

D-MYST Smokefree Movies Conference in Liverpool

D-MYST A delegation from Fresh Smoke Free North East joined experts from across the globe at the International Conference on Smoking in Movies in Liverpool on 20th February 2008.

Organised by D-MYST (Direct Movement by Youth Smokefree Team) the event aimed to raise awareness of the global tobacco industry's involvement with the film industry and to call for all films with smoking to be given a certificate 18 to reduce exposure of young teenagers and children to these damaging promotional messages. Fresh will be issuing further information about this in the next few weeks.

No Smoking Day



Now in its 25th year, Fresh worked alongside the NHS Stop Smoking Services to launch No Smoking Day 2008 on Valentine's Day, with a focus on protecting the heart.

Taking a proactive approach to distributing the key messages, Fresh worked with the regional media to promote No Smoking Day and The

Great No Smoking Day Challenge by implementing both PR and advertising strategies.

Teams of field marketers hosted campaigns across the North East to encourage people to sign up to quit and take part in the challenge. Specialist NHS Stop Smoking Advisers were on hand to provide expert advice to would-be quitters and give away fun promotional merchandise.



A photoshoot took place at iconic locations across the North East, which accompanied several news releases issued in the run-up to No Smoking Day. Advertisements on bus backs and a branded truck spread the message across the region, whilst both print and broadcast coverage was obtained in every corner of the North East. Coverage included appearances on BBC Look North, ITV North East Tonight, BBC Radio Newcastle, Century FM and Metro Radio.



Fresh Vacancies

fresh Fresh currently has two exciting career opportunities on offer for a Media, Communications and Social Marketing Manager and also for a Performance Improvement Delivery Manager. Full details are on the NHS jobs website.

The Fresh Office Team

Ailsa Rutter, Director
Lisa Holland, Professional Manager - Business and Programmes
Pam Tarn Administration Support.

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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WELCOME to the Spring edition of ReFresh, the newsletter from Fresh - Smoke Free North East. This newsletter aims to keep our partners updated on the range of initiatives addressing smoking related issues in the region together with an update on key national and international matters.

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National Consultation

Fresh call for help

Fresh is gearing up for a new national consultation which will set the tone for regional tobacco control activity for the next 10 years – and it needs your help.

This year marks the tenth anniversary of the Smoking Kills document which has set the context for tobacco policy in the UK. It proved to be the launching pad for progressive tobacco policies which culminated in last year's smokefree law.

However, in order to tackle health inequalities and help tame the single greatest cause of premature death in the country, the Department of Health has recognised the need for

a new long term tobacco strategy for England.

Fresh has been working behind the scenes with national bodies on the development of a consultation which is expected to be announced in the next few weeks.

The North East was the biggest regional contributor to the consultation on the smokefree law and Fresh will be developing a regional consultation plan designed to bring together partners and stakeholders to ensure the region once again has its say. With the highest number of smokers in England, the North East has the most to gain from a strategy which is comprehensive, forward-thinking, well funded and evidence-based.

The strategy will play a key role in ensuring the region hits the 10 percent smoking target set out in the regional health and wellbeing strategy – Better Health/Fairer Health.

No Smoking Day



See back page for further information about the No Smoking Day campaign

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Media & Communications **Research at heart of media and communications planning day**

On 25 January Fresh held its annual Media Campaigns and Communications planning day at Ramside Hall Hotel. Over 70 people attended the event from local authorities, third sector organizations and across the NHS. The session included ethnographic research which provided insight into routine and manual worker smokers and is the basis for the new Department of Health marketing strategy which was recently approved. Fresh is currently developing its own plans to be consistent with the national approach.

The results from the independent Fresh communications audit were also revealed and there was a full review of media and communications work carried out in 2007/8. Fresh director Ailsa Rutter also provided a forecast on Fresh's plans for 2008/9 and local discussions were held on targeting routine and manual smokers. All presentations can be viewed on the Fresh website under archived events: www.freshne.com/194-Events.html

Tackling cheap and illicit tobacco

Fresh is continuing to work on the development of the North of England Action Plan on Cheap and Illicit Tobacco, which will be the first comprehensive supra-regional plan of its kind in the UK. Being developed with national and other regional colleagues, it will cover six key areas of activity at the regional and local levels, and will be going out for a three month consultation in May 2008. Fresh is also feeding into key national developments around this important issue and in March presented to the All Party Parliamentary Group on Smoking in the House of Commons.

Mental Health Update **Mental health update**

As Fresh continues to carry out actions from the comprehensive smoking and mental health regional action plan, it has commissioned training organisation QUIT (the UK charity that helps people to quit smoking) to deliver six half-day training sessions across the region during April and May for mental health staff. The free sessions will focus on brief interventions and there are currently 98 places available. QUIT will also deliver mental health refresher training for NHS Stop Smoking Service staff (anyone involved including Level 2 advisors) across the region in May. Anyone interested in attending can register by visiting the Fresh website: www.freshne.com/events.php

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Smoking and Young People Focus

Gibber Theatre in Education Company

Pupils in nine Newcastle schools have been learning 'The Truth' about smoking thanks to a partnership between Newcastle PCT, the City Council and Gibber Theatre Company. Hundreds of 14 and 15-year-olds

looked at issues such as smoking in the movies, additives in cigarettes, third world marketing and the environmental impact of smoking. The aim of the project was to raise awareness of the tobacco industry among young people and their teachers, so stimulating discussion and debate about the tactics they use to recruit and retain smokers. At each school Gibber performed its



play 'The Truth' which was followed by interactive workshops. The aim was to encourage young people to make an informed decision about smoking. Support was also offered for those who already smoked and wanted to quit.



Smokefree School Awards

The Northumberland and Tyne and Wear Smokefree School Awards 2008 were held on No Smoking Day with 28 schools receiving the Standard Award and a select eight schools awarded Gold. The Standard Award recognises schools that have an entirely smokefree site at all times and a written smoking policy, the aim being to de-normalise smoking. The Gold Award recognises a more comprehensive approach with these schools having to prove that they provide excellent quality teaching and work with parents on smoking and reinforcing messages about smoking throughout the child's schooling. For more information about this contact Judith MacMorran at Newcastle PCT at judith.macmorran@newcastle-pct.nhs.uk



Regional Smoking and Young People Group

The newly formed Regional Group on Smoking and Young People are working with Fresh to map the current provision of work programmes underway which look at smoking amongst young people. Information is now being sought from the various regional agencies that have an interest in the area. Contact the office for further information.

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