



December 2015
Issue 17

Newsletter

In this issue:

Smoking Prevalence in Devon Down to 13.8%

Extending the Smoking Ban to Outside Areas

Tobacco Companies Challenge Plain Packaging

Stoptober Feedback

New Year Health Harms

Be There Tomorrow

No Smoking Day

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.

I have recently joined Public Health Devon and will be taking up some of the tobacco control work from Lesley Thomas. Please do feel free to use the details below if you need to get in contact.

Ruby King
Advanced Public Health Practitioner
Public Health, Devon County Council
ruby.king@devon.gov.uk
01392 386387

Smoking Prevalence in Devon Down to 13.8%

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.

Indicator	Devon
Smoking Prevalence in adults - current smokers (IHS)	13.8
Smoking prevalence in adults in routine and manual occupations - current smokers (IHS)	22.0
Successful quitters at 4 weeks	2077
Smoking status at time of delivery	11.2
Smoking attributable mortality	233.3
Smoking attributable hospital admissions	1566
Deprivation score (IMD 2010)	17.0

This demonstrates the success of the tobacco control work that has taken place in Devon and is a reason to celebrate all the good work that has been done so far. Let this good news continue to inspire actions towards this agenda, so that Devon can continue to de-normalise smoking.

The local tobacco control profiles show that current smoking prevalence at age 15 is 10%, which is higher than the England figure overall of 8.2%. This is therefore an area that could benefit from some more work; focussing on continuing to create a Smokefree environment for young people is a valuable way to do this.

Extending the Smoking Ban to Outside Areas

The Royal Society for Public Health (RSPH) has called for an introduction to a smoking exclusion zone outside schools, bars and restaurants. The smoking ban in enclosed public places in 2007 was extremely successful at reducing exposure to second hand smoke, de-normalising smoking and encouraging smokers to quit; the year after the ban 400,000 people were motivated to give up smoking.



The RSPH would therefore like an introduction of a ban outside public places, particularly those visited by children. This could encourage quit attempts, further improve the health of the nation and continue to de-normalise smoking.

Within Devon, efforts towards this have already started, with Smokefree areas having been extended to Children's play parks. Torridge and North Devon are the next districts within Devon to be putting up these Smokefree signs, which will hopefully be in place before the end of 2015. Work is now also being done on our first Smokefree country park – Stover Country Park is due to launch their new Smokefree signs in the New Year.

The RSPH report also urges health chiefs to take a less negative attitude towards electronic cigarettes and embrace their use in the battle against tobacco

Visit [the RSPH website](#) for the full report.

Tobacco Companies Challenge Plain Packaging

Four of the biggest tobacco companies in the world have begun a legal challenge to the UK government on the plain packaging rules due to come in from May 2016. The regulations will ban the use of logos and branding on the packaging of tobacco products. Philip Morris International, British American Tobacco, Imperial Tobacco and Japan Tobacco International argue that the measures deprive them of their trademark intellectual property.

However, similar legislation in Australia also received opposition from the tobacco industry, which resulted in an unsuccessful lawsuit. This legislation in Australia has coincided with a fall in smoking prevalence, adding to the evidence that this would be a positive action for the UK.

These actions from tobacco firms demonstrate how those involved in tobacco control work in the UK need to lobby for the implementation of plain packaging, to ensure strong messages of support for this outcome are heard.

The Department of Health has said "we intend to defend this important public health policy robustly".



Stoptober Feedback

It was another successful year for Stoptober, with 187,000 people in the country signing up.



In Devon, Stoptober and the new Smokefree cars legislation was uplifted by various organisations. Public Health Devon did some joint press coverage with the NEW Devon CCG and campaign materials were sent out to GP practices, pharmacies, libraries, local hospitals and large employers. These efforts resulted in 2418 people signing up to Stoptober in Devon. Well done everyone!



Upcoming Campaigns

Included in this edition is some information on the campaigns that are coming up in early 2016.

New Year Health Harms

The National Health Harms campaign launched on 29th December, with the view to use seasonal motivation to increase quit attempts. This campaign reminds 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. These adverts emphasise the immediate harm caused by each cigarette and encourages smokers to search the Smokefree website for support to quit. Please direct people to the following Devon specific URL: po.st/DevonHH. This will enable PHE to track digital activity the campaign creates in Devon.



Free support will be available to smokers in the form of:

- Quit Kits, which include practical and engaging tools to help people quit step-by-step, in their own home
- The Smokefree App, which has a distractions tool to help combat cravings when they strike and delivers personalised motivational messages
- Daily email and text support
- Social media support via Facebook and Twitter



The tools will signpost to local Stop Smoking Services, but can be used regardless of people's choice of quitting method.

Public Health Devon have uplifted this campaign by distributing resources including quit cards, posters and leaflets to GP practices, libraries, stop smoking services and large businesses.

There is a communications toolkit containing advice, facts, statistics and key messages for those that would like to share the campaign with stakeholders, partners and local media.

Access resources via the [Campaign Resource Centre](#) or email partnerships@phe.gov.uk



Be There Tomorrow

Phase 3 of the 'Be There Tomorrow' regional campaign will begin on 8th February 2016. The campaign aims to show smokers and their families that 1 in 2 smokers will lose their lives prematurely and could therefore could miss key moments in life with loved ones.



The campaign will use advans and outdoor billboards across the South West during February. There will also be a toolkit available with details of how to get involved.

Public Health Devon will be distributing resources, including to children's centres and public health nurses. We have also looked at where best to place advans for a more targeted approach within routine and manual workers and have identified several locations, including industrial estates across Ilfracombe, Barnstaple, Bideford, Exeter, Newton Abbot, Tiverton and Crediton.

For more information on the Be There Tomorrow Campaign, contact Eleanor Taylor at Public Health Action on eleanor.taylor@publichealthaction.org.uk



No Smoking Day

No Smoking Day will be on 9th March 2016. This campaign aims to create a supportive environment to help smokers who want to quit and highlight the help that is available.

This year they are continuing with the "Proud to be a Quitter Theme", presenting "Quitters" as people to be admired. Case studies are used to bring an identifiable aspect to the campaign, displaying real ex-smokers motivations for quitting.

Public Health Devon are hoping to work with Devon and Somerset Trading Standards to run an illegal tobacco community engagement event in Ilfracombe on No Smoking Day.

Campaign packs can be ordered now from www.nosmokingday.org.uk

