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Issue 18

# Newsletter

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## Standardised Plain Packaging

The updating of the [local tobacco control profiles](#) from Public Health England has shown that smoking prevalence in adults has fallen from 18.1% in 2013, to 13.8% in Devon. This is 4.2% less than the smoking prevalence in England overall.

Even though the tobacco industry have been rigorously campaigning against the regulations, this May the UK is to become the second country in the world and the first in Europe to require plain, standardised packaging for cigarettes. This is following Australia's lead, who implemented their plain pack regulations in December 2012.

One lesson that was learnt through Australia's experience was that once the regulations were introduced, they saw a large rise in quit attempts, even though this was not the primary desired outcome. Therefore once these regulations are introduced in the UK, Public Health England has warned that Stop Smoking Services across the country should be ready for increased demand for support.

Although all packs manufactured from May 2016 must have the standardised packaging, it is unlikely that these packs will be seen on the shelves at first. Tobacco companies have been given until May 2017 to use up current stock before all products sold must be in plain packaging. In addition to the plain packaging, there will be a minimum pack size of 20 cigarettes or 30g roll-your-own tobacco from May 2016.



## Smokefree Prisons—Early-adopter Sites

Led by National Offender Management Service (NOMS), HMPs Exeter, Channings Wood, Dartmoor and Erlestoke are all working hard with Public Health England and NHSE in order to be the first to adopt the smokefree policy in England. Since 11<sup>th</sup> April, all three prisons in Devon have gone smokefree, which has so far been successful, with each prison holding their own celebratory event on the day they went live.

This is the beginning of a future phased roll-out, yet to be announced; the next steps are to pull together the lessons learnt so far from the early adopter prisons in England and Wales.

## The Stolen Years - ASH

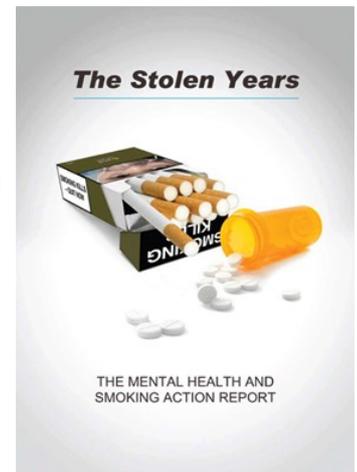
Action for Smoking and Health (ASH) have published their most recent report “The Stolen Years”, which is a call to action on smoking amongst people with mental health conditions. The report sets an ambition to reduce smoking prevalence amongst those with a mental health condition to 35% by 2020 and 5% by 2035.

Currently smoking rates are approximately 60% in those with probable psychosis and up to 70% for those in psychiatric units. People with mental health conditions die on average 10-20 years earlier than those without and the largest contributor to this reduced life expectancy is smoking.

Therefore the ASH report sets out actions to reduce this prevalence through a whole care environment. To meet the target of 5% by 2035, ASH states 12 ambitions to be achieved, including:

- Staff working in all mental health settings see reducing smoking among service users as part of their core role.
- Local Authority funded stop smoking services (SSS) effectively support those with a mental health condition to quit smoking.
- All inpatient and community mental health sites are smokefree by 2018, through full implementation of NICE PH48 guidance and embedding support for service users who smoke.
- Populations at risk of developing mental health conditions are identified and appropriate interventions put in place to prevent uptake of smoking.

Each ambition has details of specific actions that should be taken to achieve that ambition. To see the full report, click [here](#).



## 80kg of Illegal Tobacco Seized in Exeter by Trading Standards and Customs Officers

Illegal tobacco with an on-the-street value of more than £63,000 was seized in a day of raids across Exeter by Devon and Somerset Trading Standards Service and HRMC.

In a joint operation on Friday 5<sup>th</sup> February, six businesses in St Thomas, the city centre and in Pinhoe were investigated by officers, sniffer dogs and their handlers. A mixture of retail and licensed premises and a self storage business were raided. Further investigations are being conducted by Devon and Somerset Trading Standards Service for trademark breaches.

In total 80kgs of rolling tobacco, 81,200 cigarettes and 50 litres of alcohol were confiscated; the duty avoided on the illegal alcohol and tobacco is estimated at £35,000. The operation followed intelligence received concerning the sale of illegal tobacco in the Exeter area late last year.

Councillor Roger Croad, Devon County Council’s Cabinet Member responsible for Devon and Somerset Trading Standards said: “Trading Standards are determined to crack down on the sale and supply of illegal tobacco.

*“It is one of our top priorities for action, not only because smoking remains one of the UK’s biggest causes of premature death but we also know that the availability of cheap, illegal tobacco makes it harder for people to give up smoking.”*





# ONE YOU

Public Health England

## HOW ARE YOU?

In our adult years, the lifestyle choices we make can dramatically increase our chances of becoming ill later in life.

Making small changes now can improve your health right away and double your chances of staying healthy as you get older. It's never too late to start.

### EAT WELL

A healthy diet can help you look and feel great.

It can also stop you gaining weight so start by shelving the sugar and cutting back on fat.

### MOVE MORE

Getting enough exercise means a stronger, fitter you.

It's good for your body and your mind too.

### BE SMOKE FREE

No surprises here – stopping is the best thing you can do.

No matter how long you've smoked for, quitting helps improve your health straight away.

## One You

Public Health England has launched their new campaign *One You*, which encourages adults to think about their current lifestyle and supports them to make positive changes. There are four behaviours that will initially be targeted:

### Smokefree

Eat Well

Move More

Drink Less

The target group for this campaign is 40-60 year olds and the primary aim is to push people towards completing the *How are you?* (HAY) tool. This asks various lifestyle questions and then directs individuals to remote support through apps or websites for example, or to local services via their local council.

There is opportunity to use the *One You* branding if desired and it is anticipated that this will fit well with the upcoming Healthy Lifestyle Service to be commissioned by Public Health Devon.

If you have any ideas on how *One You* can be used to enhance work in tobacco control, please do get in contact with Ruby.



### DRINK LESS

Cutting back on booze is good for your health.

It can boost energy levels and improve the quality of your sleep.



### CHECK YOURSELF

Checking your body's most important systems are all running smoothly is a great place to start.

Ask your GP/GP practice if you are eligible for a free NHS Health Check.



### STRESS LESS

Relaxing helps you feel good and function well.

Getting stress under control can help you feel better about yourself.



### SLEEP BETTER

It's important to get a good night's sleep.

It allows your mind to relax, improving your mental and emotional well-being.



Search *One You* and take the free health quiz to see how you score.

BECAUSE THERE'S ONLY **ONE YOU**

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## Campaign Feedback

### New Year Health Harms

The National Health Harms campaign launched on 29<sup>th</sup> December, with the view to use seasonal motivation to increase quit attempts. This campaign reminded smokers of the physical damage caused by smoking, through the use of TV and digital advertising, including the previously successful 'Rotten Roll-up' and 'Mutations' adverts.



In Devon, 458 people signed up for Health Harms; this was the highest number of sign ups in the South West.



## Be There Tomorrow

Phase 3 of the 'Be There Tomorrow' regional campaign successfully ran during February – April 2016.



The results from the campaign evaluation research will be ready mid-May, so we can expect to see a regional report for the impact in Devon before the end of June.

On behalf of the Alliance we would like to again say a massive thank you to Public Health Action for all their excellent work over the years. We have been lucky to benefit from their expertise and we hope that we can make the most of their hard work in the future.



## No Smoking Day



No Smoking Day was on 9<sup>th</sup> March 2016 with the continued theme of "Proud to be a Quitter", presenting "Quitters" as people to be admired.

In Devon, the prisons took advantage of No Smoking Day to



## Other news

### HMRC Consultation – Licensing of Tobacco Equipment and Supply Chain

There is currently a HMRC consultation on the Tobacco Illicit Trade Protocol – Licensing of Equipment and the Supply Chain. The closing date is Friday 20<sup>th</sup> May. We encourage you to send a response if you feel it is appropriate and you have views you would like to express. ASH have developed a response with help from various stakeholders which can be used to inform your response if you wish.

### Updated Smokefree Devon Alliance Strategy

The updated Smokefree Devon Alliance strategy and action plan has now been finalised. This has been updated for the coming year, with the plan to write a new strategy in 2017 after the publication of the government tobacco control plan.

To have a look at the updated strategy and action plan, please go to the website: [www.smokefreedevon.org.uk](http://www.smokefreedevon.org.uk)

### Smokefree Devon Alliance Website

If you have anything that you would like to put on the website or think something should be included on there, please do get let Ruby know on [ruby.king@devon.gov.uk](mailto:ruby.king@devon.gov.uk)

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 the email address below.

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