

Welcome from the team



Well, what a year it's been!

On **1 July 2007**, England introduced smokefree legislation to make virtually all enclosed public places and workplaces smokefree. One year on and compliance is still running high at around 98% which is fantastic news!

1 July 2008 marks another major milestone in public health as all residential mental health units are now required to be smokefree. England has gone much further with smokefree legislation for mental health in order to protect people, and we should all be very proud of what

we have managed to achieve so far, and set an example to other countries to follow suit.

This newsletter highlights some of the successes that the legislation has brought about over the past year, as well as the further measures still to be taken to continue to reduce the harm caused by tobacco smoking.

Thanks to everyone that responded to our plea for articles. We received a great response but will be looking for more for the next issue in September, so please do continue to send us your news!

Smoking ban 'to save many lives'



Cancer Research UK has recently released a report which has hailed the first 12 months of the smokefree law as a success.

A survey suggests more than 400,000 people quit smoking as a result of the legislation and researchers say this

could potentially help save as many as 40,000 lives in the next ten years.

Official figures show the number of people who quit smoking using the NHS Stop Smoking Services was up more than 20 per cent compared with the same period the previous year.

In total, 462,690 people used the services in England between April and December, and more than half of them were smokefree four weeks after their 'quit date'.

'These figures show the largest fall in the number of smokers on record'
Professor Robert West, Health Behaviour Research Unit, University College London

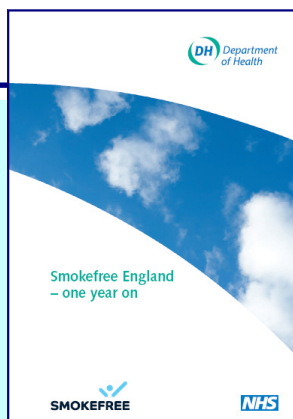
Professor Robert West, who carried out the research, said he had not expected such a

dramatic impact, and stated that the figures showed the largest fall in the number of smokers on record.

The BBC has covered this report. To see the article, and links to relevant sites, go to: <http://news.bbc.co.uk/1/hi/health/7480856.stm>

Smokefree England

Smokefree England has published a comprehensive report on smokefree legislation - one year on. The report shows key findings on compliance, experiences of smokefree legislation and the health impact on the country.



- one year on

Both this and a number of other research reports are available to download from the Smokefree England website. Go to: www.smokefreeengland.co.uk/thefacts/latest-research.html

Tougher restrictions on tobacco products

Plain cigarette packets with no branding or logos, minimum pack sizes of 20 and a ban on the advertising of cigarette papers are just some of the ideas up for discussion in a move to reduce the number of people who smoke.

The new Department of Health consultation document 'The Future of Tobacco Control', which coincided with World No Tobacco Day, aims to start a debate around further measures that would stop people smoking and prevent young people starting to smoke.

The take up of smoking in young people is lower than a decade ago, but over 200,000 of all under 16's start smoking each year. As a result they are **three times more likely** to die of cancer due to smoking than someone who starts in their mid-20s.

Public Health Minister, Dawn Primarolo, said:

"Protecting children from smoking is a Government priority and taking away temptation is one way to do this. If banning brightly coloured packets; removing cigarettes from display; and removing the cheap option of a pack of ten helps save lives, then that is what we should do - but we want to hear everyone's views first.

Research has shown that children and young people have been found to be more receptive to tobacco advertising than adults, and that since the ban on tobacco advertising, prominent displays at point of sale have become vital as one of the few remaining means of tobacco promotion. Evidence suggests that this can persuade existing smokers to keep smoking and young non-smokers to start.

Since the ban on tobacco advertising, advertising at the point of sale has become the main route for promoting cigarettes. The large displays and advertising in shops can encourage young people to start and make it more difficult for smokers to kick the habit.

Recent smoking statistics show a two per cent drop in smokers in Britain (22 per cent down from 24 per cent) and since the introduction of the Smokefree legislation in July 2007, an increase of 28 per cent in quit attempts using NHS Stop Smoking Services. The estimated cost to the NHS of treating smoke related illness is between £1.4 and 1.7 billion per year.

To see details of the full consultation go to: www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_085114

Source: Department of Health Media Centre

Tobacco Control - the beginning not the end!

Derbyshire Action on Smoking (DAS), the Derbyshire Tobacco Control Alliance has decided to push tobacco control even further up the agenda to ensure decision makers in the region don't 'rest on their laurels' thinking tobacco control is done!

DAS recently held a conference for stakeholders to explore the priorities for tobacco control in Derbyshire over the next three years. Feedback from the event was very positive and all agreed to continue working together to reduce the harm caused by tobacco smoking.



The four main strands of the conference were:

- **Exempt premises** - protecting staff from secondhand smoke
- **Empowering young people** - preventing uptake
- **Smokefree families** - introducing a smokefree homes and cars project
- **Community engagement** - getting tobacco control into the heart of the community.

For further information about the event contact Tina Jones, Derbyshire Action on Smoking Coordinator at: tina.jones@derbyshirecountypct.nhs.uk

For more information about DAS go to: www.smokefreederbyshire.co.uk

Chartered Institute of Environmental Health (CIEH) update

Smokefree legislation enforcement:

Electronic cigarettes

A number of 'electronic cigarette' products are now being sold and there have been concerns expressed that the use of these will be confused with normal smoking of tobacco.

The advice to enforcement officers is that their prosecution statements need to include sufficient description of the evidence that smoking has been observed so as to be able to rebut any assertion that what they had actually seen was the use of electronic cigarettes.

Source: CIEH

TCCC note: the DH is currently looking at the status of these and similar devices to see if they do contravene legislation, but at this stage the precise legal status of electronic cigarettes and cigars is unclear. If you are in doubt, contact your local enforcement office. If you wish to familiarise yourself with these products try [Google](#) or [YouTube](#) and enter 'e-cig' or 'electronic cigarette'.

Establishing vehicle 'registered keeper' details

Where offences have been observed or reported for failure to comply with the requirements of the smokefree legislation in relation to motor vehicles, it may be necessary to establish details of the registered keeper of the vehicle in order to carry out investigations in connection with the offence or to prosecute the offence.

The DVLA has confirmed that local authorities can request information in relation to vehicles in which an offence has been committed or is under investigation under the smokefree legislation.

Within each LA there will be an officer identified with responsibility for the submission of inquiries to the DVLA and their advice should be obtained on local procedures and required audit trails.

Source: CIEH

Smoking in pregnancy launch

The launch of a new smoking in pregnancy pilot took place in Birmingham on 28 May.

The pilot will ensure **all** pregnant women are screened by trained midwives and asked to give a sample of breath to assess their carbon monoxide levels. Women who are identified as smokers (or who are exposed to CO in some other way, such as secondhand smoke or a faulty gas appliance) will be referred to a specialist service where they can be assessed and offered the most appropriate support from a range of services.

A trailer emblazoned with the campaign's health message 'you smoke, baby does too' branding was positioned on Birmingham's High Street and, despite poor weather, the launch was a great success with many pregnant women agreeing to be CO monitored and signing up to quit.



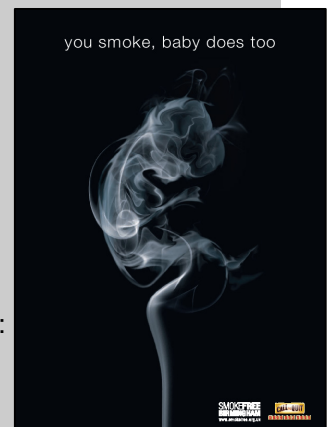
LtoR: Councillor Neil Eustace, Chair of Public Protection Committee, 'local mum and baby' and Paul Hooper, RTPM for the West Midlands

Midwives across Birmingham have been provided with equipment and referral packs and have undertaken brief intervention training to equip them to monitor women successfully

The project is a collaboration between Birmingham Health & Wellbeing Partnership, Birmingham PCTs and the Tobacco Control Collaborating Centre.

The TCCC is now looking at marketing this service nationwide and will be contacting smoking in pregnancy advisors over the summer period.

For more information contact the TCCC on 01926 490190 or email: tcc@tobaccocontrolcentre.org.uk





UKNSCC, Birmingham - 30 June & 1 July 2008

The world's largest gathering of smoking cessation specialists was held at the Hilton Metropole Hotel, NEC, Birmingham recently.

TCCC staff were heavily involved in the event with **Paul Hooper** chairing the first day's debate and **Bryan Stoten** chairing the entire second day plenary sessions. After presenting at the conference, Secretary of State for Public Health, **Dawn Primarolo**, visited Birmingham Stop Smoking Services at The Fort Retail Park and discussed the new Birmingham Smoking in Pregnancy project with **Hilary Wareing**.

For more information about UKNSCC and details of future conferences go to: www.uknsc.org

Forthcoming events and meetings

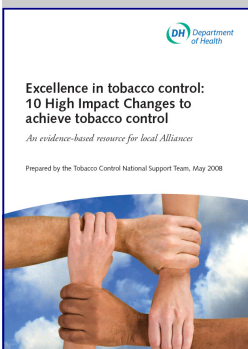


Dates for your diary

The **20th UICC World Cancer Congress** will take place this year in Geneva, Switzerland from 27 to 31 August 2008. For further details, or to register go to: www.worldcancercongress.org/uicc-congress08.php

The **14th World Conference on Tobacco or Health** will take place in Mumbai, India from 8-12 March 2009. Go to: www.14wctoh.org/

Tobacco control resources



High Impact Changes

The DH has recently issued an evidence-based guide for local Alliances. The document, prepared by the Tobacco Control National Support Team, aims to achieve a sustainable and integrated approach to tobacco control at a local level. It clearly sets out the required actions for those charged with delivering tobacco control locally, and clearly identifies to senior stakeholders the need for high-level strategic support to achieve this. Go to: www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_084847

And finally ...

This item is a little out of date now, and the cigarette bin is probably being used for its original purpose, but we just couldn't resist this picture!



Future bulletins

The next issue of Network News will be issued in September 2008. If you have any issues, news or events that you would like us to include, we'd love to hear from you. The deadline for receipt of articles is 26 August 2008. Please contact Barbara at the Centre on 01926 490190 or email: tcc@tobaccocontrolcentre.org.uk

The TCCC receives funding from Cancer Research UK, Chartered Institute of Environment Health, GlaxoSmithKline, Johnson & Johnson Consumer Services EAME Limited and Pfizer Limited