Yorkshire and the Humber Tobacco Control Update Summer 2015

Smoking Still Kills

No one can say that the job of tobacco control is done when millions of smokers in England face the risks of smoking-related illness and premature death, hundreds of young people start smoking every day, and smoking remains the principal cause of health inequalities. We have a duty to our children to protect them from an addiction that takes hold of most smokers when they are young. ASH's new report *Smoking Still Kills* due to be published on the 9th June proposes that we sustain and renew our collective effort to tackle smoking and drive down smoking prevalence at an even faster rate through a range of recommendations.

Thank you to those organisations that have endorsed the recommendations laid out in the *Smoking Still Kills* report. There has been a really positive response to the recommendations and over 120 groups have signed.

ASH are launching the report in Parliament on Tuesday 9th June 2015 in the House of Commons, Dining Room A, 4pm - 6pm. The event will provide an opportunity to not only celebrate the report's launch but a chance to show the new Government that the wider public health community shares a set of ambitious tobacco control targets

Formal invitations have now been sent to the Chief Executive of your organisation, so please flag this event with them, or let me know if you or another representative of your organisation would like to attend.

admin@smokefreeaction.org.uk

The Future of Tobacco Control

Tuesday 7 July 2015, 9.30 – 15.30, London

The Future of Tobacco Control, a conference for local government leaders and professionals, which will be hosted jointly by the Association of Directors of Public Health (ADPH), Action on Smoking and Health (ASH), the Local Government Association (LGA) and Public Health England (PHE). The event is taking place on Tuesday 7 July 2015 at Local Government House, Smith Square, London SW1P 3HZ.

The conference will include sessions covering:

- Next steps for tobacco control – the national view, with presentations from PHE, ADPH and ASH;

- Future developments in local tobacco control – including protecting health

- policy from the tobacco industry and children's exposure to smoking in the media;

- Local strategies to reduce smoking, including local council authority case studies;

- Reducing health inequalities, including reducing smoking in mental health settings.

For more information and to book your place, please visit: click here

Electronic cigarette use among smokers slows as perceptions of harm increase

Almost half a million more people in Britain are using electronic cigarettes as people turn to the devices to help them quit smoking, according to the latest research.

A Smokefree Britain Survey conducted by YouGov and analysed at King's College London reveals that almost half of those using e- cigarettes are doing so to help them stop smoking tobacco completely.

Of today's 2.6 million e-cigarette users:

- 1.1 million are ex-smokers
- 1.4 million continue to use tobacco as well as their device
- Regular use of e-cigarettes among people who have never smoked is negligible.

Those who have started using e-cigarettes in the last year are almost exclusively former smokers. The proportion of ex-smokers using the devices has risen from 4.5% in 2014 to 6.7% in 2015.

ASH fact sheet here   ASH press release here

Public Health England - position statement on e-cigarettes

The best thing a smoker can do, for themselves and those around them, is to quit completely, now and forever. However, for those people who are unable or do not want to stop in one step, Public Health England (PHE) supports the approach set out in the NICE public health guidance on tobacco harm reduction. This could include cutting down before you quit or long-term use of licensed nicotine-containing products.

Increasing numbers of smokers in England are using e-cigarettes to help them cut down or to quit for good. Emerging evidence indicates that when the right product is used in the right way, e-cigarettes can be effective for both these purposes. E-cigarettes are not harmless but are estimated to carry only around 5% of the risk of smoking for users, and exposure to vapour does not present the risks of secondhand smoke.

The challenge for PHE is to maximise the public health benefits from e-cigarettes while managing the risks. We want to see safe and regulated e-cigarettes act as a route out of smoking for adults without becoming a route into smoking for young people and non-smokers. We strongly support proportionate regulation to secure high standards of product safety and effectiveness, to prohibit sales to under-18s, and to restrict marketing so that e-cigarettes are clearly positioned as products designed to help adult smokers to quit.

PHE will continue to monitor the evidence on the impact of e-cigarettes on individuals and the population at large.

Policies and practice on use of e-cigarettes in enclosed public places

Watch tobacco experts discussing the use of e-cigarettes in enclosed public places, based around five draft principles to guide policies and practice.

To stimulate the evidence-based debate, PHE has invited leading tobacco see the conversations below:-

Distinguishing between vaping and smoking:

Commentary by Professor Ann McNeill, King's College London

Commentary by Cecilia Farren, GASP

Protecting bystanders:

Commentary by Professor John Britton, University of Nottingham

Commentary by Andrea Crossfield, Tobacco Free Futures

Protecting children and young people:

Commentary by Deborah Arnott, ASH

Commentary by Professor Gerard Hastings, University of Stirling

Supporting smokers to stop:

Commentary by Professor Robert West, University College London

Commentary by Andy McEwen, National Centre for Smoking Cessation and Training

Impact on compliance with smokefree law and policies

Commentary by Ian Gray, Chartered Institute of Environmental Health

Commentary by Peter Astley, Warrington Borough Council

PHE Campaigns – More reasons to quit this October

Stoptober has helped to put quitting smoking on the calendar for October, but this October there is another reason to quit. As you are no doubt aware Parliament has passed regulations to end

smoking in cars carrying children in England and these come into effect on 1st October 2015. The regulations make it an offence to smoke in a private vehicle with someone under 18 years old present, and for a driver to fail to prevent smoking in a private vehicle with someone under 18 years old present. People who fail to comply could be issued with a £50 fixed penalty notice.

PHE is in the process of developing a national campaign to clearly communicate the date that the legislation regulations will come into force. All

information for this campaign will be hosted on PHE's new Campaign Resource Centre website.

The website has a restricted area which will host insight, evaluation and supporting information, such as a communication toolkit for the campaign. To gain access to the restricted area of the website please contact the partnerships team contact us

Smoking in Pregnancy – Challenge Group
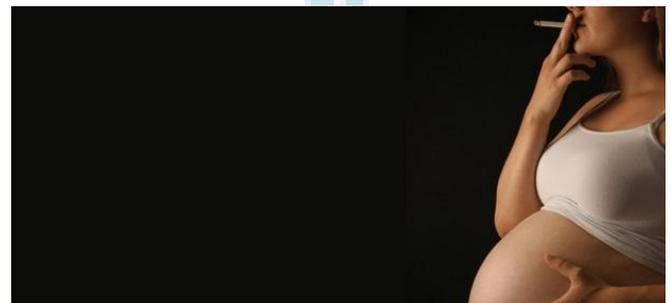
A page has been created on the Smokefree Action Coalition website which will host materials for the Challenge Group. Please let us know if you have materials or links you think it would be useful to include:
http://www.smokefreeaction.org.uk/SiP.html

In addition ASH have created a 'yammer group' for professionals working in smoking in pregnancy. For those of you who have not used this before it is a bit like Facebook but for professionals. They have created a closed group which you have to be invited to join but once members you will be able to post questions, share information, download documents and so on.

To join yammer contact myself or Hazel Cheeseman Hazel.Cheeseman@ash.org.uk

Smokefree Baby

Research is underway at UCL to explore better ways to use digital technology with pregnant women. If you are interested in supporting this project and encouraging women to use the website please see the web page here http://www.smokefreebaby.co.uk/.

You can have a look around the app without entering into the research by using the participant code 1234. For support or help with the app please contact: info@smokefreebaby.com. Please contact Ildiko if you have any further questions ildiko.tombor.11@ucl.ac.uk.

CO materials

If you would like hard copies of the revised CO materials for professionals and pregnant women please email: mmcmillan@pmaresearch.co.uk

ASH Local Toolkit Update

The following resources and briefing documents are designed to support your briefings and to help you make the case for effective local tobacco control work.

The ASH Local Toolkit has been updated and now includes:

- o Updated briefings for councillors on topics including health inequalities, harm reduction and protecting local health policy from the tobacco industry:
- o Updated digests of regional public opinion on tobacco control containing 2015 data
- o The ASH Ready Reckoner, updated to reflect the latest available data. Going forward, the Reckoner will be updated annually in November

in line with new IHS data. The reckoner can be downloaded here: here

Resources:

- o Making the case for strong local tobacco control
- o Updated local tobacco control profiles from Public Health England
- o Briefing note for Councillors on the Local Government Declaration and NHS Statement of Support on Tobacco Control
- o ASH/CRUK report on the impact of public health transition on tobacco control and smoking cessation services in England, March 2015.
- o NCSCT Briefing on Effectiveness and cost-effectiveness of programmes to help smokers to stop and prevent smoking uptake at local level

Are outdoor smokefree spaces the next step in tackling tobacco?

There is a growing number of outdoor smokefree space initiatives which are designed to denormalise smoking in communities, protect the public from secondhand smoke and lead to reduced smoking rates.

Globally tobacco control pioneers are trialling and introducing smokefree spaces including Sydney, Canada, Philadelphia, New Zealand, New York City, Los Angeles and Paris. In the UK we have recently seen Bristol become the first city to ban smoking in some outdoor spaces which you can read more about here. Other areas in the UK are now looking to follow suit and create smokefree spaces such as Stoke Council. This follows on from successful work with smokefree spaces such as children's play areas across the region. By

making spaces smokefree we are encouraging more healthy community spaces for everyone and gently reminding adults of the dangers of smoking by promoting and re-enforcing healthy behavior whilst also helping to reduce litter

Tobacco control resources for new local members

Following local elections, there will be a number of new councillors and MPs who have little experience of tobacco control that may like to find out more to help them champion the health of the residents in their ward. There are many useful resources that they can refer to including updated local tobacco control profiles from PHE, SFAC briefing on making the case for tobacco control, information on the local government and NHS tobacco declarations, ASH/CRUK report on the public health transition and the NCSCT briefing on the effectiveness of local services. ASH has also updated their Local Toolkit with updated briefings and the local data

## Survey suggests children as young as 10 'smoke before exams'

A survey of more than 1,000 children who took Sats tests last year found eight smoked on the morning of their tests. More than two thirds (68%) admitted feeling pressured at exam time. Read more here.

Map of countries looking to implement standardised tobacco packaging

The Framework Convention Alliance has published a map showing countries that are in the process of implementing standardised tobacco packaging. View the map by clicking here.

Smoking causes a third of all deaths in fires at home
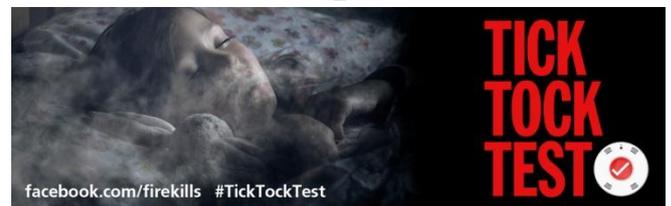
Smoking is the single biggest killer in accidental fires in the home according to the government. Smokers' materials (e.g. cigarettes, cigars or pipe tobacco) caused the largest share of deaths in accidental dwelling fires (37%) Firefighters are urging smokers not to smoke in their home as part of a national initiative by the Government's Fire Kills campaign. If you want to find out how many smoking-related fires are in your area click here.   Fire statistics here

ACS calls for more ambitious targets on illicit tobacco

HMRC and The UK Border Force have released a new tobacco smuggling strategy; "Tackling illicit tobacco: From leaf to light". The strategy highlights that revenue loss from illegal tobacco stands at £2.1 billion. ACS will be writing to HMRC ministers to offer support for the strategy and call for more ambitious targets. Read more here

BAT implicated in cigarette smuggling in South Africa

A former South African Revenue Service spokesperson has claimed that evidence has emerged that British American Tobacco has been involved in cigarette smuggling. The claim is included in a document submitted to Parliament's Finance Portfolio Committee. This follows on from Imperial Tobacco being investigated for similar claims. Read more here.

Life expectancy increases but gap widens between rich and poor

A study carried out by researchers from Imperial College London and published in the The Lancet shows that life expectancy is rising and 90 years of age could become the norm in some affluent areas of the country by 2030. Part of this can be attributed to reduced differences in smoking prevalence. Read more here.

BMJ Investigation reveals how big tobacco is able to woo parliamentarians

An investigation by the British Medical Journal has revealed the influence that the tobacco industry has over parliamentarians.

Since 2010, the BMJ report finds, 38 MPs have accepted more than £60,000 worth of industry hospitality, and 20 of these MPs voted against plain packaging. Worryingly, more than half of these MPs are from constituencies where the number of smoking-related deaths exceeds the national average of 289 per 100,000.

29 of the 38 MPs are Conservatives, eight are Labour and one is an independent.   BMJ Feature here

Yorkshire and the Humber Opposes Tobacco Industry Involvement in Government

New figures show that adults in Yorkshire and the Humber don't trust the tobacco industry. This is at a time when tobacco companies have been lobbying local and national governments to work with them more closely.

Data from the Smokefree Britain survey, conducted by YouGov , found that 75 per cent of adults in Yorkshire and the Humber support the view that all government health policy should be protected from the influence of the tobacco industry and its representatives (2 per cent oppose) and 75 per cent believe that political parties should not accept financial or in kind donations from tobacco industry (8 per cent believe they should).

This public concern about the role of the tobacco industry in politics is underpinned by a damming assessment of the behaviour of companies. 69 per cent of adults in Yorkshire and the Humber say that tobacco companies do not behave ethically (3 per cent say they do) while 74 per cent say they cannot be trusted to tell the truth (4 per cent say they can).

- o It uses the threat of illicit trade to try to stop Government action to reduce smoking and tobacco consumption, exaggerating its extent in the UK, while still being complicit in the trade itself – particularly in the diversion of genuine tobacco products into illicit channels

- o It exaggerates the extent of illicit trade, and distorts the key features of the trade, particularly by inflating the proportion of illicit cigarettes and tobacco products that are counterfeit, and under-estimating the proportion that are genuine

- o inappropriate relationships with Governments, local authorities and enforcement agencies.

For further information contact scrosby@wakefield.gov.uk

INSPIRING A SMOKEFREE GENERATION