



## Media and Communications

Fresh are running free media training to help local authorities gear up for the smokefree legislation. So far 21 local authorities have signed up for the training which will ensure all partners are focusing on the Needed, Wanted, Workable and Regulations messages effectively.

On air in March, the Fresh TV advert was the first in England to promote the 1st July. Fresh has

received a number of positive emails from the public during the campaign period. Other regions across England are now looking to use the advert.

The new Department of Health TV advert 'Invisible Killer' set in a wedding was launched on 5th March and highlights the fact that 85% of secondhand smoke is odourless and invisible.

Fresh are now developing a range of advertising and public relations activities to promote the 100 day countdown.



## Smokefree England / Fresh Campaign Kit

Fresh has produced a campaign kit for all local tobacco alliances and communications managers in the primary care trusts and local authorities. The kit contains all the information required for a successful campaign in the run up to the introduction of smokefree law. The following resources are within the pack: smokefree England campaign information, a DVD of the Fresh TV advert, key contact details, smokefree England factsheets, the Fresh PR plan including 100 day countdown and No Smoking Day and the Fresh Collateral

Resources Form, among many other useful and vital pieces of information.

Since issuing the campaign pack Fresh has been inundated with requests for resources, presentations and help with local events. The focus now is gearing up for the 100 day countdown which starts on 23rd March.

### Practice Sharing Forum

The next Forum is on 18th April 2007 at the Ramside Hotel, Durham. The main presentation will be from Durham University on the findings from Year One of the three year Medical Research Council funded study investigating 'Smoke Free North East Office - a model of best practice

in England?' Updates will also be given on smokefree legislation - including some innovative local work and also on the Year 3 planning processes for Fresh and its many partners. To register or for information please contact Pam Tarn at the Fresh office.

### Smuggling and Counterfeit

On 8 February, Fresh (through Sue Barnard of Smokefree Middlesbrough) supported Her Majesty's Revenue and Customs to highlight to the media the negative impact that smuggled and counterfeit tobacco is having on the region as it is so cheap and is undermining the excellent work underway to assist smokers to quit.

## The Fresh Office Team

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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](mailto:info@freshne.com)**



**WELCOME to the fourth 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.**

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## Legislation Update

1st July is fast approaching and there are a wide range of activities and events planned in the run up to the law being introduced, to ensure that implementation is as successful as it has been in Ireland and Scotland. The draft regulations are progressing well through parliament, with the official guidance and approved signage hopefully being mailed out nationally to all 3.7 million VAT registered businesses from Easter.

There are two national consultations underway relating to the smokefree legislation. DEFRA are carrying out a consultation on the extension of Street Litter Control Notices with a closing date of the 8th May. The Department for Transport is consulting on Proposed Restrictions on Smoking on Sea Going and Inland Waterway Vessels with a deadline of the 11th May. Fresh encourages all partners to submit responses – go to [www.freshne.com](http://www.freshne.com) for more information. Fresh has been working closely with

the Department of Health and other regions, recently speaking at the national Local Government Association Conference on the approach that the North East is taking to this once in a lifetime opportunity to improve health.

**NHS SMOKEFREE**

**FRESHFACT:**  
35 North East workers die every year from secondhand smoke.  
Are you prepared for the new smokefree legislation coming to your workplace?

**No Smoking Day**  
Wednesday 14 March 2007

Now in its 24th year, No Smoking Day is being held on 14th March and this year it is expected to be the biggest ever in the lead up to England going smokefree. Fresh will be actively promoting the day and is working with local alliances through provision of free materials and media support to ensure a highly successful campaign.

## Legislation

### Newcastle and North Tyneside Promote Smokefree Legislation

Both Newcastle and North Tyneside Councils have created new posts to help promote the benefits of the smokefree legislation, recognising the major implications for businesses. In Newcastle, Alison Beattie will be the project lead while Sally Faulkner will act as Tobacco Lead in North Tyneside.

Both districts have active tobacco control alliances which have been busy raising awareness of the legislation with both businesses and residents.

This latest development ensures that there will be dedicated advice and support to help businesses make the change to smokefree easier. With this in mind a number of seminars and drop-in advice sessions are planned between now and 1st July and will be aimed at key groups such as the hospitality trade, residential care homes and private hire operators.

### Business Event for Smokefree Legislation

Several areas are hosting business events to raise awareness of the forthcoming legislation. In Durham, the smokefree alliances of Chester le Street, Derwentside and Durham have joined forces to host an event at the Gala Theatre in

In addition, both Alison and Sally plan to undertake one to one visits with numerous premises to provide information packs, leaflets and posters to businesses so that staff and customers can be informed of the new law.

Sally said: "Becoming a smokefree workplace can take time – it can't be done overnight. My message is that I'm here to help and anyone who needs support just needs to get in touch".

Alison is also undertaking work with some of Newcastle's flagship organisations such as Nexus and Newcastle United to highlight the 100 day countdown. Countdown clocks will appear on different websites, plasma screens and the exterior of prominent buildings.

For more info contact:

**smokefree@northtyneside.gov.uk**  
**Alison.beattie@newcastle.gov.uk**

Durham on 25th April. 4000 businesses have been invited to attend a series of drop-in workshops on the legislation.

For info contact:

**iain.miller@cdpct.nhs.uk.**

In Northumberland, a new smokefree project led by Dominique Groen-Stocker has

## Alliance Events

### North Tyneside Alliance Events

The alliance has made the most of No Smoking Day recently, as well as the start of the 100 day countdown to the legislation. On No Smoking Day various displays were created at Tesco and community venues in the borough.

The alliance has teamed up with the NECC to organise seminars aimed at businesses to coincide with the 100 day countdown, as well as a meeting to provide information to all social and working men's clubs in North Tyneside.

### FRESHFACT:

Smokers dying before the age of 70, will lose an average of 21 years of life.

teamed up with the Wansbeck Business Forum to host a launch event on 15th March in Ashington. The new project aims to ensure that businesses are provided with detailed information on compliance with the new law.

For info contact: **D.Groen-Stocker @wansbeck.gov.uk**

## Prison Service Instruction

The approved Prison Service Instruction (PSI) was issued nationally on 21st February 2007 and requires all prisons to implement a new smoking policy by 2nd April 2007.

The PSI has been introduced to ensure compliance with the forthcoming Smokefree Legislation (1st July 2007). Prisons have been given an exemption as part of the Smokefree regulations which means:

- **Adult prisoners (18yrs and over) will be permitted to smoke in their cells and designated outside areas.**
- **However - any unit/establishment holding persons under 18yrs will have to be completely smokefree in all enclosed buildings/areas.**
- **Exemption does not apply to prison staff – staff will not be permitted to smoke anywhere in enclosed buildings/workplaces at any time.**

The Smokefree NE Prisons' Working Group is being supportive

in the run up to 2nd April and the SF Legislation by presenting at Governor/Senior Management Team board meetings and all staff prison briefings across the 8 prisons. These presentations have been very successful and as a result a number of local working party groups have formed to identify action plans for their individual establishment. Fresh SFNE and members of the NE Prisons Working Group are attending the National Prisons Conference, 8th March 2007 where smoking and prisons and the PSI will be addressed.

## Fresh Engages with Regional Agencies for Smokefree Preparation

It is vital that our regional agencies are gearing up for smokefree. To facilitate this Fresh has held a number of planning sessions to assist

partners, including speaking to over 500 publicans at a Scottish and Newcastle Breweries event, presenting at a regional British Institute of Innkeeping seminar, updating the Board of the Government Office for the North East, and running a workshop for local authority communications managers on the legislation. In addition Fresh held a key North East regional stakeholder briefing session which involved the TUC, Engineering Employers Federation, North East Chamber of Commerce, Government Office, Health and Safety Executive, Association of North East Councils, British Beer and Pub Association and Regional Environmental Health Officers Group.



From 1st July workplaces such as bars and clubs will be smokefree

## Tyne and Wear - A Common Strategy

The five authorities within Tyne and Wear are currently developing a common enforcement strategy. This will ensure there is a consistent approach to enforcement of the regulations after the introduction of the smokefree legislation on 1st July 2007.

## CIEH Enforcement Training

The Chartered Institute of Environmental Health is continuing in its role of providing training on enforcement, with the North East dates for training on 30th April, 1st May and 2nd May. Local authority enforcement staff should go to <http://events.cieh.org> for further information.