

## Media & Communications

### New Fresh campaign on secondhand smoke and the heart

On 11 November a Fresh funded TV and Press promotion has commenced across the region. Using amended Department of Health material the adverts show the impact that breathing secondhand smoke can have on the heart. This will help to build further awareness of the serious health impact of secondhand smoke and the need to protect non-smokers from its lethal effects. The press buy is targeted to routine and manual worker groups. To view the TV advert visit the home page of [www.freshne.com](http://www.freshne.com)



### The Big Quit

England's biggest ever commercial radio health campaign launched at the start of September and will run through until mid-November on the region's commercial stations. With DJ support, the activity has kick started the country's biggest quit attempt. Heavyweight PR support and print advertising from Fresh, alongside 21 Big Quit events across the region has ensured that The Big Quit has reached as many smokers in the region as possible. Adverts have appeared in all the main north east regional papers as well as on the Tyne and Wear Metro and on the backs of buses across Northumberland, Teesside, County Durham and Darlington. Fresh has worked closely with the Department of Health and the national agencies behind the activity



### Media Training

Fresh has now completed the second phase of intensive media training with the NHS Stop Smoking Services. Feedback from the training has shown that all delegates found it very useful. Training will continue to increase the number of skilled and confident spokespeople who can discuss a range of tobacco issues.

### PR Awards

The Fresh Smokefree Campaign, through Robson Brown, was shortlisted in the final of the regional Chartered Institute of Public Relations (CIPR) regional awards. Certificates were received for Best Use of Media Relations and Best Health Campaign.

### New Department of Health communications strategy

Fresh is hosting a meeting on 25 January 2008 to discuss the new national strategy and hear from the Department of Health on groundbreaking ethnographic research with routine and manual worker smokers (target group of key priority to reduce health inequalities).

### Local Alliance Toolkit

The local alliance toolkit produced by Fresh SFNE and Durham University was successfully piloted by Smokefree Easington and its members in early September and officially launched at the SFNE Network meeting on 21 September 2007. There are six stages to the toolkit, which enables local tobacco alliances across the region to assess their functionality as partnerships and identify opportunities to strengthen and reinforce understanding of the broader term 'tobacco control'. Local tobacco action planning is a core part of the toolkit and important information regarding the funding, monitoring and evaluation of local activity is incorporated in the final stages. The toolkit has been widely supported at a local level and has attracted interest from other regions and national bodies such as the Tobacco Control National Support Team.

All local alliances across the North East have been provided with a CDrom of the toolkit, and the majority are planning dedicated events and sessions to utilise this resource before the New Year. For further information or to receive a copy of the toolkit please contact Lisa Holland at the Fresh office.

### Events Update

- No Smoking Day 2008 Launch - 30 November
- Tobacco Smuggling Summit - 6 December
- NHS Stop Smoking Services Meeting - 19 December
- Department of Health Communication Strategy 25 January
- For more information go to [www.freshne.com](http://www.freshne.com)

### 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 Winter 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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### News Update

## News Round Up

At the beginning of October the Tobacco Advisory Group of the Royal College of Physicians published a report into the role of harm reduction in nicotine addiction. The report calls for a radical reform of the way that nicotine products are regulated and used in society. The findings were endorsed by Fresh, which believes that the whole nicotine and tobacco market needs to be reviewed to allow for safer nicotine products and stricter measures to deter tobacco product use.

ASH, the Royal College of Physicians, CRUK and the British Heart Foundation are developing a 'Smoking Kills Revisited' to review the progress over the last ten years

and using evidence from around the world, identify strategies for the future. Fresh has been asked to be one of the five principle collaborators. A series of reports will be published with the first planned to cover health inequalities and smoking.

The international conference 'Towards a Smokefree Society' took place in Edinburgh in September with delegates from over 50 countries attending. Fresh presented the "Ten key lessons for successful smokefree advocacy" paper. A key finding from the conference was that hospital admissions, due to acute myocardial infarction, have decreased by 17% in Scotland in the first 12 months since the introduction of smokefree law,

compared with a 3% per annum reduction for the previous ten years. If the same effect is experienced in the North East it has been estimated that this could save the NHS at least £1.7 million annually. Visit [www.smokefreeconference07.com](http://www.smokefreeconference07.com) to view the presentations from this excellent conference.

Fresh also gave three presentations at the recent European Conference on Tobacco OR Health in October. During the conference, data was released showing the UK to currently be the best in the 30 EU countries for tobacco control- the full Tobacco Control Scale, produced by Luk Joosens and Martin Raw can be viewed at [www.ensp.org](http://www.ensp.org)





## Age of Sale

### October 1st - Age of Sale

On 1 October the age of sale for tobacco products increased to 18 years old. Retailers are required to display a statutory notice stating the new age restriction. The move by the Department of Health is to bring the legal age in line with alcohol and help to deter children from starting to smoke. Research has indicated that someone who starts smoking at 15 years old is three times as likely to die from cancer due to smoking than someone who starts in their mid-twenties. The Department of Health is now working to introduce a negative licensing system for retailers. More information on the new legislation is available at [www.tobaccoagechange.co.uk](http://www.tobaccoagechange.co.uk)



## Stop Smoking Update

The Department of Health has now published its long awaited NHS Stop Smoking Service - Service and Monitoring Guidance, which provides an updated and comprehensive overview of key service requirements. To assist the managers and commissioners of the local NHS Stop Smoking Services, Fresh is holding a one-day meeting with both the Department of

Health and NICE on 19 December. Fresh organised for 22 North East Stop Smoking Advisors to be intensively trained in specialist support over a two-day course on 13-14 November. Professor Peter Hajek provided the training and a refresher for current advisors will be arranged by Fresh in the New Year.

## Mental Health

Fresh is continuing to support the two North East NHS Mental Health Trusts and other agencies to ensure they are successfully smokefree in residential units by July 2008 and to

comply with the Health Act. On 16 November a regional mental health workshop was held bringing together key stakeholders from NHS Stop Smoking Services, Mental Health Trusts and non NHS providers to discuss the issues around support for mental health service users. Fresh is also

working with the Care Services Improvement Partnership (CSIP) on the implementation of a multifaceted action plan addressing smoking and mental health issues. A full-time Smoking and Mental Health Project Manager post with Fresh is currently advertised. Contact Lisa Holland at Fresh for further details.



## No Smoking Day 2008

The regional launch of the No Smoking Day 2008 Campaign will take place on 30 November at the Sunderland Health and Racquet Club. The event, organised by No Smoking Day will reveal the campaign plans as well as including a session by Fresh on social marketing in the afternoon. Fresh will provide resources to the local tobacco alliances to ensure that NSD 2008 is as successful as 2007. For more information on No Smoking Day 2008 visit [www.nosmokingday.org.uk](http://www.nosmokingday.org.uk)



## Events

### Smoking and Maternal and Child Health Summit

#### Tobacco Smuggling Summit

The North of England Summit on Tobacco Smuggling will take place on the 6th December at the Centre for Life in Newcastle. The summit aims to begin the process of developing a high level action plan to reduce both the supply and demand for smuggled and counterfeit tobacco in the region. Both of these have the potential to undo many of the positives from the smokefree law by flooding the region with very cheap tobacco products. The combined expertise of the police, trading standards, revenue and customs, tobacco control alliances, NHS Stop Smoking Services, crime and safety partnerships and community development will ensure a cohesive strategy is achieved across, not only the North East, but also Yorkshire and the Humber and the North West.



On the 30th October over 130 health professionals from across the region gathered in Teesside to discuss the effects of smoking on reproductive, maternal and child



health and initiate the development of a high impact action plan for the region. This is of particular importance for the North East where 25% of babies are born to

mothers who have smoked throughout pregnancy. There was substantial media interest in this issue and the interviews provided an opportunity to explain the complexity of the issue and highlight that more can, and should be done, by all health professionals to address the issue.

Experts who spoke at the summit included Dr Shonag MacKenzie, consultant obstetrician and gynaecologist with Northumbria NHS Trust, and Dr Alex Bobak, a GP from London with a special interest in smoking cessation

Delegates debated the high impact changes that would work in the region and began the process of creating a region wide action plan for addressing the issue.

For information on the summit and to read the presentations, evaluation and forthcoming draft action plan (and how to comment on this) visit the Fresh website.



## Youth Advocacy

### Youth Advocacy in Tobacco Control National Forum

On 24 October, a national forum was held at the headquarters of PR Agency, Porter Novelli in London. Facilitated by Fresh, over 50 professionals with an interest in youth advocacy came together to learn about one of the most successful campaigns in the world - the Florida Truth Campaign - and

hear from innovative work underway in the North West of England. There is a growing appetite for youth advocacy and to engage young people more actively in our tobacco control efforts. The recently formed North East Smoking and Young People group, chaired by Judith MacMorran of

Newcastle PCT, will help to galvanise activity. Fresh is keen to pilot the D-Myst model within the region and will be meeting with counterparts at the forthcoming International Youth Summit on Smoking and the Movies in Liverpool in February 2008.

## Smokefree Update

### Smokefree going well - high levels of support and compliance and air quality improved within first month.

The first three months since the introduction of smokefree law in England has run smoothly with people enjoying a cleaner, healthier atmosphere. According to the report issued by the Department of Health, the top three benefits were that clothes and hair no longer smell following a pub/club visit; a better, more pleasant atmosphere in pubs, clubs and restaurants; and cleaner air.

The legislation has earned 67 per cent support in the north east generally, with more smokers supporting the legislation (47 per cent) than not (37 per cent).

General awareness of smokefree law nationally reached 98 per cent in July. The report also found almost total compliance from NE businesses, with 99 per cent of the 18,000 businesses surveyed complying with the new law. Ninety two per cent were also shown to be displaying the correct signage. These figures are the highest in the country and there has been ongoing media interest in this story. For all the latest compliance figures visit [www.gosmokefree.nhs.uk](http://www.gosmokefree.nhs.uk)

## Air Quality Monitoring

Fresh also participated in a national air quality monitoring project (funded by Cancer Research UK and coordinated by the Tobacco Control Collaborating Centre) and undertook monitoring in nine different venues in the NE in the month before and after the law came in. The results have demonstrated a 95% drop in the levels of PM 2.5 (one of the small cancer causing air particles) after one month, taking the indoor air from a hazardous level to that of good quality. Salivary tests from the non-smoking bar staff has also shown a 75% drop in the levels of cotinine (nicotine by-product).