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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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Stoptober



Stoptober is back and the Alliance invites you to spread the word.

Stopping smoking for 28 days means you're five times more likely to stop for good. The campaign launches in September, encouraging people to get ready to be part of the challenge. The challenge starts on the 1st October. It's the same 28 day challenge, but this year uses comedy to help people get through Stoptober and stay smokefree for 28 days (and hopefully beyond).

Information for Quitters

As soon as people join Stoptober, they'll start receiving as much (or as little) support as they want to keep them on track. All Stoptober support is free and can be ordered online via the <http://smokefree.nhs.uk/stoptober> website.

It includes:

- Stoptober stop smoking pack
- A health and wealth wheel
- A smartphone app, with 28 daily updates and quitting advice
- Text and email support services for motivational pick-me-ups
- Tips, humorous content as well as the encouragement and support of thousands of people going through the same thing via Social Media

Event – Exeter, Friday 10th October 2014

Visit the shiny airstream Stoptober caravan in Bedford Square to engage with the street performers, make a video and pick up info on quitting.

Information for Promoters of Stoptober Campaign

For tools (posters and downloads) to promote the campaign, visit <http://resources.smokefree.nhs.uk/resources/> and register to get free stuff. Why not change your email signature to a Stoptober one and spread the word with every email you send?

Information for Employers

If your organisation has smokers that would like to quit together, contact lesley.thomas@devon.gov.uk and you will be sent an Employment Stoptober Pack.



Government Consultations

Smokefree Vehicles Carrying Children

The Children and Families Act 2014 gave the Secretary of State for Health the power to legislate against smoking in vehicles to protect children's health. The Alliance has responded to the recent consultation covering smoking in private vehicles. We encourage the denormalisation of smoking and wish to protect children from the harm of tobacco smoke in cars. Banning smoking in cars carrying children is a [campaign](#) led by the British Lung Foundation and has the strong support of MPs.



Second-hand smoke is particularly dangerous in the car, where even with the window down or air conditioning on, smoking can result in dangerous concentrations of toxic chemicals – many of which are invisible to the naked eye.

Standardised Packaging of Tobacco Products: Draft Regulations



The Alliance has also responded to a consultation on draft regulations for plain packaging of tobacco products.

Public Health England published figures last month, revealing the potential benefits that standardised packaging of tobacco products could bring, not only for health, but to the economy – providing a real economic boost to the most deprived communities.

This follows data from Australia, where standardised packaging was introduced in December 2012. It showed a 3.4% fall in tobacco sales by volume in the first year following the introduction of standardised packs. If that fall in sales is mirrored here, Public Health England predicts that total savings across the South West would be up to £48 million. With tobacco a major cause of health inequalities – the greatest harm being suffered by the most disadvantaged – the benefits would be most felt in areas of greater social deprivation.

Teignbridge District Council Signs Local Government Declaration on Tobacco Control

In July, Teignbridge District Council signed up to a statement of intent to do all it can to help reduce smoking rates among its communities as well as highlighting the harm smoking causes. The council joins Exeter, South Hams, West Devon, Plymouth and Devon local authorities in the county, in taking comprehensive action to address the matter. Teignbridge is a key partner in the Smokefree Devon Alliance and committed to securing the health, welfare, social, economic and environmental benefits that come from reducing smoking prevalence.

Cllr Sylvia Russell, Teignbridge District Council's Executive Portfolio Holder for Health and Wellbeing, said:

"Teignbridge has already done some really good things to encourage people to stop smoking. Last year we introduced three 'smoke free' play areas in Teignmouth and Newton Abbot so children were not exposed to cigarette fumes as they played."



Photo left to right, Dr Virginia Pearson, Director of Public Health, Cllr Sylvia Russell and Sue Aggett, Business Lead, Teignbridge District Council.

Illegal Tobacco

Smokefree South West ran a successful Exeter event in July, as part of [its Illegal Tobacco Campaign](#). The event team engaged with 567 shoppers to explain the problems that cheap tobacco can bring to the community. Twelve pieces of high quality information were received and forwarded to the Regional Intelligence Analyst, with many more people taking the contact details of Crimestoppers. Most people don't realise that cheap tobacco makes it easier for children to smoke, keeps adults smoking and is closely linked to serious crime.



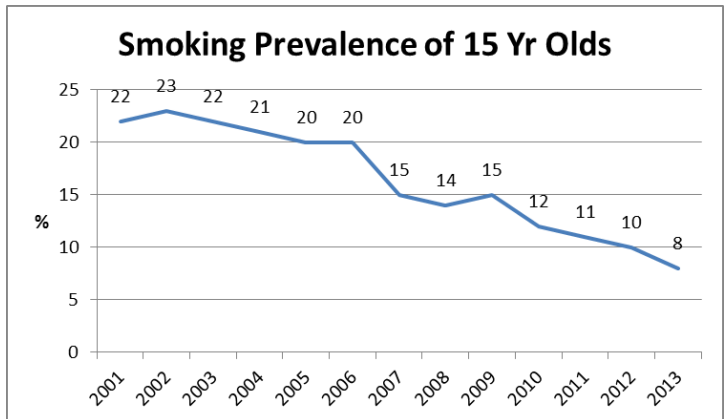
Smoking Statistics for Young People



The annual national [Smoking, Drinking and Drug Use 2013](#) survey has recently been published. It shows that the

prevalence of smoking in young people has once again fallen. 3% of pupils reported that they smoked at least one cigarette a week (the survey definition of regular smoking). In 2003, this was recorded as 9%. Smoking prevalence in the age groups are recorded as:

Age	11 yrs	12 yrs	13 yrs	14 yrs	15 yrs
2013	<0.05%	<0.05%	1%	4%	8%



2014 Health Profiles

Public Health England has published its annual [Health Profiles](#) and smoking prevalence in Devon continues to fall. It should be noted, however, that there are pockets of Devon where prevalence is much higher.

	Devon	England
Smoking prevalence	16.8%	19.5%
Smoking at time of delivery	9.9%	12.7%
Smoking related deaths in county of Devon (excluding Plymouth & Torbay)	1,255	

The Cost of Smoking in Caring



Action on Smoking and Health (ASH) has published a [report](#) quantifying the cost of adult social care to local authorities for smoking related disease such as COPD, strokes and cancers. For every person that dies from smoking, twenty are living with a smoking related disease. Smokers not only die younger but need care on average nine years earlier than non-smokers. The research assesses the cost of smoking related illness to the social care system for each local authority, and for Devon County Council it is £9,613,350.