

# Change is in the air...

## *Going smokefree the Northumbria Way*

### Morning 9.30- 13.00

8.45	Registration
9.30	<b>Welcome and overview</b> Judith Stonebridge, Consultant Public Health, Northumbria Healthcare
9.40	National outline
10.10	What are the challenges in your organisation?
10.30	<b>The Northumbria smokefree journey</b> Judith Stonebridge, Consultant Public Health, Northumbria Healthcare
10.50	<b>Diagnosing nicotine dependence and embedding in electronic patient record</b> Andrea Hall, Chief Clinical Information Officer and Lisa Irving, Public Health Nurse Specialist, Northumbria Healthcare
11.05	<b>Rapid access to NRT</b> Nicola Wake, Lead Clinical Pharmacist, Safety and Governance, Northumbria Healthcare
11.20	Break
11.45	<b>Developing in-house support</b> Lisa Irving, Public Health Nurse Specialist, Northumbria Healthcare
12.00	<b>Embedding the approach across the HR process</b> Ann Stringer, Executive Director of Human Resources and Organisational Development, Northumbria Healthcare
12.15	<b>Nicotine without smoke</b> Judith Stonebridge, Consultant Public Health, Northumbria Healthcare
12.30	<b>Communications strategy</b> Nicol Evans, Communications Officer, Northumbria Healthcare
12.45	Panel Q&A
13.00	Lunch and best practice zones

### Afternoon 13.50 - 15.45

13.50	<b>Welcome back</b> Alan Richardson, Chair, Northumbria Healthcare
14.00	Impact at the coalface
14.15	<b>A system wide approach</b> Wendy Burke, Director of Public Health, North Tyneside Council
14.30	<b>Ongoing help and support for organisations</b> Ailsa Rutter, Director Fresh North East
14.45	Break
15.00	Problem solving and action planning
15.30	Q&A session - burning issues
15.45	Closing