entertainment/activity costs

Help keep your money within your district and use local, independent business and suppliers where possible.



Awards and Certificates

These could be handmade by local people and reflect the culture of your area.

...plus lots of other amazingly creative ideas from your project team!



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