

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 sarahbird1@nhs.net.

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Smoking campaign rolls out to Devon's young people



The Smokefree Devon Alliance has launched a new campaign created by young people. 'Roll Your Own Way', which is based around a [YouTube video](#) and a [Facebook page](#), aims to change some of young people's perceptions about smoking.

During the 13 weeks of the campaign:

- The video was viewed 689 times
- The Facebook page was 'liked' 63 times
- 1,119 users engaged with the page (such as clicking on a post)
- People viewed content about the page 831,960 times
- There were 3,587,140 impressions of the Facebook adverts
- The adverts were clicked on 812 times

A post-campaign survey will be sent out to assess how attitudes towards tobacco have changed as a result of the campaign.

Ifracombe is successful in bid for national pilot

Ifracombe has been chosen as only one of 14 areas nationally to pilot a new 'Community Budget' concept, which aims to create more cohesive ways of working in local communities and to give local people more power over services and how the money is spent. One of the aims of the project is to improve wellbeing and create healthier communities, and smokefree and tobacco control options are being

explored as part of the plan, in partnership with Smokefree South West and county and district councils.

Smoking, drinking and drug use among young people in England in 2011

The Office for National Statistics (ONS) has published the latest figures on the attitudes, beliefs and prevalence of drinking, drug use and smoking by English secondary school children. The sample covered 6,519 children in years 7 to 11 in 219 schools.

- 25% of those surveyed had tried smoking at least once, down by more than half since 1982, when 53% had tried smoking.
- In 2011, 5% of pupils smoked regularly (at least once a week) - more than halved since its peak of 13% in 1996.
- Less than 0.5% of 11 year olds smoked but 11% of 15 year olds did.

The Department of Health Tobacco Control Plan (2011) will monitor progress through three key indicators: smoking prevalence rates of adults, pregnant women and 15 year olds. This survey will be the evaluation mechanism that will be used to measure prevalence at age 15.

Smokefree Playgrounds

Weston-Super-Mare, Blackpool and Chichester are all introducing voluntary bans on smoking in public play areas. The North Somerset Smoke Free Alliance says its initiative in Weston-Super-Mare has received overwhelming public support, with 73% of people supporting a ban on smoking in children's play areas. The initiatives aim to deter smoking in parks by displaying smokefree signage. However, it cannot legally be enforced without a specific by-law.

Plain Packs Protect



Thank you to everyone who signed up to the Plain Packs Protect Campaign. Devon did really well in promoting the campaign, coming second in the south west for the number of signatures collected. Nationally, in conjunction with the Plain Packs Protect Partnership, 211,653 people signed the petition. The

government response is expected no earlier than spring 2013.

Top SW areas	Total
1 st - Bristol	4,009
2 nd - Devon	3,232
3 rd - Plymouth	2,225
4 th - Somerset	1,858
5 th - Wiltshire	1,735
South West Grand Total	23,103

Stoptober



Stoptober has seen a good response from the public with 170,000 packs ordered nationally. Local events were organised to promote the campaign, including smoking cessation support groups in Barnstaple and Exeter. The national road show, featuring the Big Red Ball (left), visited both these locations, encouraging people to sign pledges of support. Watch the national TV

advert [here](#).

COPD

Smokefree South West are rolling out a COPD campaign called 'Take a Breath', which launches on 19th November on TV, radio and online. The campaign aims to raise awareness of COPD, find the 'missing millions' who have COPD without realising it, and encourage more people to quit smoking. Materials will be sent out to GP practices and pharmacies to support this campaign. If you can support this campaign through your work, please contact Sarah Bird at the details above.



Change to no-smoking signs regulations

As part of its '[Red Tape Challenge](#)', the government has relaxed the duty to display no-smoking signs in smoke-free premises and vehicles in England. Since 1 October, at least one legible no-smoking sign must still be displayed but owners and managers are now free to decide the size, design and location of the signs, in accordance with [new smoke-free signs regulations](#).



Supplementary guidance about the new rules, along with the existing smoke-free legislation

guidance can be found on the [Chartered Institute of Environmental Health](#) website.

According to the [press release](#), 'Most people are now familiar with the law and around 8 in 10 people support it, so detailed regulations on no-smoking signs are no longer needed.' Most businesses have no difficulty in complying with the new signage requirement to display at least one legible no smoking sign in a smoke-free premises or smoke-free vehicle. Those that might should contact their local authority Environmental Health department for guidance.

NICE Local Government Public Health Briefing on Smoking



**National Institute for
Health and Clinical Excellence**

The National Institute for Clinical Excellence (NICE) has published the first set of local government public health briefings designed to help those working in local authorities and their partner organisations, particularly relevant to health and wellbeing boards. It gives advice on which actions are most effective in improving health, and provide best value for money. The first three briefings cover tobacco, workplace health and physical activity. Read the full tobacco briefing [here](#).

Smoking in the car 'breaks toxic limit'

A new study has shown that smoking in the car exceeds the World Health Organisation limits on 'safe' air pollution, regardless of whether the windows are open or air conditioning is on.

Lead author, Dr Sean Semple, of the Scottish Centre for Indoor Air, University of Aberdeen said "Children have smaller lungs, breathe faster and have less developed immune systems so they may be more susceptible to the effects of second-hand smoke. Perhaps more importantly, they are likely to have less say on the in-car



environment. A non-smoking adult may be able to ask the smoker not to smoke but children seldom have that choice."

Professor John Britton, chair of the Royal College of Physicians Tobacco Advisory Group has said that a ban is necessary to protect children, due to estimates that suggest that each year second hand smoking in children accounts for more than 20,000 cases of lower respiratory tract infection, 200 cases of bacterial meningitis, and 40 sudden infant deaths.

The British Medical Association is also in support of an outright ban on smoking in cars - even if there are no passengers - as the best way of protecting both children and non-smoking adults.

The study was published in the British Medical Journal *Tobacco Control*.

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

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