



Guidance Document for Interested Groups/ Organisations

What is Not Around Us?

Not Around Us is about promoting an environment where it is easier for those who smoke to quit, and stay quit, and to help de-normalise smoking for the next generation.

The purpose of Not Around Us is to:

- Help to protect children and young people from second-hand smoke exposure.
- Contribute to the de-normalisation of smoking for children and young people.
- Reduce the environmental nuisance, cost of cleaning and damage that discarded tobacco products create.
- Signpost to HSE Quit services.

How to implement Not Around Us:

Before committing to the Not Around Us initiative there are a few points to consider:

- Are your Board of Management aware of your plans to implement Not Around Us within your organisation?
- Have you discussed signing and displaying the Not Around Us Charter inside your premises?
- Are staff members aware of your plans to implement Not Around Us within your organisation?

Steps to implementing the Not Around Us within your organisation:

- Meet with staff to discuss the implementation of the initiative within your organisation.

With staff, identify:

- Prominent locations to display Not Around Us signage.
- Type, and number, of signs required.
- Discrete location for smokers to smoke, if required.
- **How you are going to communicate the Not Around Us message?**
- Complete the Expression of Interest Form and return to: healthylouth@louthcoco.ie
- Display Not Around Us signage and Charter in the agreed locations.
- Ensure staff are confident in communicating the Not Around Us message to those using your facility.
- Signpost to HSE QUIT services, visit QUIT.ie.

*** Please note that the level of enforcement is at the discretion of the organisation.**

Communications:

- Promote your involvement in the Not Around Us initiative on your organisation's social media and through local newsletters, newspapers, and local radio if the opportunity arises.
- Use hashtags #NotAroundUs and #Louthcoco on all social media posts.
- Tag key partners @HSEQuit @HealthyIreland @LouthCoco

For more information:

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