

Consultation



Current public consultations – have your say

There are two key tobacco control consultations currently underway and we would urge you and your network to respond to these consultations. Fresh-Smoke Free North East responses to the consultations detailed here are available on www.freshne.com

Consultation on the Under-Age Sale of Tobacco

As part of work surrounding the Government's tobacco control programme, it is the intention to take further measures to prevent children from buying tobacco.

Raising the age of sale may help, particularly when reinforced by tougher sanctions against retailers who persistently break the law on under-age sales. The proposals relating to

under-age sales will only apply in England and Wales. Those relating to retailer sanctions will apply in England, Wales and Northern Ireland. A rise to the age of 18 is recommended.

The consultation runs until 2 October 2006, full details are on www.freshne.com and you can email your response to: underagesales@dh.gsi.gov.uk.

Consultation on the Regulations for Smoke-free Premises and Vehicles

A law requiring smoke-free workplaces and enclosed public places in England, will be introduced in Summer 2007.

It will ensure that workers, regardless of their place of work, will be protected from exposure to secondhand smoke. The law will also extend to private vehicles used for work purposes. The Department of Health has produced a consultation document

setting out the proposed regulations, outlining specific arrangements such as signage, definitions of enclosed, and enforcement.



• Law to be introduced in Summer 2007.

The consultation runs until 9 October, 2006, full details are on www.freshne.com and you can email your response to: smokefreeregulations@dh.gsi.gov.uk.

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Local Alliance Highlights

Local alliances are vital to tobacco control and are made up of many partners including representatives from the health, business, local government and voluntary sector. There are now 16 local tobacco alliances throughout the region who are implementing local action plans based on the Regional Tobacco Strategy.

Smoke Free Middlesbrough

Over 400 people are killed and 12,500 people injured in house fires every year nationally.

One of the main causes of accidental house fires is smoking. In Cleveland there have been 26 house fires caused by smoking in the last 12 months. In Middlesbrough there have been 16 incidents with two fatalities. Home fire safety checks for everyone in Cleveland help to reduce the number of incidents and fire-related deaths and injuries in the area. Cleveland Fire Brigade and Middlesbrough Primary Care Trust have developed a pilot project in the area to help reduce the number of

incidents by offering free fire retardant bed packs and chair throws to persistent smokers who have poor mobility and or other physical/mental health problems.

For further information please contact: suebarnard@middlesbroughpct.nhs.uk

Smoke Free Sedgfield

Following the successful re-launch of the Red Lion in Trimdon Village as a smoke-free pub in July 2005, the owner recently invited the local smoke-free alliance and partners to a celebration event one-year on. The Gold National Clean Air Award certificate and plaque were presented to Gordon Wright,



• The Red Lion receiving its award.



proprietor of The Red Lion, in July 2005 by the Prime Minister Tony Blair and Susan Lee from Sedgfield Primary Care Trust. The Red Lion has gone from strength to strength since going smoke-free and Gordon Wright (proprietor) and his team

should be commended for proving the commercial as well as the health benefits of going smoke-free.

For further information please contact: susanlee@sedgfieldpct.nhs.uk

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The newsletter of Smoke Free North East

September - October 2006



• Fresh-Smoke Free North East.

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Welcome

Welcome to the first edition of ReFresh, a bi-monthly newsletter from Fresh - Smoke Free North East - a comprehensive regional tobacco control programme overseen by a dedicated office for tobacco control.

The North East has some of the highest smoking rates in the country and tobacco remains the single biggest cause of preventable death and disease in the region. Addressing this issue is vital to give the people in the North East the opportunity to live healthy lives. A regional tobacco strategy is being implemented and addresses seven key action areas - media and education; secondhand smoke; smoking cessation; reducing tobacco promotion; regulating tobacco; reducing access and availability, as well as research, monitoring and evaluation. The strategy was launched on 31 May 2005 and much work has been undertaken in the first year.

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The work of Fresh - Smoke Free North East is overseen by a strategic advisory panel chaired by the Regional Director of Public Health. Key regional organisations represented on this group include: the primary care trusts, the North East Strategic Health Authority, Association of North East Councils, local authority chief executives, Regional Assembly, One North East, North East Chamber of Commerce, Trades Union Congress, Voluntary Organisation Network for the North East, North

East Trading Standards Association, North East Environmental Health Network, Health and Safety Executive, patient and public involvement forums, Centre for Tobacco Control Research and the Regional Tobacco Alliance. Much of the work is delivered through local tobacco alliances in each primary care trust area. This newsletter has been developed to keep partners updated on the range of initiatives addressing smoking in the region and abreast of key national and international issues. It comes at a

time when the region and England is preparing for comprehensive smoke-free legislation for workplaces and enclosed public spaces. This is one of the most significant milestones for public health in many years. Fresh - Smoke Free North East looks forward to working with partners to ensure that the public, businesses, local authorities and local NHS Stop Smoking Services are ready to make the most of this unique opportunity to improve health in the North East.

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,** Administration Support.

Telephone: 0191 387 2139
Email: info@freshne.com

Your Shout

If you have ideas or suggestions for the newsletter, please contact Sally Pearson at Robson Brown, sallyp@robson-brown.co.uk

To register for ReFresh newsletter and to find out more about Fresh - Smoke Free North East email info@freshne.com or call 0191 387 2139 or visit: www.freshne.com

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Events Update

World Conference on Tobacco or Health

Three representatives from Fresh attended the 13th World Conference on Tobacco or Health in July.

The event attracted over 4500 delegates from 133 countries and covered a range of topics including new data on addiction, cessation, public policy, secondhand smoke, smokeless tobacco and other tobacco products, and various other epidemiologic issues. The team delivered six presentations on

work underway within the North East and much interest was shown in the overall Fresh campaign. The team will be preparing a

comprehensive report on the conference and will provide feedback at a regional best practice sharing forum on 19 October.



• Fresh delivered six presentations at the World Conference.



Mental Health Workshop Summary

Under 'Choosing Health' the NHS must be smoke-free by December 2006.

To assist the region's mental health trusts in achieving this goal, Fresh held a seminar on 'Smoking and Mental Health' on 20 July. Presentations were provided by Public Health Group North

East/Care Service Improvement Partnership, Rethink, Tobacco Control Collaborating Centre, Tees, Esk and Wear Valley NHS Trust and the NHS Stop Smoking Services. A key part of the morning was to examine the implications of the Health Act legislation for mental health services, in particular the proposed exemption for units accommodating clients over six

months. The need to address the very high smoking rates amongst mental health users was also highlighted as a priority for the North East. Practical support is available from both Fresh and the Tobacco Control Collaborating Centre (tccc@tobaccocontrolcentre.org.uk) to assist NHS Trusts develop smoke-free policies.

The Kings Fund Report 'Clearing the air' was published on 17 July and is a very useful document, this can be downloaded from: http://www.kingsfund.org.uk/resources/publications/clearing_the.html

Fresh finalist in CIPR Excellence awards

Representatives from Fresh-Smoke Free North East and Robson Brown recently attended an award

event where work on the Fresh-Smoke-Free North East campaign was credited as a national finalist

within the Chartered Institute of Public Relations high profile awards.

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Regulations Workshop Summary

The Health Bill received Royal Assent and became the Health Act on 19th July 2006.

Fresh – Smoke Free North East held a free seminar on 3 August to discuss the legislation and the implications for both tobacco control and local authority regulatory services. The event attracted over 140 delegates, with every North East local authority represented. There were also representatives from prisons, probation, mental health trusts, breweries, primary care organisations, hospitality associations and other lead regional agencies. Department of Health officials outlined the consultation process and explained the details of the

regulations, including proposals for signage, fines, exemptions and communication and media plans. Fresh – Smoke Free North East also set out plans for helping the region to prepare for the legislation and revealed that it will be running a high profile communications campaign in Autumn 2006. Many people were hearing about the Fresh-Smoke Free North East campaign for the first time and we hope they become actively involved. This is vital to increase capacity for tobacco control and extend the wider network of advocates in the North East.

Forthcoming Events

This is scheduled to take place on 5 October and will discuss the Department of Health and Fresh - Smoke Free North East plans for media and public relations activity on

Media and Communications Forum

a range of issues. It will also provide an opportunity for local alliances, communications managers in key agencies and the NHS Stop Smoking Services to share their own plans.

Best Practice Sharing Forum

These new events will be held on a quarterly basis and will feature national, regional and local speakers on a range of tobacco control issues. The events are open to anyone in the region with

an interest in tobacco control. At our first event on 19 October, the national guest speaker will be Professor Gerard Hastings from the Centre for Tobacco Control Research who will give an

Update

Media and Communications Plans

We are currently producing our first annual report and various materials for different audiences including smoke-free regulations fact sheets, secondhand smoke leaflet and materials to support a forthcoming training program on reducing children's exposure to secondhand smoke. Contact Fresh-Smoke Free North East if you are interested in receiving copies of these, or other materials including posters, signage, tent cards and drinks mats.

Planning is underway for an Autumn media campaign which will raise awareness of the dangers of secondhand smoke in the workplace. This will complement the Department of Health's National Campaign. We are currently working closely with colleagues in the Department of Health.

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overview of tobacco control in the future and the reality of the tobacco pandemic. **Contact us on 0191 387 2139 for further information on either of these events.**