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This newsletter gives a brief update on information and events relating to tobacco control. If you would like to receive regular copies of this update, please contact me at sarah.bird@devon.gov.uk.

Sarah Bird

Tobacco Control Project Officer, Devon County Council

Public health move into local authority

On 1st April 2013 Devon County Council has taken on responsibility for public health in Devon, in line with national changes to the health and social care system. This means that as well as commissioning stop smoking services, they will be in a strong position to implement tobacco control policies across their services, including trading standards, environmental health, children's services and schools. Devon already has a history of strong partnership working, and the changes represent a further opportunity to drive down smoking prevalence in Devon.

Updated Smokefree Devon Alliance Strategy 2012-15

The Devon Smokefree Alliance has refreshed its strategy. It is available to download from

www.devonhealthandwellbeing.org.uk.

It sets out seven priorities for tobacco control in Devon:

- 1 - Reduce health inequalities caused by smoking
- 2 - Reduce illegal tobacco in the community
- 3 - Protect children and young people from smoking
- 4 - Reduce smoking in pregnancy
- 5 - Normalise a smokefree lifestyle
- 6 - Support smokers to quit
- 7 - Carry out marketing and communication programmes

Devon CLeaR Assessment

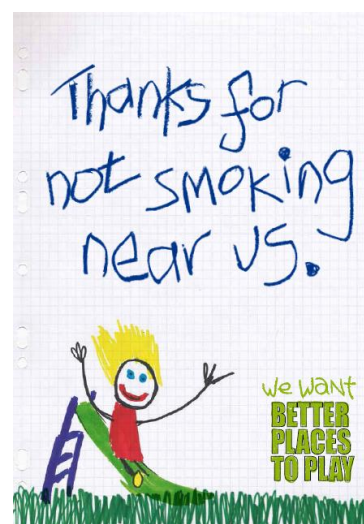


The Smokefree Devon Alliance recently completed its self-assessment for the [CLeaR framework](#), and on 19th March held a workshop attended by key alliance members and a team of peer assessors. The purpose was to examine the results of the self-assessment and identify areas for development. Initial feedback from the day was extremely positive. A final report will be provided to us shortly, after which we will be able to use the CLeaR logo in our publications. CLeaR provides an excellent framework for continuing our tobacco control work now that public health is part of the local authority.

Children's Centres

Children's Centres in Devon will soon be able to enhance the excellent work they carry out with children and families as a new Smokefree Policy is agreed across the county. The policy highlights the benefits of smokefree sites and enables children's centre workers to be trained in raising the issue of smoking with their clients. Using a specially filmed DVD, the training programme is designed to give confidence in promoting smokefree homes and offering referrals to NHS stop smoking services.

Seven sites are piloting the training and signage before rolling out across the county.



Smokefree Playparks



Smokefree South West (SFSW) is working with partners to introduce voluntary smoking bans in play parks. They have undertaken baseline research on attitudes of parents and carers on smoking around children and the introduction of a voluntary ban in their play parks. Their research shows that the majority of smokers and non-smokers do support smokefree playparks. SFSW are making available a Smokefree Play

Parks toolkit to support the case to local authorities for introducing a voluntary ban. Resources in the toolkit include presentations on the issues of smoking and young people, the research results and graphics for signage. The Alliance is planning on

piloting this signage in partnership with Teignbridge District Council, with the expectation of delivering the project to other parts of Devon later.

No Butts on Beaches



Teignbridge District Council's Resorts Team have been running a poster campaign aimed at highlighting the problems of unsightly cigarette ends thrown away on sands in Teignmouth and Dawlish Warren.

Smoking related rubbish is now the UK's biggest litter problem, with an estimated 4.5 trillion cigarette ends entering the UK's environment every year.

The Resorts Team counted how many cigarette butts they picked up over a seven day period in Teignmouth and Dawlish Warren before the campaign. The total amounts showed 4,863 were picked up on Teignmouth Beach and 3,851 were collected from Dawlish Warren.

It is hoped the facts and figures will make people stop and think before throwing their cigarettes on the ground. For more information [click here](#).

Stop Illegal Tobacco



The second phase of Smokefree South West's illegal tobacco campaign was launched in February. It was advertised on outdoor billboards and radio. Events ran in Exeter and Ilfracombe to raise awareness of the campaign and gain local sign-up. The Ilfracombe event alone generated 20 pieces of intelligence about sources of illegal tobacco locally.

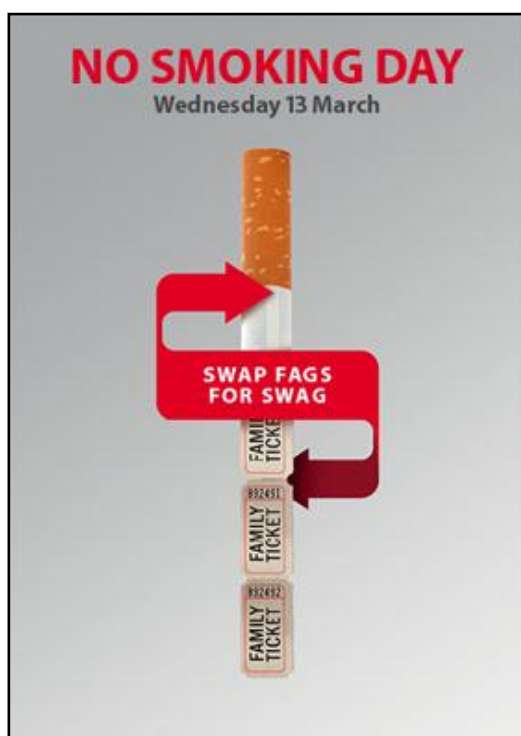
Look out for the Illegal Tobacco stand at the Devon County Show 16th - 18th May 2013.

Since 2000, sales of illegal tobacco in the UK have halved, but this campaign urges communities to be vigilant and to stamp out illegal trade in their local area in order to protect children and to keep organised crime out. Find out more at www.stop-illegal-tobacco.co.uk.

Devon still have some resources available for local partners. If you would like posters or leaflets, contact Lesley Thomas at Lesley.thomas@devon.gov.uk.



National No Smoking Day - 13 March 2013



The 30th annual No Smoking Day took place on Wednesday 13th March. The theme was 'Swap Fags for Swag'.

In Devon, smokers were encouraged to take this theme a step further and spend their new found cash on a new healthy habit - getting active. Leisure centres across Devon offered special promotions to help smokers ditch the cigarettes for good and get into exercise. People who booked their first appointment with Devon's NHS stop smoking service during March were handed a free 'Smokefree exercise voucher', which they were able to exchange for a range of offers at their local leisure centre.

The promotion was designed to highlight recent findings from the University of Exeter that has shown that exercise can help those who want to reduce the number of cigarettes

they smoke. Professor Adrian Taylor, professor of exercise and health psychology at the University of Exeter, said,

"Evidence shows that a short single session of even brisk walking reduces cravings by about 30% among temporarily abstinent smokers."

Riverside Leisure Centre contributed by running a free open exercise event on No Smoking Day itself (*right*), and stop smoking adviser Denise Veen was on hand to advise anyone who was interested in giving up.



GPs and pharmacies across Devon used No Smoking Day to promote their own local services. Leaflets listing all stop smoking services in the local area are available for each district authority area - please contact Lesley Thomas if you would like some.

Assist peer-education programme

Coombeshead Academy and Teignmouth Community College have taken part in a successful smoking prevention programme which aims to reduce adolescent smoking prevalence. The programme encourages new norms of smoking behaviour by training influential Year 8 students to work as 'peer educators' with their friends. Peer educators are trained and supported to have informal conversations with other Year 8 students about the risks of smoking and the benefits of being smokefree. Information is more effectively taken on board if the person giving the message is the same age and not a teacher or a parent. Mrs Lucy Hore, Head of Year 8 at Coombeshead Academy, is pictured here with her newly trained pupils.



Budget 2013

Tax on tobacco was increased in line with the previously defined duty escalator of 2% above inflation year on year in the Chancellor's budget on 20 March. This means it costs 26p more for a packet of 20 cigarettes (£7.46 for 20 pre-budget) and 9p more on five small cigars. Hand-rolled tobacco is up 26p and pipe tobacco up 14p.

However public health campaigners had been campaigning for an increase of 5% above inflation.

E-cigarettes update

Electronic cigarettes are still making headlines. The number of users in this country is growing fast, potentially hitting 1 million this year. The Medicines and Healthcare products Regulatory Agency (MHRA) is currently reviewing whether e-cigarettes should be licensed as a medical product, with a report expected in in spring 2013. We expect to be able to give stop smoking practitioners guidance on their use when the report is published. Until then, the debate centres around a number of questions:

- 1) Are they safe to use and do they have a role in tobacco cessation or reduction? Until they are regulated, this question is difficult to answer.
 - 2) Do they normalise smoking? A key principle of tobacco control is denormalisation - removing the visibility of smoking to discourage use in future generations. Do e-cigarettes undermine these efforts by looking so similar to regular (tobacco) cigarettes?
 - 3) Who are they funded by? Many e-cigarette manufacturers are owned by big tobacco companies. The e-cigarettes market is potentially subsidising their continued efforts to market regular cigarettes, especially in developing countries.
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World No Tobacco Day - 31 May 2013

Every year, on 31 May, The World Health Organisation and partners everywhere mark World No Tobacco Day, highlighting the health risks associated with tobacco use and advocating for effective policies to reduce tobacco consumption.

The theme for World No Tobacco Day 2013 is: ban tobacco advertising, promotion and sponsorship. More information is available [here](#).

Childhood asthma 'admissions down' after smoking ban

BBC News [reported](#) on new research by Imperial College, which showed that the number of children admitted to hospital with severe asthma dropped by 12% in the first year after the smoking ban. Before the ban the number of asthma admissions had been rising by more than 2% a year. Critics had argued that the smokefree ban would drive more people to smoke at home, but this research adds weight to the evidence that smokefree homes are becoming the norm, as well as smokefree public places.

The health risks with the biggest global burden

In December the Lancet published the latest results of the Global Burden of Disease Study, a 5 yearly assessment of the world's health problems. Smoking, along with high blood pressure and alcohol, has become the highest risk factor associated with ill health. In the high-income countries of Western Europe and North America smoking is the greatest risk factor. Smoking was responsible for 6.3 million deaths worldwide, according to the study. The Lancet study can be found [here](#).

For more information on the work of the Smokefree Devon Alliance contact

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If you would like to be removed from this mailing list please contact Sarah Bird on sarah.bird@devon.gov.uk or 01392 386387.