



Alliance Highlights



Practice Sharing Forum

The third Practice Sharing Event took place on the 18th April at the Ramside Hotel.

A busy programme included a presentation of the initial results from the first year of the three year National Prevention Research Initiative (NPRI) project, looking at the effectiveness of Fresh - Smoke Free North East office's work.

Part of the study's remit is to evaluate Fresh's collaborating relationships across the region.

The project also looks into whether or not tobacco control policies have an impact on the public's perception of smoking.

Work on the regional and national relationships will continue and there are plans to compare Fresh with tobacco control in another region.

The final part of the NPRI session was a round table discussion on



Practice Sharing Forum

local alliance partnerships. It gave delegates from different areas the opportunity to share experiences about their alliances by discussing questions which had been prompted by the research.

The team would like to thank all those who participated and gave such detailed feedback and when collated, the results from the exercise will join their presentation on the Fresh website at

www.freshne.com

Smoke Free Hartlepool Alliance



Plans are well underway in Hartlepool to raise awareness of the forthcoming legislation.

On Wednesday 25th April an event was held for the Licensed Trade to raise awareness of issues around the legislation, licensing laws, planning laws, noise and litter pollution. Andy

Graham from Fresh gave a presentation on the rationale for the national legislation. The Chair of Smoke Free Hartlepool provided information on support available locally for policy development and the availability of smoking cessation services in the town.

A less formal event on 8th May will provide a drop-in clinic for taxi drivers.

The legislation is being publicised widely through a variety of channels –

from local newsletters to giant bookmarks in all libraries in the town during June. A local web site for smokefree legislation issues is currently being set up.

Future work is planned with residential homes and an existing restaurant group to consider their needs.

Carole Johnson

Health Development Team leader/Tobacco Control Lead, Hartlepool PCT – April 2007

The Fresh Office Team

Ailsa Rutter, Director

Andy Graham, Regional Co-ordinator Northumberland and Tyne and Wear

Lisa Holland, Regional Co-ordinator County Durham, Darlington and Tees Valley

Pam Tarn
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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

May - June 2007

WELCOME to the fifth 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



Tobacco Control Beyond Smokefree Legislation Planning



On 30 April over 60 people attended this key session which discussed the importance of maintaining the commitment and resourcing of tobacco control action in the north east. The Head of Tobacco Programmes for the Department of Health, Nick Adkin gave a powerful presentation on the impact of smoking and key priority for national, regional and local action. He praised the Fresh approach and all partners involved for the value it has added at all levels. This was backed by the Regional Director of Public Health Dr Stephen Singleton who reinforced that smoking remains the number one priority to tackle health inequalities in the region and that there was a huge programme of work still ahead. The crucial role of local government in working in

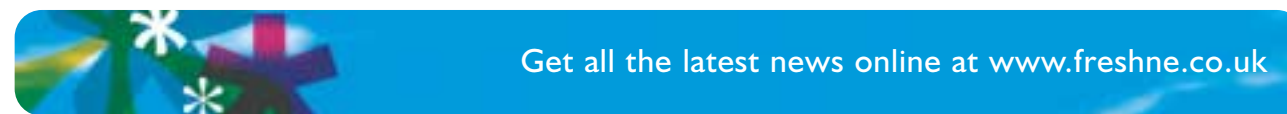
partnership on tobacco control was raised by the Association of North East Councils (Rob Mitchell as Head of Local Government and Policy and Councillor Nick Forbes, as Vice Chair of the SFNE Advisory Panel). Ailsa Rutter, Director of Fresh presented on the key achievements of the programme to date and set out the vision for the future. All of the presentations are available to download from www.freshne.com. Excellent feedback from the table discussions identified key regional and local priorities including more focused action on smuggling issues, more social marketing

activity, maintaining strong local alliances, and keeping tobacco issues in the 'news'.

Fresh is now forging ahead with the work programme for Year 3 and there will be a series of planning sessions held on key topic areas such as smoking and pregnancy; young people; helping smokers to stop; regulation, availability and supply.



Speakers at the event.



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News Update

Ban vending machines, says BMA

The British Medical Association (BMA) is calling for the introduction of a wide-range of measures to break the cycle of children's exposure to tobacco smoke.

While recognising the benefits which will be delivered by the introduction of smokefree workplaces and enclosed public places, the BMA's Board of Science has outlined a series of initiatives which will further protect children from the effects of smoke. These include:

- **Two per cent of tobacco tax revenues to be ring-fenced for providing stop smoking**

services, particularly in areas of deprivation

- **Banning vending machines**
- **Banning packs of 10 cigarettes**
- **Replacing conventional cigarettes with so-called 'fire-safer' (RIP) cigarettes**
- **A licensing system for the sale of cigarettes**

"This new report - together with

the recommendations contained within it - is to be welcomed," said Ailsa Rutter, Director of Fresh, Smoke Free North East.

"It underlines the fact that the new smokefree law will not solve all of our problems. After 1 July we will need to renew our efforts to free people in the region from the devastating effects of tobacco inflicted on us by the tobacco industry."

DATES FOR THE DIARY

<p>UK National Smoking Cessation Conference 14-15 June www.uknsc.org</p>	<p>Towards a smokefree society 10-11 September www.smokefreeconference07.com</p>
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Meeting demand for Stop Smoking Services

As we countdown to smokefree legislation on July 1st, experience from other countries tells us that there will be an increase in demand for stop smoking services.

The NHS Stop Smoking Services in the North East have consistently been the best performing in England with the highest numbers of quitters, well above the national average. The Regional Director of Public Health (RDPH), intends to ensure that our services remain the best and become even better still.

Fresh has been commissioned by the RDPH to look in to how to maximize the opportunities provided by the introduction of smokefree legislation and to further develop the Stop Smoking Services.

Fresh has visited the services looking at good practice, the factors that contribute to a successful service and what concerns need to be addressed. These visits will form the basis of the regional planning day on May 10th where key regional and local priorities will be identified. There is also national interest in learning from some of the experiences of the region and Nicky Willis and Jane Webb from the Department of Health will be attending the day along with Professor Robert West from University College London.



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Media and Communications

100 Days to Go!

Significant media relations have been carried out across the region to ensure that the milestone of 100 days to go to smokefree law was marked in style.

The 23rd March was to be the official launch of the countdown nationally and we in the North East wanted to ensure the media knew it.

Throughout the weeks running up to the 23rd March, Fresh visited the key journalists on the region's newspapers and radio, to gain their support, drive their enthusiasm for the legislation and provide them with news angles, case studies and events in their locality.

Across the region numerous events were organised by the Local Authorities and Local Alliances and the media were provided with details of their relevant events.



Volunteers for the '100 Days to Go' photo shoot.

Press Packs for the media were developed packed full of information on the needed, wanted and workable messages, details of the law, press releases, business stories and case studies. These were issued a fortnight in advance of the 23rd March to enable journalists time to develop their stories.

A photo shoot for the countdown took place with members of the Fresh Team, Local Alliances, Councils, Communications Leads

and many more all volunteering. The picture was used in several of the region's papers. Thank you to everyone who took part.

The 23rd March was covered extensively in the media across the region and we hope to replicate this with coverage on the 12th May when the 50 day countdown commences.



This years' No Smoking Day which took place on the 14th March was the most successful yet.

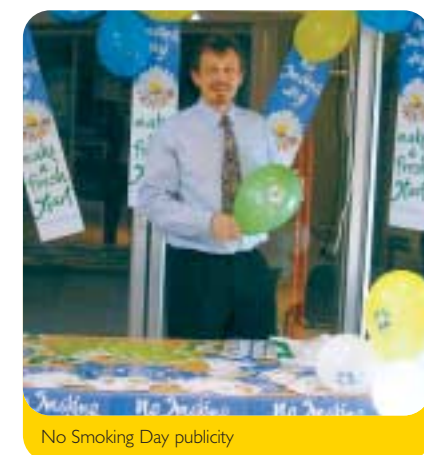
On the day itself 1 in 10 of North East smokers quit, that's 73,000 people, with a total of 121,000 of the region's smokers taking a positive step towards stopping. This region also recorded the highest levels of awareness with 68% adults aware of the campaign- the highest in the country.

Local alliances and NHS Stop Smoking Services across the region held events in their local areas to raise awareness of the day, provide information of their excellent local services and encourage smokers to quit.

The regional media were also supportive of the awareness day with the majority of publications running pieces on the events taking place in their areas, health implications and advice on quitting.

This year there are even more resources available to help smokers to quit, including the local NHS Services, "Together Programme",

the www.gosmokefree.co.uk website and the NHS smoking helpline **0800 169 0 169**.



No Smoking Day publicity

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