



London Borough of Wandsworth: Training Smokefree Parent Champions

Following the success of an earlier Smokefree programme, which worked with local children's centres, Wandsworth identified an opportunity to identify parents and carers to be trained as 'parent champions'. These champions could:

- provide support and encouragement to smokers to consider quitting
- refer smokers into the Stop Smoking Service, or to provide an on-site service
- set up new on site drop in clinics.

Local residents / parents were identified by the head as the key people to get on board in order for other parents to follow or join the project, and trained as parent champions. Without this knowledge, the project may not have got off the ground.

The council identified a head of a nursery and children's centre to deliver new health improvement projects. This children's centre is located in one of the most deprived wards in the borough, Roehampton. The project looked to improve health and radiate benefit more widely by creating local job opportunities for participants as Sessional Stop Smoking Advisers:

- three parent champions were identified and recruited to promote the benefits of quitting
- parent champions assisted with cascading benefits of quitting message and attended SS Level 1 Very Brief Advice Training
- one parent champion trained to be a Level 2 Adviser, and parents can put themselves forward to the service to be a paid sessional Stop Smoking Adviser
- twelve parents / carers recruited by the parent champions have attended Level 1 Very Brief Advice training on Smokefree Homes.

The three parent champions received certificates confirming their pass at Level 1 and Level 2.

Social cohesion came about as the parents and carers trained together and could see that, through their involvement in the project, people had been referred to the Stop Smoking Service and new on-site drop in clinics established.

At least one of the parent champions is actively exploring work opportunities and the other two are trained to be sessional advisers in the future.

“Wandsworth has worked with children's centres to identify parents and carers who could be trained as Smokefree Parent Champions”

In April 2013, responsibility for public health was transferred to local authorities. This case study is part of a series highlighting the innovative work London local authorities have done to promote healthier lifestyles and reduce health inequalities since taking on this new role. For more information, email addicus.cort@londoncouncils.gov.uk