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Newsletter

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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

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Smokefree Devon Leaflets

If you would like to order [Smokefree Devon Leaflets](#) giving locations of local NHS Stop Smoking Services in Devon they can be downloaded [here](#), or [email Lesley Thomas](#) if you would like to order large quantities.

Action on Smoking Health (ASH) has just updated its [briefing on e-cigarettes](#) (vapourisers) and gives good information on product safety and their use to reduce or quit smoking. The National Centre for Smoking Cessation and Training (NCSCT) has produced an [e-cigarette briefing](#) summarising the evidence to date, especially in relation to the role of NHS stop smoking services and how stop smoking practitioners should respond to enquiries about e-cigarettes from smokers.



Important UCL Study on Quitting

Study shows NHS stop smoking services triple odds for smokers trying to quit

New [research conducted at UCL](#) and led by Professor Robert West has found that smokers attempting to quit **without professional help** are approximately 60% more likely to succeed if they use electronic cigarettes rather than

willpower alone or over-the counter nicotine replacement therapies such as patches or gum. But he also pointed out that despite the findings - published in the journal *Addiction* - by far the most effective way of quitting was to use [NHS stop smoking services](#) which tripled the odds of a smoker quitting when compared to buying nicotine replacement treatments without specialist help.

Standard Packaging

Government takes step closer to standard packaging for cigarettes

Standard packaging for cigarettes has taken a major step closer as the Government has now published draft regulations to enact the historic move. The Department of Health's publication of the regulations will be welcomed by doctors and health charities who support standard packaging. The consultation closes on 7th August and a positive decision will be followed by a six month notification to the EU. There is only a short time left if the final Regulations are to be voted on by Parliament before the 2015 General Election.



Public Health England

Public Health England publishes two new [reports on electronic cigarettes](#)



Public Health England's advice to smokers remains:

"to stop immediately, completely and permanently... For those smokers not ready to make that commitment yet, Public Health England supports the approach set out in the [NICE Public Health Guidance on tobacco harm reduction](#). This involves starting with something that feels more achievable and which may then lead them

to stop completely...It is never better for the health of a smoker or those around them to smoke tobacco rather than use even an unlicensed e-cigarette."

Read more from the [official blog of Public Health England](#).



Nicotine Replacement Products

Which NRT products are permitted under commissioning arrangements with Public Health?

Public Health has reviewed the cost and efficacy of [nicotine replacement products](#) and is now issuing Guidance to Services on which products may be used. These include all Joint Formulary products plus the mini-lozenge. To download the guide please click [here](#).

Be There Tomorrow Campaign

The recent [motivation to quit campaign](#) developed by Smokefree South West aimed to reinforce the message that you could die early from smoking, missing out on key moments in life with your loved ones. The adverts, which launched on 10th February for 10 weeks were broadcast on TV and radio as well as on billboards, advans and online.



In the South West, one in four smokers claimed they had taken a positive step towards quitting as a result of the campaign. Simon Rice from Exeter, said "It was only after hearing the words 'I scored a goal today, I wish you'd seen it' that brought a tear to my eye and made me realise what a foolish thing I was doing by smoking 20 cigarettes a day and the impact a potential fatal illness could have on my young son and wife. Hearing the subtle yet poignant way it delivered its message has enabled me to give up."

Visit the [Be There Tomorrow](#) site to find out more.

Plain (Standardised) Packaging

The [Chantler Review](#), published in April 2014, concluded there is “very strong evidence shows that children who are exposed to advertising or promotion of tobacco products are more likely to subsequently take up smoking” and “there is enough evidence to say that standardised packaging is very likely to contribute to a modest but important reduction in smoking.” Action on this is important as **80% of smokers start before they are 18 years old**. A short Alliance briefing can be found [here](#). We are still expecting Government regulations to be published.



Local Declaration on Tobacco Control

West Devon pledges to help cut smoking and reduce the harm caused by cigarettes

Councillors from West Devon District Council signed the [Local Government Declaration On Tobacco Control](#), committing the authority to act on the dangers of smoking to the community. Council leader Philip Sanders and joint executive director Alan Robinson [signed the declaration](#) on Tuesday January 28 at council headquarters in Tavistock. They join Devon County Council, South Hams District Council and Plymouth City Council who are already signatories to this national Declaration.

Illegal Tobacco Campaign



Organisations in the South West focus on the cost of illegal tobacco

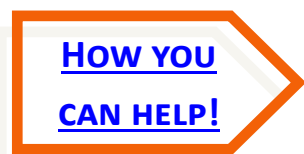
Smokefree South West will launch phase three of its “Tackling illegal tobacco” campaign on 30th June with adverts on radio, outdoor billboards, advans, online, and community events. Illegal tobacco has halved in the past decade but is still a problem.

Sold at pocket money prices, illegal tobacco makes it easier for children to smoke. It also makes local communities attractive to criminals because the trade is linked to serious organised crime. The campaign aims to increase people’s awareness of the problem of illegal tobacco. It also aims to change how acceptable the general public feel about it, thus encouraging fewer people to buy it and more people to report it. Since the campaign’s launch, 400,000 more people are aware of the issue.



The South West campaign is part of the wider Tackling Illegal Tobacco Programme which draws together all local authorities in the South West with HMRC, Trading Standards, police forces, Scambusters, Crimestoppers, the NHS and other key partners to tackle this issue.

See www.stop-illegal-tobacco.co.uk



Give leaflets to the public. Use the Facebook posts and Twitter	Available from Denise Dearden denise.dearden@devon.gov.uk
Put a visual on your TV screen Use a website banner Use an illegal tobacco email signature	Available from www.stop-illegal-tobacco.co.uk/ resource-centre