

Legislation

Smokefree legislation update

On 9th October the three-month consultation on the draft regulations closed and we are currently waiting for the publication of the final regulations and approval by parliament. Once these regulations have been approved we are in a position for definitive guidance to be given to businesses. However, in the meantime we would encourage partners to ensure that the Fresh

“Regulations Factsheet” is widely circulated and that businesses register with the new Smokefree England Helpline on 0800 169 1697 for a free guidance pack. In the past two months over 50,000 Fresh Regulations Factsheets have been distributed, so the message is getting out there.

Despite the date for implementation of legislation not being announced, training has commenced. The Heads of the North East Local Authority Regulatory Services will be attending a course with Fresh and the Chartered Institute of Environmental Health on the 14th November.

We would strongly recommend that

local alliances contact their local business forums to spread the word that the legislation is needed, wanted and workable. Fresh has been doing exactly this, getting out and about, speaking at and attending key regional business events and forums.

In addition a national Smokefree Legislation Conference is taking place in Liverpool on 23/24 November. Fresh will also be delivering a presentation at the event. For more information go to

www.smokefreeconference.co.uk



Media and Communication

The Fresh Year Two communications and media working plan was shared with partners at a one day seminar on 5th October. As well as discussing the plan going forward, delegates also met colleagues from the Department of Health and Her Majesty's Customs and Revenue. This provided the perfect opportunity to discuss and shape regional and local plans for tobacco control, especially in relation to the NHS Stop Smoking Services.

On 11th October the latest phase of Fresh's secondhand smoke in the

workplace campaign was launched with a six-week media promotion on Tyne Tees, Century and Galaxy radio, as well as selected press and business advertising. The Fresh TV commercial was developed using



findings from local focus group research and clearly demonstrated that all workplaces, including vehicles, will be covered by the legislation. Fresh is reinforcing the campaign and has produced a new Secondhand Smoke leaflet for the general public that has been mailed out to every North East GP practice as well as circulated by the local alliances.

In December, Cancer Research UK is launching a new national TV commercial entitled “Smoke is Poison”.

Given the importance of using the media in the run-up to the legislation, Fresh is running free media skills training courses in the New Year for local authority legislation leads.

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For more information on any of these stories, to register for events, or to receive regular updates contact us on 0191 387 2139 or email info@freshne.com

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The newsletter of Smoke Free North East

November - December 2006

Campaigns

No Smoking Day 2007 - Campaign Launch

On 2nd November the No Smoking Day 2007 campaign was unveiled at Collingwood College, Durham University.

The slogan for the 2007 awareness day is “Make a Fresh Start”, a theme which compliments the ongoing Fresh campaign which has been in the region since May 2005.

Taking place on 14th March, No Smoking Day 2007 presents a real opportunity to promote the smoke-free legislation due in Summer 2007 as well as an excellent promotional platform for the NHS Stop Smoking Services.

No Smoking Day 2007 campaign materials will be available to order from early December

and Fresh SFNE will be funding additional materials to help promote this long established and effective campaign.

For more information go to www.nosmokingday.org.uk



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*FRESHFACT:

35 North East workers die every year from secondhand smoke.

Are you prepared for the new smokefree legislation coming to your workplace?

Welcome

Welcome to the second edition of ReFresh, a bi-monthly newsletter from Fresh – Smoke Free North East. This newsletter aims to keep our partners updated on the range of initiatives addressing smoking in the region and abreast of key national and international issues.

Practice Sharing Forum

On 19th October the first quarterly Practice Sharing Forum took place, with over 70 professionals from a wide range of backgrounds attending.

The event included vital feedback from the World Conference on Tobacco or Health as well as a keynote speech from Professor Gerard Hastings of the Centre for Tobacco Control Research on the challenges we face in the next 20 years. The session also offered a great opportunity for several groups to share their achievements, including Smokefree Middlesbrough's partnership with Cleveland Fire Brigade, and Tees NHS Stop Smoking Services' highly successful drop-in sessions for smokers wishing to quit.

These Forums will take place quarterly, featuring speakers and presentations on a range of tobacco control issues. Open to anyone in

the region with an interest in tobacco control, these forums are invaluable for ensuring all work in this arena is based on best practice. The Fresh website www.freshne.com has a section on the Forum including all the presentations and also the Conference report. The next forum

will be held on 24th January 2007 and will include a national speaker presentation, presentation on the Northumberland and Tyne and Wear Smoke Free School Awards, an update on the smokefree legislation and four workshops on local projects/activity.



Speakers line up at Fresh! First ever practice sharing forum.

Clean Air Awards

Local Businesses Clean Up at the National Clean Air Awards

On Wednesday 18th October

businesses and ex-smokers in the North Durham area received awards to mark the achievement of going smoke free. The awards ceremony took place at Council Chambers, County Hall in Durham where seven businesses received Silver and Gold level National Clean Air Awards, and

nine quitters received Certificates of Achievement. The National Clean Air Awards are split into two categories, with Silver awards to businesses which ensure smoke-free buildings, and Gold for businesses with buildings and grounds that are smoke-free. The function also incorporated presentations providing vital information to businesses attending the event on the preparation required for the forthcoming legislation banning smoking in workplaces and enclosed public spaces in summer 2007. North Durham now has 470 National Clean Air Awards and this is a great achievement for all partners involved.



Businesses and ex-smokers in North Durham receive their awards.

Smoke Free Mental Health

Smoke Free Mental Health in Tees Eske and Wear Valley NHS Trust

From 1st January 2007 Tees Eske and Wear Valley NHS Trust's new smoke-free policy goes live. To promote the introduction of this policy the Trust will be undertaking a series of roadshows in December. Poster, leaflets and advice cards will be distributed across key sites to help raise awareness of the new policy to staff, service users and visitors. The Trust has succeeded in creating a comprehensive smoke-free policy with no exemptions – an astounding

achievement. Alongside the launch of the policy an extensive training programme for key frontline staff will help to provide stop smoking support to service users. Good progress is being made in Northumberland, Tyne and Wear Mental Health Trust who are developing a similar policy and are currently working closely with the local Stop Smoking Services and Fresh on various aspects of the policy.

Coverage of Fresh in the Health Service Journal

An article on the work of Fresh appeared in the HSJ on 30th October 2006 in their good management section. Go to www.hsj.co.uk for more information.

World COPD Day at MetroCentre

Hundreds queue for British Lung Foundation test and advice.

On Monday 6th November the British Lung Foundation and local NHS stop smoking staff offered free lung tests and stop smoking advice at Gateshead MetroCentre as part of their nationwide search to find the 'missing millions' affected by Chronic Obstructive Pulmonary Disease (COPD). 240 people had their lungs tested at the stand in Exhibition Square and as a result 15% were referred to their GPs for further testing.



Shoppers at the Metro Centre have their lung function tested on COPD Day.

COPD kills more women in the North East than breast cancer, more men than prostate cancer and more people than bowel cancer. A recent survey on behalf of the British Lung Foundation revealed that 86% of people in the North East had never heard of COPD.

Gateshead's - Drop in 2 Quit

On the 28th October Gateshead Stop Smoking Service commenced its "Drop in 2 Quit" service.

Based on the Birmingham Model and following a pilot study in South Tyneside earlier in 2006, the initiative is proving very successful with 299 smokers signed up to quit so far.

The service is running every weekend for seven weeks at the Trinity Community Association in Central Gateshead. Depending on an evaluation of the latest activity, Gateshead expects to repeat the event in the New Year to support the historically busiest period of the year for quitting.