

Legislation

Smokefree legislation update

On Sunday 1st July at 6am England will go smokefree.

Plans and preparations are now swinging in to action to ensure this lifesaving law is successfully implemented.

Before Christmas the first stage of regulations on signage and the

definitions of 'enclosed' and 'substantially enclosed' public places were published and we are now awaiting the final details on the places that are to be exempt.

All Local Authorities have now been informed of what funding they are to receive for the legislation implementation and regulation, and North East authorities in particular are working closely with neighbouring authorities on implementation plans and guidance.

In early February additional dates

for the Chartered Institute of Environmental Health enforcement officer training will be announced.

In addition there are two forthcoming national conferences on the legislation. On the 7th February Fresh are guest speakers at the Local Government Association conference. On the 8th February the Department of Health is holding stakeholder conferences for businesses.



Smokefree Sunderland - how one local alliance is preparing for the smokefree legislation

Sunderland has been gearing up for the legislation in numerous ways, ensuring that the public and businesses in the city are informed and prepared for the 1st July.

A new Smokefree Environments Officer has been appointed by Sunderland City Council. Liz Parkes' role will be to ensure that all businesses public places are aware of

their requirements under the new legislation, and to assist in the transition to smokefree ensuring the process is as smooth as possible. Liz can be contacted on liz.parkes@sunderland.gov.uk or tel 0191 553 2344.

Sunderland City Council has also set up a Smokefree Legislation Enforcement group including officers from the Planning Department, Highways, Licensing, Environmental Health Officers, Sunderland Teaching Primary Care Trust and a city centre bar manager to reflect the views of this industry. On the 13th December

the group met with a Senior Enforcement Officer from Edinburgh City Council to get first hand information on how the legislation was successfully enforced in Scotland.

In a unique move, one of the city's central pubs will be showing the current Fresh TV advert on its TV screens to raise awareness of secondhand smoke issues. Many other businesses in Sunderland are currently smokefree with 89 National Clean Air Awards awarded across the city and the Mayor will be presenting a further 23 awards to businesses in January.

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
Jessica Hall, Research and Information Coordinator
Pam Tarn & Pam Weir, Administrative 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

refresh

The newsletter of Smoke Free North East

January - February 2007

WELCOME to the third 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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Campaigns

Un-Hooking The Addiction

December saw the official launch of HOOK - the Department of Health's latest and hard hitting smokefree campaign which went live over the New Year on TV, outdoor billboards and online (www.gosmokefree.co.uk/getunhooked).

The HOOK campaign aims to emphasise to smokers just how highly addictive nicotine is as well as educate on the dangerous and lethal chemicals in cigarettes.

The violently 'in your face' campaign



depicts smokers being dragged by a fish hook to their habitual smoking spots.

Ailsa Rutter said "The campaign is a significant step forward in highlighting to smokers just how addictive nicotine is, with the average smoker hooked on more than 5,000 cigarettes a year.

"Nicotine in cigarette smoke can be as

addictive as heroin or crack cocaine but many smokers aren't aware of this, or that tobacco smoke contains a lethal cocktail of over 4000 chemicals. It is also little known that the tobacco industry currently adds chemicals to increase the nicotine kick as well as making cigarettes more palatable to children and first time smokers."

Campaigns

daily basis about the stringent precautions in place to protect their health. The adverts feature the interviewees' genuine reactions on

Where There's Smoke There's Poison

A hard hitting Cancer Research UK 'Smoke is Poison' campaign has been launched in a bid to raise public awareness of the multitude of poisonous chemicals present in cigarette smoke.

The campaign, part funded by the Department of Health went live in December and includes a series of TV advertisements filmed by award winning reporter and documentary maker Donal MacIntyre, as well as radio, print, outdoor advertising and internet (www.smokeispoison.com).

MacIntyre interviews professionals including scientists and undertakers who use dangerous chemicals on a



learning these same chemicals are present in cigarette smoke.

Ailsa Rutter said: "We welcome this public awareness campaign. It is extremely worrying that three quarters of people surveyed in the North East were not able to name a single chemical other than nicotine and tar present in cigarettes.

"It is a shocking fact that 69 of the 4000 chemicals in cigarette smoke cause cancer. This campaign is providing new information to smokers and non-smokers alike, which we believe will be a powerful motivator for the majority of smokers who want to quit, and also increase people's understanding that second-hand smoke isn't just a nuisance, it's also a killer."

CANCER RESEARCH UK

NHS & Local Authority News

North East NHS and Local Authorities go smokefree

The 1st January 2007 was the national deadline for all NHS premises to achieve smokefree status as outlined in Choosing Health (2004).

The North East went one better with not only the NHS going smokefree but also all 25 Local Authorities.

In 2005 the Association of North East Councils made a commitment in their Manifesto to ensure that effective smokefree policies would be implemented across all LA's by this date.

A tremendous effort has been

dedicated both at a regional and local level to achieve both of these targets. We are delighted to report that the majority of smokefree policies were successfully introduced before the January deadline.

These successes have also resulted in the achievement of an additional 200 National Clean Air Awards for our region.

Practice Sharing Forums

The next Forum is on 24 January 2007 at 12.30 at the Ramside Hall Hotel, Durham with Nick Adkin, Head of Tobacco at the Department of Health, as the key note speaker. On 18 April 2007, the Forum will have a presentation on the findings from the first year of the Durham University study into 'Smoke Free North East Office - a model of best practice in England?'. Please register with pam.tam@freshne.com for these events.

Age of Sale

On the 1st January 2007 the Department of Health announced an increase in the legal age of purchasing tobacco products from sixteen to eighteen with the legal age increase coming into force from the 1st October 2007.

Currently nine per cent of young people between the ages of eleven and fifteen smoke and it is thought that the increase will help to reduce this figure.

Increasing the legal age of smoking will significantly assist retailers in complying with the law, making it easier to spot under age smokers.

In addition, by bringing the legal age for the purchase of tobacco in to line with that of alcohol will reinforce the dangers of smoking to young people.

Despite the reduction in the number of underage smokers from 13 per cent in 1996 to nine per cent in 2005, tobacco is currently still too easy for older children and young people to buy. Only 23 per cent of those under 16 who tried to buy tobacco found it difficult to do so. Further evidence shows that nearly 70 per cent of 11 to 15 year old smokers say they buy their cigarettes from small shops such as newsagents and corner shops.

This increase in the legal age for purchasing of tobacco products will bring England and Wales in line with



Canada, Australia, New Zealand and the USA.

Fresh will be working closely with Trading Standards colleagues over the next few months to publicise this change and ensure that it is properly enforced.

Department of Health News

Department of Health launches SMOKEFREE

New Year is traditionally the time for resolutions as many people change their lifestyles, often leading to an increased demand for local NHS Stop Smoking Services as more smokers make quit attempts. This year the Department of Health is also making a fresh start by redesigning and launching a new range of information on quitting which features the new SMOKEFREE England brand.

The Department of Health's Tobacco Programme has developed this strong and simple new identity -

SMOKEFREE in recognition that England becomes smokefree in work places from July 1st this year.

The SMOKEFREE identity is available to organisations that currently use the NHS brand and will be used on all communication elements of the tobacco control programme.

SMOKEFREE will therefore be used on messaging for smokefree environments, secondhand smoke and 'Don't Start', as well as all cessation messages. This means that all NHS support offered, including the local NHS Stop Smoking Services, NHS Smoking Helpline and Together Programme will also feature this new SMOKEFREE identity.

All current materials such as leaflets and posters will be phased out to

ensure that members of the public easily recognise that the services advertised in the media are the same as those offered in their local communities.

The new SMOKEFREE identity design is available via www.gosmokefree.co.uk/extranet. To make the changes as easy as possible Fresh Smoke Free North East will be working with the local Stop Smoking Services to identify, design and produce new promotional materials and ensure these are available across the North East as soon as possible.

