

Stoke-on-Trent Tobacco Control Strategy 2015 -18

Smokefree places



by establishing smokefree places, smokefree homes and workforces and acting as exemplars of tobacco control

Prevention



preventing young people from starting smoking, providing education and training in schools and asking young people to help us share our messages

Messages for everyone



using up-to-date methods and local data to deliver timely and relevant messages to our target audiences



Helping people to quit



achieved through effective, tailored stop smoking services for all tobacco users

Illegal tobacco



reducing supply through intelligence and enforcement and reducing demand through marketing and communications

Working in partnership



raising the profile of tobacco control via local partnerships and providing lobbying and support for national policy and legislation