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Issue 15

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

Lesley Thomas

*Tobacco Control Manager,
Public Health Devon*

I'M PROUD TO BE A QUITTER
NO SMOKING DAY 11 March 2015

No Smoking Day

11th March 2015

The British Heart Foundation's No Smoking Day returns for its 32nd year. The annual campaign inspires and helps smokers who want to quit. This year the campaign has

been highlighting how smokers are more likely to suffer from depression and anxiety than non-smokers – despite the commonly held belief that smoking is a stress reliever. A [study](#) by Prof Robert West indicates that smokers have a 70% increased risk of anxiety and depression. Long-term ex-smokers displayed similar levels of anxiety and depression to people who had never smoked, and much lower levels than current smokers. This counters the perception of the 36% of smokers who believe the habit is a stress buster.

The One Day Quit tool:

This year, in the run up to No Smoking Day, a free One Day Quit tool will be the key support tool offered to smokers. Those looking to use the tool can sign up from 24 February to 10 March 2015 from <https://quitnow.smokefree.nhs.uk/onedayquit>.

Once signed up, One Day Quit delivers through email (with the option of supportive texts) two preparation messages (depending on when people register) in the run up to No Smoking Day (a week before the day and the night before). Three subsequent emails will be sent on the day at 7am, 12 noon and 7pm. If people opt to receive additional text support, they receive five texts at key points throughout No Smoking Day.

At the end of the day, people are encouraged stick with their quit attempt by signing up for the Smokefree 28 day programme, which can be delivered through the app, a Quit Kit sent in the post, email or text message. They can also use a '[Time Machine](#)' App which via Android or iPhone to see the effects of smoking on the aging process.

Posters can be downloaded [here](#).

Study showing standardised cigarette packaging can deter the take-up of smoking

A series of scientific papers published in the journal *Addiction*, suggest that “plain” or standardised cigarette packaging may deter non-smokers from taking up the habit and may cut the number of cigarettes that smokers get through.

The research shows, that although standardised packs are still too new to provide substantial evidence, the measure is likely to reduce smoking rates.

Robert West, editor-in-chief of the journal, said plain packaging’s effect on young potential smokers was likely to be the most important initial impact. He added: “Even if standardised packaging had no effect at all on current smokers and only stopped one in 20 young people from being lured into smoking (in the UK), it would save about 2,000 lives a year.” Read more [here](#).



Standard pack regulations were discussed by MPs in a Delegated Legislation Committee on 9th March and will now go for a vote. It is most likely the vote will take place on No Smoking Day – Wednesday 11th March. We expect the result to be announced late afternoon on Wednesday (probably around 7pm).

The Regulations also have to be considered and passed by the House of Lords. This is likely to be the week of 16th March. Standardised packaging is now within touching distance but it’s vital we keep up the pressure until the regulations are passed. Ahead of the vote, you can tweet your MP [here](#) and email them [here](#) via Cancer Research UK.

Luciana Berger, the Shadow Health Minister, gave the Smokefree Action Coalition (SFAC) an honourable mention at the start of her speech yesterday. The Smokefree Devon Alliance is a member of the SFAC. She said “Today we have an opportunity to consider secondary legislation to introduce standardised packaging of tobacco products, which puts us within touching distance of a precious victory for children. I thank everyone who has campaigned to get us to this point, especially Action on Smoking and Health and the Smokefree Action Coalition. We are here today because colleagues on both sides of the other place successfully made the case for these provisions in the Children and Families Act 2014.” The full debate is in [Hansard](#).

Smoking in cars banned from October

Smoking in cars with children present will be outlawed in England from 1 October, after MPs voted in favour of the measure. The vote passed by 342 to 74. Prof Dame Sally Davies, the chief medical officer, said it was a “significant victory for protecting children’s health from second-hand smoke”.



Tobacco Display in force 6th April

Small retail stores must ensure that all tobacco is covered up by 6th April. Larger stores have had to comply with the tobacco display ban since 2012. This ensures that gantries are not used as advertising tools due to their size and Attractive colours.



Cochrane Review finds that electronic cigarettes can help smokers quit

The internationally renowned Cochrane Library has reviewed the evidence and concluded that smokers who use electronic cigarettes can quit or reduce their smoking. It found that about 9% of smokers who had used electronic cigarettes were able to stop smoking at up to one year. This compares with around 4% of smokers who used nicotine-free placebo electronic cigarettes. Cochrane's Editor in Chief David Tovey said that this was an important study but cautioned that further research would be needed, particularly to review the effectiveness of electronic cigarettes compared to other ways of stopping smoking.

Stoptober

Stoptober proved popular with Devon residents. Public Health England have tracked 'hits' to the website and estimate that nearly 2,750 residents signed up for Stoptober. In Plymouth there were 1,307 and in Torbay there were 586 sign-ups.

Picture: Denise Veen, Health Promotion Devon with Stoptober Comedy Brothers



Dramatic Video shows e-cigarette in flame in 35 minutes

Shropshire Fire and Rescue have released a graphic video as part of a campaign to warn people of the dangers of using non-standard chargers on e-cigarettes. Across the country over 100 fires have been caused by chargers. View the video [here](#). The Chief Fire Officers Association has released a list of safety tips when charging e-cigarettes:

- Always use the correct charger and follow the manufacturer's instructions.
- Never charge a battery that has signs of damage, that has been dropped, or has been subjected to impact.
- Never plug a charger into a non-approved mains power transformer.
- Check that your e-cigarette battery has overcharge or overheat protection.
- Remove the battery from charge when complete – don't over charge.
- Never leave a battery on charge unattended.
- Don't use if wet or exposed to water.
- Ensure that you dispose of batteries correctly