

July 2014

This briefing gives you a summary of the Smokefree South West Illegal Tobacco Campaign launched 30 June. To support this campaign, you can use many methods including leaflets, posters, reception screens or tweets and social media. Use this as a pick'n'mix and help protect children from cheap tobacco and keep crime out of our communities.

Illegal Tobacco Campaign

Smokefree South West will launched 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 awareness and discomfort levels about illegal tobacco among the general public, encouraging fewer people to buy it and more people to report it.

Since the campaign first launched 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.



How you can help uplift this campaign:

Write a newsletter article for your own newsletter	Contact Lesley Thomas Lesley.thomas@devon.gov.uk
Run an event using our Event Stand kit	
Give leaflets and display posters	Available from Denise Dearden denise.dearden@devon.gov.uk
Put a visual on your TV screen	
Use a website banner	Available from www.stop-illegal-tobacco.co.uk/resource-centre
Use the 'twibbon' on social media	
Use an illegal tobacco email signature	
Social Media - cut and paste Use the Facebook posts and Twitter comments	
Tweets	Facebook posts
What's the real cost? #IllegalTobacco Visit http://www.stop-illegal-tobacco.co.uk [Take and attach a photo of a poster or advan]	Smokefree South West launches phase 3 of its "Tackling illegal tobacco" campaign today. Sold at pocket money prices, illegal tobacco makes it easier for children to smoke. The trade is also directly linked to organised crime such as drug trafficking. For more information visit http://www.stop-illegal-tobacco.co.uk
UK trade in #IllegalTobacco Keep it out http://stop-illegal-tobacco.co.uk	Smokefree South West's Tackling Illegal Tobacco programme 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. UK trade in illegal cigarettes has halved in the past decade. To find out how you can help visit http://www.stop-illegal-tobacco.co.uk
Stop kids getting easily hooked on #IllegalTobacco http://stop-illegal-tobacco.co.uk	Stop kids getting easily hooked on cigarettes. Find out how at http://stop-illegal-tobacco.co.uk
Stop #IllegalTobacco Report information at http://www.stop-illegal-tobacco.co.uk	Stop illegal tobacco coming into your area. Report information at http://www.stop-illegal-tobacco.co.uk
Stop #IllegalTobacco criminals in your community http://www.stop-illegal-tobacco.co.uk	Stop criminal gangs preying on your streets. Find out how at http://www.stop-illegal-tobacco.co.uk
The real cost of cheap #IllegalTobacco http://www.stop-illegal-tobacco.co.uk	Cheap tobacco makes it easier for our children to smoke. Report information anonymously at http://www.stop-illegal-tobacco.co.uk

For more information on the work of the Smokefree Devon Alliance contact:
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