

# TCA Strategic Direction for Smoke-Free Environments in City and Hackney

**Aim: To maximise and sustain smoke-free places across City and Hackney, creating healthier, more equitable smoke-free living**

## Initial Research and Discovery

Conduct key informant interviews with other boroughs

Review smoke-free policies in other localities

Conduct wide range literature review of best practices and outcomes

## Policy Audit & Gap Analysis

Collect and review existing City and Hackney smoke-free policies

Assess enforcement mechanisms and compliance challenges

Identify gaps, areas of resistance and areas for potential expansion

Assess alignment with national and regional guidance

## TCA Engagement & Structure

Create a TCA smoke-free subcommittee

Recruit TCA members

Subcommittee to determine scope and timeframe of work

TCA to shape input on discovery, confirm priorities and support strategy and development, where possible

## Co-Design & Strategy Development

Listening sessions with TCA, service users, staff, and community members

Use service user surveys to explore tobacco/vaping behaviors and motivators

Co-identify priority environments/settings

Co-develop supportive messaging

Draft strategy proposals collaboratively

## Advocacy Planning & Iteration

Pilot draft strategies and materials in select areas

Support TCA, service users + community champions to lead advocacy efforts

Advocate for coordinated updates across council and trust environments

Integrating 'smokefree interventions' with smoking cessation support

## Cross-Cutting Principles & Continuous Improvement

- ◎ Embed Trauma-Informed + Equity-Based Approaches
- ◎ Track Efforts & Impact, Adapt Continuously Using Feedback Loops
- ◎ Share Updates Regularly with Stakeholders
- ◎ Ensure Community Participation and Leadership

- ◎ Foster Collaborative, Multi-Sectoral Partnerships
- ◎ Build an Evidence-Based Foundation
- ◎ Strengthen Communication & Messaging Strategies
- ◎ Build Accountability and Transparency