



## 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](mailto: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](http://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:

Mark Garvey

Healthy Ireland Coordinator

Millennium Building

Dundalk

Louth County Council

0858783731