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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 lesley.thomas@devon.gov.uk.

*Lesley Thomas
Tobacco Control Manager, Public Health Devon*

Devon County Council Awarded for Excellence in Tobacco Control

Action on Smoking and Health (ASH) and Cancer Research UK (CRUK) have awarded Devon County Council with the CLear award for excellence in local tobacco control in recognition of its outstanding work on services.



The award was accepted by Leader of the Council John Hart at the Local Government Association conference in Manchester on Weds 3rd July.

Three awards were announced as follows:

1. Challenging services - Devon County Council for work on smokefree children's centres
2. Leadership - Newcastle City Council for work on the local authority declaration on tobacco control
3. Results - Blackpool Council for work on improving the quality of data for smoking at the time of delivery

The award coincides with the launch of the first Smokefree Children's Centres in Okehampton, Sidmouth, Exmouth, Exeter and Torrington. The pilot, run by the Smokefree Devon Alliance and Smokefree South West, will enable staff from the Centres to engage with parents to get the message across to them that a smokefree lifestyle is beneficial for them and their children.



L-R Lesley Thomas (Tobacco Control Manager), Dr Virginia Pearson (Director of Public Health), Cllr Kevin Ball, Chris Parsons (Children's Centre Lead), Sara Gibbs (Consultant in Public Health) outside Okehampton Children's Centre

They will point out the dangers of second hand smoke, and encourage people who smoke to do so away from the grounds of the children's centres, or outside their home. They will also be providing details of the NHS Stop Smoking Service - which, evidence shows, is the most successful way for people to stop smoking.

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A gold standard policy has been adopted, specially designed signage promoting the smoke free sites has been installed and a bespoke training DVD for staff has been created for Devon. After evaluation, the programme will be rolled out across Devon.

Tackling Tobacco, Driving Change



Tackling Tobacco, Driving Change Working together to build a tobacco-free future for our children

Friday 4th October 2013 10am-4pm
MShed, Bristol
Chaired by Phil Norrey, Chief Executive of Devon County Council

To reserve a place or for further details email

info@smokefreesouthwest.org.uk

Who should attend?

- Directors of Public Health and their teams
- Local authority Leaders, Members, Chief Executives and Officers
- Tobacco Control Commissioners and Managers
- Police and Fire Service
- Voluntary sector, Youth Groups and professionals or individuals with an interest in reducing tobacco-related harm.

Devon CLeaR Assessment

The Smokefree Devon Alliance has received a report after completing the CLeaR framework assessment process for excellence in tobacco control in local authorities. The report highlights our strengths, such as:



- Strong alliance membership and engagement include at senior management level
- Comprehensive local strategy in place
- Wide communications networks in place

As well as some opportunities to take forward, including:

- Further involvement of district councils
- Stronger involvement from elected members
- The need to strengthen local monitoring of young people prevalence
- Developing new ways to support smokers, such as e-support and texts

Stop Illegal Tobacco

Smokefree South West, Public Health Devon and Trading Standards teamed up to run a Stop Illegal Tobacco stand at the Devon County Show from 16 - 18 May 2013. The eye-catching stand attracted a lot of interest, engaging over 100 members of the public on the Saturday alone. Many people recognised the packets and were intrigued to find out more of the bigger picture behind illegal trade. There were also questions from concerned parents who knew that their children were smoking cheap tobacco and wanted to know how to keep it out of their communities.



On 28 May a training event took place in Exeter for anyone who has a role to play in stopping illegal tobacco, including environmental health, trading standards and police community support officers. Delegates heard from Mark Blake, Programme Manager at Smokefree South West, about the progress so far in stopping illegal tobacco, and how continued partnership working can bring sales down even further.



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.



Illegal tobacco [hit the news](#) recently after illegally imported tobacco products with an estimated street value in excess of £10,000 were seized in South Devon. In a joint operation, Trading Standards Officers and the Police raided a private address in South Devon on Thursday (6 June) and found non-duty paid tobacco and cigarettes, along with a five figure sum of cash.

Smokefree Homes and Cars

The national Smokefree Homes and Cars campaign launched on 4 June raising awareness of the dangers from smoking in the home and car.

Secondhand smoke contains harmful cancer causing toxins and poisons that are unknowingly damaging children across the country every day resulting in over 300,000 GP visits and 9,500 hospital admissions for children each year. Over 80% of secondhand smoke is invisible and odourless so no matter how careful you are children still breathe in the harmful poisons.



Partners can support this campaign by ordering resources from Smokefree South West at [Smoke Outside](#) or from the national [Smokefree website](#), and communicating the key messages to clients and patients.

The call to action is for smokers to quit, or if they are not yet ready, then to at least take the step of creating smokefree homes and cars to protect their loved ones from secondhand smoke.

Meanwhile, Member of the Scottish Parliament Jim Hume has called for a [ban on smoking in cars](#) when children are present. A [recent study](#) found that smoking in cars produces harmful pollutants at levels above WHO indoor air quality standards, even when the windows are open.

Standardised packaging update

Legislation that would have forced tobacco companies to produce standardised packaging for cigarettes, thereby removing the last major advertising outlet for tobacco, was not included in the Queen's Speech on 8 May, as had been widely anticipated. David Cameron insisted that the omission did not mean that he had abandoned the plans, but that they were still under consideration.

Meanwhile, Ireland has voted in favour of introducing the measures, which they hope will be in place by early next year, making them the first European country to take such a step.

ASH chief executive Deborah Arnott said: "For every day that Westminster dithers, another 570 children will take up smoking.



"There is no excuse for any further delay. The UK Government should follow Ireland's example and bring forward legislation to stop the promotion of tobacco via cigarette packs. It's popular and effective: now Parliament should be allowed to decide."

[New research](#) has shown that plain packaging does not increase the time taken to serve customers, as the tobacco industry had previously tried to claim.

NICE publish guidance on harm reduction

The National Institute for Clinical Excellence (NICE) has published its landmark public health guidance: '[Tobacco: harm reduction approaches to smoking](#)'. Quitting smoking altogether, using the 'abrupt quit' approach, is still the primary recommendation for smokers looking to improve their health, but this guidance addresses the fact that many smokers, especially those who are heavily addicted, may not want to or be able to quit altogether yet. It recognises that there are ways for these smokers to reduce the harm from their habit, such as:

- stopping smoking, but using licensed nicotine-containing products as long as necessary to prevent relapse
- cutting down before stopping smoking (cutting down to quit)
- smoking reduction
- temporary abstinence from smoking, such as stopping smoking during your working day or during a stay in hospital

Using licensed nicotine-containing products can reduce 'compensatory smoking', such as inhaling more deeply to compensate for smoking fewer cigarettes.

Electronic cigarettes - update

The Medicines and Healthcare products Regulatory Agency (MHRA) has announced that all nicotine-containing products (NCPs), such as electronic cigarettes, are to be regulated as medicines in a move to make these products safer and more effective to reduce the harms of smoking. The European Commission has said it expects the new legislation to be adopted in 2014 and for it to come into effect in the UK from 2016.

Tiverton taxi driver prosecuted for smoking

A taxi driver has been prosecuted by Mid Devon District Council for smoking behind the wheel of a taxi, the first prosecution since the smokefree ban came into effect in 2007.

For more information on the work of the Smokefree Devon Alliance or to be removed from this mailing list please contact:

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