

**MAKE
SMOKING
HISTORY**

A SMOKEFREE GREATER MANCHESTER TOOLKIT

A practical guide for creating healthier,
cleaner and greener spaces for all.



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WELCOME TO THE SMOKEFREE GREATER MANCHESTER TOOLKIT

This toolkit has been created by Greater Manchester Integrated Care Partnership to help organisations make their outdoor spaces healthier, cleaner and greener by voluntarily adopting smokefree policies. It's practical, simple to use, and designed with local communities in mind.

Creating a smokefree space is one of the easiest ways to show you care about the people who visit, work, and live nearby. It helps protect children and families, improves air quality, and creates a more welcoming environment for everyone. Plus, it aligns with national goals for a smokefree generation by supporting adults who want to quit smoking.

Making the change is straightforward, and the benefits are clear. With this toolkit, you'll have everything you need to make your space a place where health and wellbeing come first.



WHAT'S A SMOKEFREE SPACE?

Smokefree spaces are **outdoor areas where smoking, and sometimes, vaping, is discouraged** or prohibited to protect the health of everyone, especially children, families, and those who are more vulnerable. These spaces create environments where clean air and healthy choices are the norm.

Across Greater Manchester, you'll already find smokefree spaces in places like parks, playgrounds, hospital grounds, and near schools or public buildings. They are designed to make everyday spaces safer and more pleasant by reducing exposure to secondhand smoke, improving air quality, and helping to set positive examples for the next generation.

Smokefree spaces are also part of a wider harm-reduction approach. While they protect children and reduce the visibility of smoking and vaping, they work alongside measures that support adults to quit smoking using treatment and support that can make it three times more likely to quit.

By making more spaces smokefree, we are not just removing smoke; we are creating welcoming, healthier environments for everyone to enjoy.

**Your community can lead the way.
Every smokefree space makes
a difference.**

WHO IS THE TOOLKIT FOR?

- Charities
- Community centres
- Faith spaces
- Landowners and building companies
- Outdoor spaces
- SMEs
- Voluntary organisations
- Youth clubs
- Any space used by the public, especially those serving vulnerable groups



WHY DO SMOKEFREE SPACES MATTER?

They support behaviour change

There are still around 285,000 people who smoke in Greater Manchester. Evidence suggests that seeing fewer people smoking by creating smokefree spaces helps reduce the number of people who smoke and shifts social norms, especially for young people and those who are trying to quit smoking.

They protect health

Secondhand smoke contains over 70 cancer-causing chemicals. Even outdoors, it can affect people nearby - especially children, older adults, and those with respiratory conditions.

They create safer environments

Reducing smoking helps make spaces feel more welcoming and inclusive.

They reduce litter

Cigarette butts are toxic, non-biodegradable, and the most littered item worldwide. Smokefree spaces help support our environment, waterways, and wildlife.

“We applaud Greater Manchester for their leadership on making public spaces smokefree. Through this work, Greater Manchester is building a legacy as a city-region that cares deeply about health and wellbeing, not just now but well into the future.”

Ariella Rojhani,
Director of the Partnership
for Healthy Cities at Vital Strategies



IMPACT OF SMOKEFREE SPACES

Creating smokefree outdoor spaces brings a wide range of benefits for communities, especially those with children, older adults, and people with health conditions.



Supports public sentiment

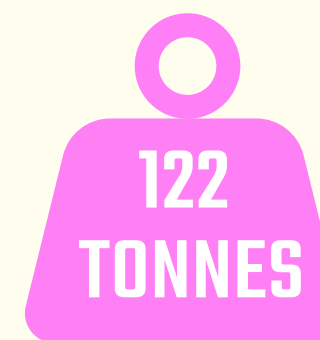
We know from public consultation with the residents of Greater Manchester that they want more smokefree spaces.¹

Improved air quality

Even outdoors, secondhand smoke can linger and affect people nearby including increasing the risk of lung cancer in non-smokers by 20-30%. Smokefree spaces help protect those with asthma, COPD, and other respiratory conditions.²

Cleaner, safer environments

Smokefree spaces reduce litter from cigarette butts and disposable vapes. In the UK, 122 tonnes of smoking-related litter are dropped every day.³



Reduces fire risk

Discarded cigarettes can cause fires, especially in dry weather or near flammable materials.⁴

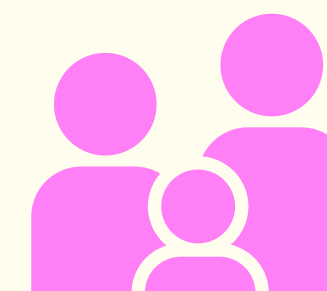


Supports behaviour change

Reducing visibility of smoking helps shift social norms. People are less likely to smoke when others aren't doing it around them.

More welcoming for families and children

Parents are more likely to use spaces where they feel confident their children won't be exposed to smoke or vape clouds.



Protects wildlife and the environment

Cigarette butts contain plastic and harmful chemicals like arsenic and lead. They pollute soil and water and can be fatal to animals who mistake them for food.⁵



1 Source: https://makesmokinghistory.co.uk/wp-content/uploads/2024/04/GMSmokefreeSpacesPublicReport_FINAL.pdf

2. Source: ASH Wales: <https://ash.wales/campaign/smoke-free-environments/>

3. Source: ASH Fact Sheet: <https://ash.org.uk/resources/view/secondhand-smoke>

4. Source: Greater Manchester Fire and Rescue Service: <https://manchesterfire.gov.uk/news/put-it-right-out-carelessly-discarded-cigarettes-pose-serious-risk-to-life/>

5. Source: ASH Wales: <https://ash.wales/campaign/smoke-free-environments/>

WHY THIS MATTERS IN GREATER MANCHESTER?



We believe that **asset-based approaches** to living well work best – supporting people to live healthier lives by ensuring health interventions are tailored **by communities and for communities** directly.

2 IN 3

Smoking disproportionately impacts the most disadvantaged communities across Greater Manchester. 2 in 3 people who smoke are in social housing and are struggling to pay the bills.

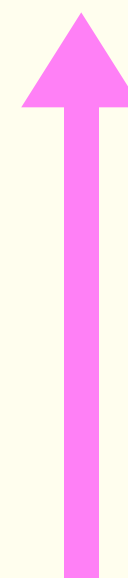
Smoking-related illness places a **significant burden on local health services.**



If **smoking was eradicated, Greater Manchester's economy would benefit from an extra £2.35 billion each year.**

This includes £105 million in savings to the NHS and £742 million in social care, £1.48 billion in gained productivity from more employment and prevented illnesses and early deaths, and £17.9 million saved from accidental fires caused by smoking materials.

£2.35 BILLION



11.7%

Smoking rates in Greater Manchester are **higher than the national average.** According to ASH (Action on Smoking and Health), **11.7% of adults in Greater Manchester smoke (around 285,000 people)**, compared to **10.6% nationally.**

Community spaces are key places to **lead cultural change**, tackle inequalities and protect public health.



CURRENT SMOKING RULES

The UK Government's Tobacco and Vapes Act became law in May 2026, as part of a broader harm-reduction approach. The goal is to help adults quit smoking while reducing the risk of nicotine addiction among children and young people.

What's already law:

- Since May 2025, disposable vapes have been banned. This step tackles products that are most appealing to young people and creates less environmental waste, while keeping refillable and rechargeable devices available for adults who want to quit smoking.
- Smokefree generation: Anyone born on or after 1 January 2009 can never legally buy tobacco products from 2027.
- Further youth protections: Additional restrictions on advertising, packaging, flavours, and product accessibility to reduce the appeal of vaping to under-18s will come into play in 2027.

What's proposed (not yet law):

- Expanded smokefree spaces: Smoking and vaping could be restricted in more outdoor public areas (e.g., school gates, hospital grounds).

Even where there is no legal requirement to act, community spaces can play an important role in supporting health and wellbeing. This toolkit has been designed to help organisations get ahead of the curve by championing smokefree environments that align with the direction of national policy and the ambitions of the Tobacco and Vapes Act, making healthier choices easier for everyone.

VOLUNTARY, NOT LEGALLY ENFORCEABLE

This toolkit supports voluntary smokefree policies. That means:

- You're not legally required to enforce it. You can choose how to implement it in a way that works for your space and for the people that visit.
- It's about encouraging respectful behaviour, not policing or enforcement.



GET STARTED ON YOUR SMOKEFREE SPACE

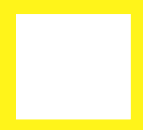
To help you get started quickly with creating a smokefree outdoor space, we've created a simple checklist.

The checklist is designed to be used digitally or can be [printed as three A4 sheets via this link](#). You can tick off each item as you go.



GETTING STARTED

1. UNDERSTAND YOUR SPACE AND COMMUNITY

 **Engage with your community to understand how to best support them**

Example:

- Explore what implementing a smokefree policy might mean for visitors
- Speak to any visitors who may smoke to see if they are interested in finding out more about stop smoking support in their local area

 **Walk around your site and identify key areas**

Example:

- Entrances and exits where people tend to gather
- Benches or sheltered corners where smoking takes place
- Shared boundaries with schools, libraries, businesses or residential housing

 **Note where smoking or vaping currently happens**

Example:

"We often see people smoking near the front gate and around the bin by the car park."

 **Decide if you want to include vaping within your smokefree policy**

Example:

"Our policy will cover all forms of smoking, including tobacco products and e-cigarettes."



[Click here if you need a print-ready A4 checklist](#)

TOP TIP

Seating, bins for cigarette disposal, and locations with reduced visibility often create smoking hotspots. Ensure there's ample signage in these areas.



2. ENGAGE YOUR TEAM

Brief staff and volunteers about the smokefree policy

Example:

"We'll discuss our approach to the new policy at our next team meeting and share a short summary by email."

Agree on who will be responsible for creating, monitoring and communicating the policy

Example:

"Our team leader will create the policy, and our receptionist and youth workers will be the main points of contact for reminding visitors."

Consider how you can co-develop the policy with staff and community users

Example:

"We'll do a short focus group with users to gain feedback on the policy and signage."

Train staff and volunteers on how to successfully deliver the policy

Example:

"All staff to complete the NCSCCT Very Brief Advice training and we'll deliver a workshop with all staff including some role-play scenarios on how to have positive conversations with users."



3. IDENTIFY SIGNAGE LOCATIONS



Choose clear, visible spots near entrances and gathering areas

Example:

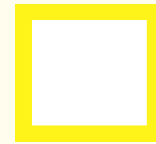
- Main entrance gate
- Near benches or seating areas
- Inside reception or waiting areas



Consider indoor signage too

Example:

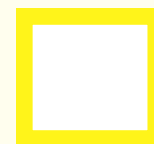
"We'll add a poster to our community noticeboard and one in the kitchen."



Check out our signage templates and decide which ones you'll use

Example:

"We'll add the large one outside the front entrance."



Think about printing costs and identify a supplier

Example:

"We'll print our own indoor signage, but need to find an outdoor signage supplier."



4. PLAN YOUR COMMUNICATION

☐ **Decide how you'll let users and visitors know about the change**

Example:

- Include them in the development of messages so they feel part of the initiative
- Facebook post with a friendly message
- Email to group leaders or hirers
- Posters in shared spaces
- Informal chats with visitors and patrons

☐ **Think about how to reach different groups**

Example:

"We'll ask the local school to include a note in their parent newsletter."

☐ **Check out our templates on Canva and adapt them for your space**

Example:

"We'll use the Facebook template but change the space name to ours."

5. CONSIDER YOUR COMMUNITY

☐ **Are there cultural or social factors to be aware of?**

Example:

"Some of our users are non-English speaking, so we might need to translate materials."

☐ **Are there vulnerable users who would benefit most?**

Example:

"We host a weekly group for people with COPD and a toddler playgroup."

TOP TIP

People often respond well when they understand the impact of smoking on others. Could you use examples of your vulnerable users and groups in conversations to highlight the benefits of not smoking on site to these users?

6. PREPARE FOR FEEDBACK

☐ **Plan how you'll gather feedback from users and staff**

Example:

- Ask group leaders to share comments from participants
- Use a short feedback form or QR code poster

☐ **Plan how you'll track changes over time**

Example:

- Fewer cigarette butts found during litter picks
- Fewer complaints from parents or carers
- Happier, more inclusive spaces
- More visitors and patrons using treatment or support to stop smoking

☐ **Agree how frequently you'll review and update the policy**

Example:

"We'll review the policy once a year, but more frequently in the first 12 months given the upcoming national policy changes."

CREATE YOUR SMOKEFREE POLICY (TEMPLATE)

To support your smokefree space, we've created a ready-to-use policy document.

This sets out your approach to creating a smokefree outdoor space.



SMOKEFREE OUTDOOR SPACES POLICY (TEMPLATE)



You can **duplicate** and **save a copy** of this editable policy from the following links / platforms that suit you best:

[Canva](#)

New to Canva?

We've created a short video tutorial [here](#)

[Google Doc](#)

[Microsoft Doc](#)

NOTE: Please be careful not to overwrite the document as it is being shared with all organisations. You should duplicate or make a copy from each template which you may then edit. Thank you.

SMOKEFREE OUTDOOR SPACES POLICY **TEMPLATE**

[Insert Organisation Name]

1. POLICY STATEMENT

We are committed to creating a safe, welcoming, and healthy environment for everyone who uses our space. As part of this commitment, we are introducing a voluntary smokefree outdoor policy to reduce smoking, link people who smoke who wish to quit into available support, reduce exposure to secondhand smoke, discourage smoking and vaping in shared areas, and support the wellbeing of our community.

This policy applies to all outdoor areas within our site boundary, including entrances, car parks, seating areas, gardens, and play spaces.

2. RATIONALE

We are introducing a smokefree outdoor spaces policy for the following reasons:

- To help people quit smoking and improve their health
- To protect children, families, and vulnerable individuals from exposure to secondhand smoke and vape aerosols.
- To support people who are trying to quit smoking and reduce their exposure to smoking triggers.
- To create a cleaner, more welcoming environment for all users of our space.
- To reduce litter from cigarette butts and vape products, which are harmful to the environment.
- To align with Greater Manchester's ambition to become a smokefree city-region and support national public health goals.
- To promote positive role modelling and reduce the visibility of smoking and vaping, particularly around young people.

3. SCOPE

This policy applies to:

- All staff, volunteers, visitors, and service users
- All outdoor areas owned or managed by [Organisation Name]
- All forms of smoking, including:
- Tobacco products (e.g. cigarettes)
- Vaping and e-cigarette
- Cannabis

SPREAD THE WORD: COMMUNICATION TIPS & TEMPLATES

To help you communicate the smokefree policy in a way that is clear, positive, and sensitive to the needs of your community, we've created a range of templates, scripts and examples.

Please adapt these to reflect your community, visitors, and spaces as you feel comfortable.



KEY PRINCIPLES FOR COMMUNICATION



Be positive, not punitive

Focus on the benefits of smokefree spaces rather than what people “can’t do.”



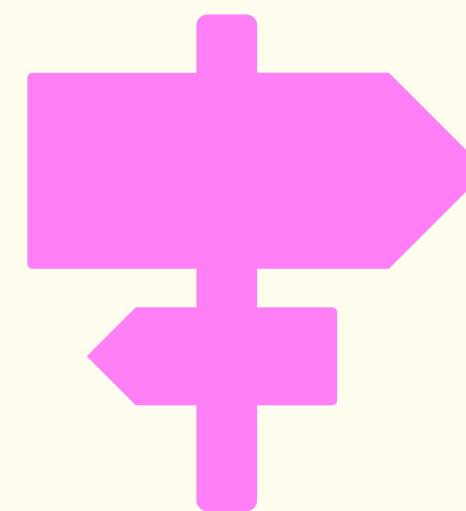
Be respectful and non-judgemental

Avoid assumptions about people’s circumstances or choices.



Be consistent

Use the same messaging across signage, social media, and conversations.



Be supportive

Signpost to stop smoking services and offer encouragement, not pressure.



Be understanding

Smoking is an addiction not a lifestyle choice, so keep communications empathic.

POSITIVE MESSAGING EXAMPLES

These messages can be used on posters, leaflets, social media, or in conversations:

"WE'RE PROUD TO BE PART OF GREATER MANCHESTER'S SMOKEFREE MOVEMENT."

"LET'S KEEP THE AIR CLEAN FOR CHILDREN AND FAMILIES."

"WE'RE CREATING A HEALTHIER SPACE FOR EVERYONE."

"YOUR SUPPORT HELPS PROTECT PEOPLE WITH BREATHING CONDITIONS AND YOUNG CHILDREN."

"WE WANT THIS TO BE A SPACE WHERE EVERYONE FEELS COMFORTABLE."

"CLEAN AIR HELPS EVERYONE - THANKS FOR DOING YOUR PART."

"TOGETHER, WE'RE MAKING THIS SPACE SAFER AND MORE WELCOMING."

"THIS IS A SMOKEFREE SPACE - THANK YOU FOR HELPING US PROTECT OUR COMMUNITY."

SUGGESTED SCRIPTS FOR STAFF AND VOLUNTEERS

These scripts are designed for real-life situations, especially when speaking to someone who may be resistant, stressed, or unaware of the policy.

General reminder near entrance

"Hi there, just to let you know, we're a smokefree site now, including the outdoor area around the entrance. We're asking everyone to help keep the space clean and safe for families and children. Thanks for understanding."

When someone is vaping outside but near others or entrances

"Hi there, just to let you know, we're asking people not to vape near the entrance or shared areas. Some of our visitors, especially those with asthma or young children, can find it uncomfortable. If you wouldn't mind stepping a bit further away to [*direct to area*], we'd really appreciate it. Thanks for helping us keep the space welcoming for everyone."

If someone is smoking near children or vulnerable users

"Hi, we're trying to keep this area smokefree, especially with the little ones and people with health conditions around. Would you mind moving a bit further away? There's a spot just over there [*include directions*] where you can smoke. We really appreciate your help."

If someone is frustrated or resistant

"I totally get that this might feel like a hassle, we're not trying to make things difficult. We're just trying to make the space more welcoming for everyone, especially people who are trying to quit or who have health issues. If you'd like, I can show you where it's okay to smoke."

If someone is smoking near a sensitive area

"Hi, I know this is a special spot, and we really respect that. We're just asking people to avoid smoking here because it's close to where children play and people gather. If you'd like, I can show you a quieter place nearby."

VERY BRIEF ADVICE

Can you use your conversation to also signpost community members to local stop smoking services?

The National Centre for Smoking Cessation and Training (NCSCT) has developed the 'Very Brief Advice' technique - a way to have quick, 30-second conversations with people who smoke and signpost them to appropriate support.

Check out our [Resources Section](#) to learn more about how you can get your team trained to deliver it confidently.

TIPS FOR HANDLING RESISTANCE

Resistance is normal, especially when people feel challenged or misunderstood. Here are some practical tips.



Stay calm and non-confrontational

Speak slowly and clearly.

Avoid raising your voice or sounding accusatory.



Use empathy and understanding

"I get that this might be frustrating - we're not trying to make things difficult."

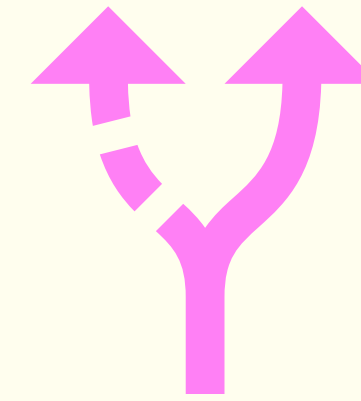
"We know it's a change, and we're here to help make it work for everyone."



Focus on the community benefit

"We've got a lot of families and people with health issues using the space - we're just trying to make it safer for them."

"It's about making the space more welcoming for everyone, not about targeting anyone."



Offer alternatives

"If you need to smoke, there's a quieter spot just down the path."

"We're happy to show you where you can go that's away from the main entrance."



Know when to step back

If someone becomes aggressive or refuses to engage, don't escalate.

Report the incident to a manager or designated lead if needed.

ROLE PLAY EXAMPLE: HANDLING RESISTANCE

Scenario:

A visitor is smoking near the entrance during a busy family event. A staff member approaches.



Staff:

"Hi there - just a quick heads-up. We're trying to keep this area smokefree, especially today with all the kids around. Would you mind moving a bit further away?"

"I totally get that. It's just that we've got a lot of families here today, and some people have breathing issues. We're trying to make the space as safe and welcoming as possible for everyone."

"There's a quieter spot just past the car park - it's out of the way and still close by. We really appreciate your help with this."

"Thanks - it really makes a difference."

Visitor:

"Why? I'm outside. I'm not hurting anyone."

"Well, where am I supposed to go then?"

"Alright, fine."

COMMUNICATION TEMPLATES



You will find a range of templates available for you to access in Canva. Please click the template you require, select **'make a copy'** and ensure any edits or bespoke additions you need to make are made on your copy and not on the master template that we are sharing with a number of organisations.

POSTERS

[A4 poster \(portrait\)](#)
[A4 poster \(landscape\)](#)

[A3 poster \(portrait\)](#)
[A3 poster \(landscape\)](#)

FLYERS

[A5 Flyer \(double sided\)](#)

SOCIAL MEDIA

[Static variations \(square\)](#)

EMAIL

[Email](#)

NO SMOKING SIGNS

[A4 sign \(portrait\)](#)
[A4 sign \(landscape\)](#)

SMOKEFREE SIGNS

[A4 sign \(portrait\)](#)
[A4 sign \(landscape\)](#)

[A3 sign \(portrait\)](#)
[A3 sign \(landscape\)](#)

[A2 sign \(portrait\)](#)
[A2 sign \(landscape\)](#)

[A1 sign \(portrait\)](#)
[A1 sign \(landscape\)](#)

FEEDBACK FORM + POLICY

[Smokefree outdoor spaces policy](#)
[Feedback form](#)

New to Canva?

We've created a short video tutorial on editing and exporting Canva social media assets [here](#)



FEEDBACK AND FOLLOW UP MADE SIMPLE

To help you understand how the smokefree policy is working, gather feedback from users and staff, and identify areas for improvement, we've created some suggested feedback mechanisms.



WHY FEEDBACK MATTERS

- Helps you understand how the policy is received
- Identifies any issues early on
- Shows the impact on users, staff, and the environment
- Supports future funding or reporting
- Helps shape improvements to the space and policy



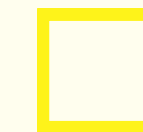
WAYS TO MONITOR EFFECTIVENESS

You don't need complex systems - simple observations and conversations can go a long way.



Track success

- Where are people still smoking?
- Are staff having to intervene often?
- Are there any repeat issues or challenges?



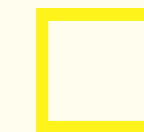
Monitor litter

- Are there fewer cigarette butts or vapes around entrances?
- Ask cleaners or volunteers to note changes over time



Observe space usage

- Are more families or vulnerable groups using the space?
- Are people spending more time in outdoor areas?



Note complaints or compliments

- Are people commenting on the air quality or cleanliness?
- Are there fewer complaints about smoke or smell?

STAFF AND VOLUNTEER REFLECTION PROMPTS

Use these questions in team meetings or informal chats:

- Have you noticed any changes since the policy was introduced?
- Are people generally supportive or resistant?
- What's working well?
- What's been challenging?
- Do you feel confident talking to people about the policy?

INFORMAL FEEDBACK COLLECTION TIPS

- Ask group leaders to share participants' views
- Use QR codes on posters to link to a short feedback form
- Leave a suggestion box in a visible area
- Chat with regular users and note their comments

TIPS FOR ENCOURAGING FEEDBACK



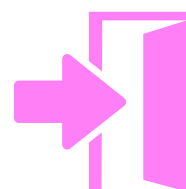
OFFER REASSURANCE

Let people know their feedback is anonymous and will improve the space.



USE TRUSTED VOICES

Ask group leaders or volunteers to collect feedback - people may be more open with someone they know.



MAKE IT VISIBLE

Put posters with QR codes near entrances, toilets, or noticeboards - places people naturally stop.



KEEP IT SHORT AND SIMPLE

Use one or two quick questions. People are more likely to respond if it takes less than a minute.



EXPLAIN WHY IT MATTERS

"We're asking because we want to make this space better for everyone."



ASK AT THE RIGHT TIME

After a session, during a quiet moment, or when someone is already chatting with staff.



USE INCENTIVES IF APPROPRIATE

For example, entry into a small prize draw or a free hot drink for completing a form (if resources allow).

QUESTIONS FOR GROUP LEADERS TO ASK PARTICIPANTS

These can be asked casually or added to existing feedback forms.

**“HAVE YOU NOTICED THE
SMOKEFREE SIGNS AROUND
THE SPACE?”**

**“DO YOU FEEL COMFORTABLE
BRINGING CHILDREN OR
VULNERABLE PEOPLE HERE?”**

**“DO YOU FEEL THE SPACE IS MORE
WELCOMING OR CLEANER?”**

**“IS THERE ANYTHING YOU’D
CHANGE ABOUT HOW THE
POLICY IS WORKING?”**



SHORT FEEDBACK FORM (TEMPLATE)

This can be printed or shared digitally
(e.g. via a QR code that you could create).



[Click here to download the template for use within Canva and printing onto A4.](#)

SMOKEFREE SPACES FEEDBACK FORM

Have you noticed the smokefree policy in place?
☐ Yes ☐ No ☐ Not sure

Do you feel the space is cleaner or more welcoming?
☐ Yes ☐ No ☐ Not sure

Have you experienced any issues related to smoking or vaping here?
☐ Yes ☐ No

If yes, please describe:

Do you support the idea of smokefree outdoor spaces?
☐ Yes ☐ No ☐ Not sure

Any other comments or suggestions?

HELPFUL RESOURCES AND SUPPORT

To connect organisations with practical tools, services, and networks that can support conversations about quitting smoking.

makesmokinghistory.co.uk



SIGNPOSTING TO SUPPORT

Denormalisation of smoking goes hand-in-hand with signposting to support offers to aid conversations about quitting smoking. In this way, smokefree spaces can support smoking cessation.

In Greater Manchester, there are a wide range of support services available for people wanting to quit.

SMOKEFREE APP

The Smoke Free app is easy to use and designed to help people quit. It includes 24/7 access to stop-smoking advisors, opportunities to chat to other quitters and helpful tools such as money-saving calculators. Greater Manchester residents can get access for 6 months free of charge.

<https://app.smokefreeapp.com/gm>

NHS HOTLINE

Call the NHS Stop Smoking Helpline between 9am to 8pm Monday to Friday and 11am to 4pm Saturday and Sunday. Calls are free.



0300 123 1044

LOCAL STOP SMOKING SERVICES

There are a range of local stop smoking services available in each borough across Greater Manchester. They offer free support to quit smoking, including:

- One-to-one advice
- Nicotine replacement therapy
- Vaping as a quit aid (for adults)
- Online and phone support

<https://makesmokinghistory.co.uk/how-to-quit/local-services/>

YOUTH VAPING EDUCATION RESOURCES

These resources help organisations talk to young people about vaping in a non-judgemental, informative way.

ASH Youth Vaping Facts

Includes facts, conversation guides, and myth-busting materials.

<https://ash.org.uk/key-topics/youth-vaping>

NC SCT Young People and Vaping Resource

Includes facts and conversation prompts.

<https://www.ncsct.co.uk/publications/young-people-stopping-vaping>

SECONDHAND SMOKE RESOURCES

ASH Secondhand Smoke Factsheet

Includes facts and information on the impact of secondhand smoke on health.

<https://ash.org.uk/resources/view/secondhand-smoke>



STAFF TRAINING

Training for staff and volunteers on how to have short, respectful conversations about smoking and vaping.

Be Smoke Free Manchester – Brief Advice Training

Free online sessions for community organisations.

community.bsfrmanchester@cgl.org.uk

National Centre for Smoking Cessation and Training (NCSCT) Very Brief Advice Training

National training covering a range of tobacco and vaping-related stop smoking scenarios, including smokefree spaces and smoking during pregnancy.

<https://elearning.ncsct.co.uk/england>

NHS Making Every Contact Count (MECC)

National training programme for health-promoting conversations.

www.makingeverycontactcount.co.uk

NATIONAL CAMPAIGNS & TOOLKITS

NHS Smokefree

Advice, tools, and support for people wanting to quit smoking.

www.nhs.uk/smokefree

Action on Smoking and Health (ASH)

Research, policy updates, and toolkits to support organisations in smoking cessation.

www.ash.org.uk

Department of Health and Social Care – Better Health Smoke Free

National campaign including several resources for support with quitting smoking.

<https://campaignresources.dhsc.gov.uk/campaigns/better-health-quit-smoking/>

PEER SUPPORT NETWORK

As part of the pilot, you'll be connected with other organisations across Greater Manchester who are implementing smokefree spaces.

- Share ideas, challenges, and successes
- Attend optional online meet-ups
- Contribute to case studies and future toolkit updates

PILOTING THE TOOLKIT IN THE COMMUNITY

Hear about how we piloted the toolkit across Greater Manchester with a range of community, faith and voluntary organisations.

makesmokinghistory.co.uk



HOW THE TOOLKIT WAS DEVELOPED

Before wider rollout, we wanted to ensure the toolkit was practical, relevant, and genuinely useful. We worked with eight VCFSE organisations across Greater Manchester to test and shape it.

We spent time with each organisation to understand their spaces, communities, and the challenges related to smoking and vaping behaviour. These insights informed a draft toolkit grounded in real-world experience, rather than assumptions.



Kiana, Gorton Central, Manchester

TESTING, REFINEMENT AND IMPLEMENTATION

The draft toolkit was shared with all organisations, who tested elements such as messaging, and communication approaches with staff, volunteers, and community users.

Their feedback highlighted what worked in practice and what needed to be clearer. We used this to refine and strengthen the toolkit.

Organisations were then supported to implement smokefree outdoor policies over an 8-week period, with ongoing support to adapt the approach to their setting. Follow-up visits and conversations helped us understand what worked, what challenges remained, and how the toolkit could be further improved.



Bethan, Signpost for Carers, Stockport

WHY CO-PRODUCTION MATTERS

This work was designed as a co-production process – created with organisations, staff, volunteers, people and communities, and not for them.

Community spaces vary widely in their needs, resources, and the people they support, so a one-size-fits-all approach would not be effective.

By working closely with a diverse group of organisations throughout, we were able to ensure the toolkit:

- Works across different types of spaces and communities
- Reflects the needs of organisations supporting people facing health, social and economic challenges
- Builds confidence through practical testing and shared learning
- Is rooted in real experience, making it easier to apply day-to-day

HEAR FROM THE SPACES

Thank you to the organisations that contributed to our pilot. Click on each one below to read an in-depth case study:

- [Signpost for Carers \(Stockport\)](#)
- [Gorton Central \(Manchester\)](#)
- [All Nations Church \(Oldham\)](#)
- [Back of the Moss \(Rochdale\)](#)
- [Growing Together Community Centre \(Bury\)](#)
- [Farnworth Baptist Church \(Bolton\)](#)
- Our Sale West Community Centre (Trafford)
- Worsley Hall Wigan CRC (Wigan)



Wana, All Nations Church, Oldham



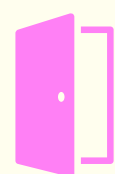
WHAT DIFFERENCE DID THE SMOKEFREE SPACES TOOLKIT MAKE?

Across all our pilot organisations, staff consistently reported that introducing a smokefree space was easier than expected and delivered clear, visible benefits.

1. CLEANER, MORE WELCOMING ENVIRONMENTS

A key benefit was the immediate improvement in how spaces looked and felt. Smokefree entryways reduced litter, prevented exposure to second-hand smoke, and created a more inclusive first impression.

Cleaner entrances and outdoor areas



Improved comfort for vulnerable users



More welcoming environments overall



2. BEHAVIOUR CHANGE WITHOUT CONFLICT

In every setting, people adapted quickly to the new approach. Clear signage and a supportive tone meant changes happened without challenge.

People naturally moved to other areas



Self-management reduced the need for staff input



Positive, low-friction behaviour change



“I go out a lot less now. Before, I’d go out several times a day, but now it’s maybe once. The signage reminds me I shouldn’t be smoking and should try to give up, so it has an impact on me when I do go out.”

Steven, Staff Member,
Signpost for Carers, Stockport

3. INCREASED AWARENESS AND CONSIDERATION

Rather than forcing change, the approach encouraged people to be more aware of others.

Greater respect for shared spaces



Improved experience for families and vulnerable users



Subtle shifts in how often people smoked and where



4. WIDER HEALTH AND WELLBEING BENEFITS

Some organisations saw engagement with stop smoking support and early signs of behaviour change.

Increased referrals to stop smoking services



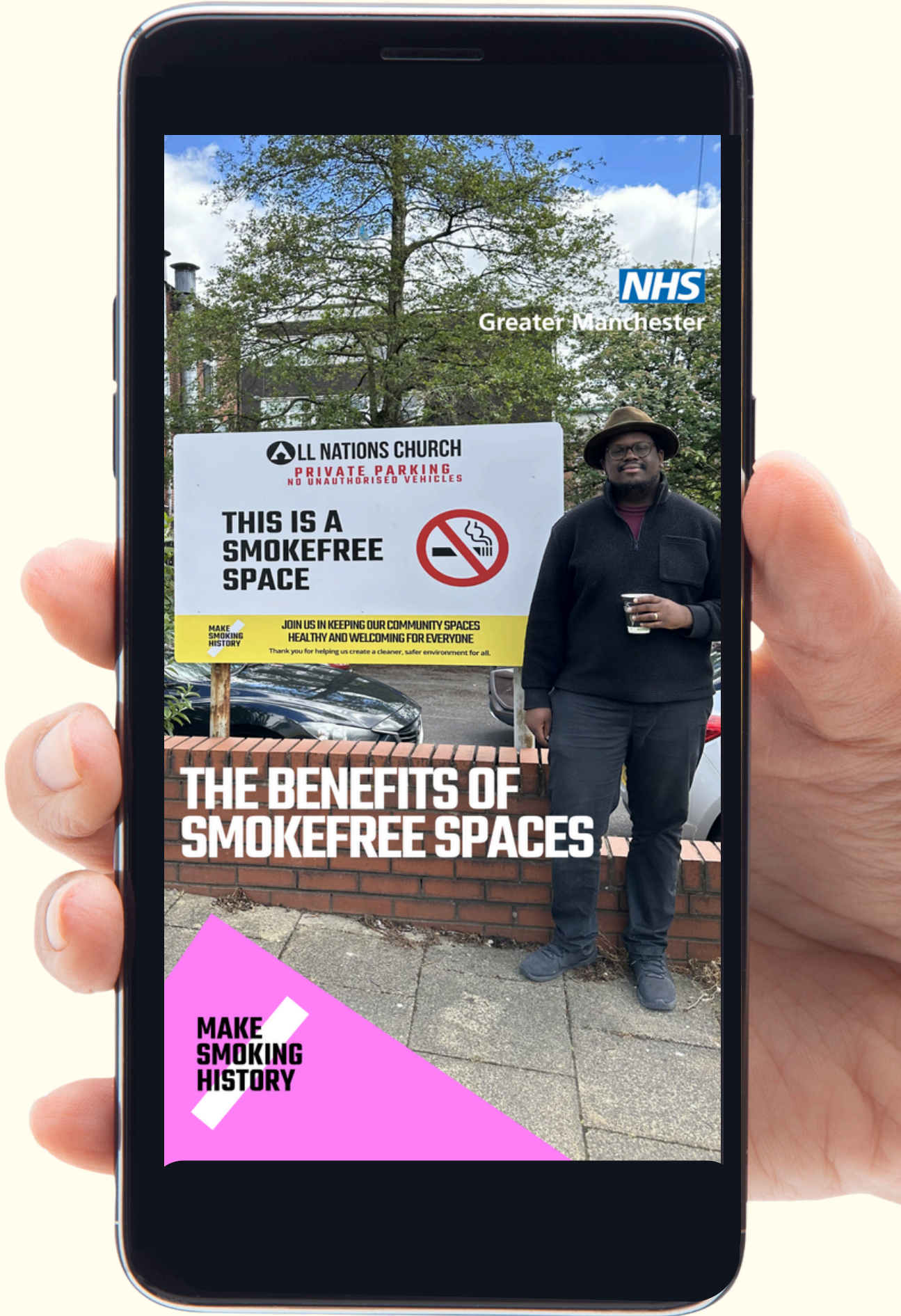
Reduced smoking among staff and volunteers



Healthier, more supportive environments



Listen to some of our pilot organisations talking about the impact creating their smokefree space had on their communities



WHAT WERE THE BARRIERS AND HOW DID THE TOOLKIT HELP?

While organisations initially anticipated challenges, most found that these were less significant than expected, particularly with the right tools and approach.

1. FEAR OF RESISTANCE OR CONFRONTATION

Many organisations were apprehensive about how people would react, particularly when working with vulnerable communities.

What helped:

- Clear messaging and supportive framing
- Focusing on accessibility and supporting the community
- Introducing changes gradually

Result:

Limited resistance and largely positive responses



2. CONFIDENCE IN HAVING CONVERSATIONS

Staff and volunteers often felt unsure about how to approach conversations around smoking.

What helped:

- Ready-made positive language and conversation guidance
- Emphasis on offering alternative locations to smoke instead of enforcing rules

Result:

Conversations became easier, more supportive and less uncomfortable.



“The toolkit gave me confidence to know what to say. It used positive language and had stats to back things up that made conversations easier.”

Gillian Hinsley,
Back of the Moss Community Centre,
Rochdale

3. KNOWING WHERE TO START

Organisations were unsure how to design or implement a smokefree space.

What helped:

- Step-by-step guidance
- Ready-to-use signage and materials
- Examples and peer learning

Result:

Faster implementation with less uncertainty



4. PRACTICAL IMPLEMENTATION CHALLENGES

Issues such as signage, layout and consistency were common early on.

What helped:

- Flexible approach (e.g. starting with temporary signage)
- Iteration and learning over time

Result:

Spaces improved quickly and continued to evolve



Listen to some of our pilot organisations talking about some of the challenges they faced when implementing their smokefree space



MAKE SMOKING HISTORY

LET'S TALK: GET IN TOUCH

If you have questions about this toolkit, need support with implementation, or want to connect with others working on smokefree spaces in Greater Manchester, here's where to go for help.

NHS Greater Manchester Integrated Care

For information about smokefree policies, public health support, or to connect with the wider Smokefree Spaces initiative.



makesmokinghistory.co.uk/smokefree-spaces



gmhscp.makingsmokinghistory@nhs.net