

## Advocacy and Tobacco regulations

OUT of sight and out of mind...the National Tobacco Plan carried a commitment for cigarettes to be placed out of sight in shops, and the complete removal of cigarette vending machines.

While the implementation on ending shop displays has been delayed until April 2012 for large shops and April 2015 for small shops, with some concessions around the amount of space traders can have "exposed" while serving customers, this still represents a step forward.



Right up until the last moment health charities from the Smokefree Action Coalition nationally and Fresh and partners in the North East continued to raise concerns with Ministers, other politicians and key opinion formers on the rationale for the point of display ban.

One of the most crucial new pieces of evidence came from Ireland in a study from Cancer Research UK, which found removing cigarette displays in shops changed the attitudes of teenagers towards smoking without significantly hitting sales among adult smokers.

These are big steps – but there are challenges ahead. The tobacco industry funded a highly organised scaremongering

public relations campaign to mobilise opposition among local shops, using inaccurate information and adopting scaremongering tactics.

Particular mention should go to figures from the North East including respiratory consultant Dr Robert Allcock from the Queen Elizabeth Hospital, and Newcastle shopkeeper and Gateshead councillor John McClurey who have championed this issue in the national media and to Ministers.

The Government has promised a consultation on cigarettes sold in plain packaging – considered to be one of the most effective tobacco control measures possible to deter smoking – will take place before the end of the year.

While terms like low tar are now banned, there is a growing bank of evidence that smokers think brands described as lights and milds, or silver or white in colour, are less harmful.

The tobacco industry knows this – with secret internal memos leaked from tobacco giant Philip Morris stating "white is held to convey a clean, healthy association."

As well as maximising health warnings, plain packaging would curtail the ability of tobacco companies to ensure every teenager can associate the brand they see on packs and in shops with sponsored music festivals and social media pages.

We can expect the tobacco industry to continue to fight hard against both measures by muddying the facts.

Fresh will be liaising with key partners to ensure once again that the North East can influence national action.

## Advocacy Toolkit Training

As well as being the UK's biggest killer, smoking costs every family, every GP and hospital and organisation financially as well. Advocacy is a vital skill to help us ensure that tackling tobacco and reducing the number of people harmed by smoke remains a number one priority at all levels.

Fresh hosted two days of Advocacy Toolkit Training in February 16 and 17 to help give local health champions vital skills and arm them with the facts to influence the debate. Feedback from the day has been overwhelmingly positive.

## Website goes live

THE Fresh website was re-launched in the new year aimed at becoming a hub for tobacco control information in the north east and a platform for partners to showcase local work.

The website has an entirely new press releases and news section to enable partners to keep abreast of the latest statements, news and coverage, and an events section to register for forthcoming dates in the calendar.

The site also has a media gallery to browse through campaigns, a YouTube channel to see video clips and a password protected stakeholder area to download resources, documents and presentations. There's also an area for tobacco alliances to increase their profile and share good practice.

We'd be delighted to use the site to showcase any examples of local work, such as films relating to tobacco.

We always welcome any constructive suggestions – email [andy.loyd@freshne.com](mailto:andy.loyd@freshne.com)



## MARKETING AND CAMPAIGNS No Smoking Day



DESPITE the best efforts of Kate Moss to steal the story, this year's No Smoking Day was the best yet, with NHS staff, councils, Gala Bingo, Boots, Premiership and Football league clubs, employers and real life quitters united to support the message.

In total 47 events were held in towns centres, shopping malls, pubs, hospitals, workplaces, libraries, youth centres and colleges – the highest number in England.

Fresh worked with Gala to organise No Smoking Day stalls in each of its halls, with callers promoting Stop Smoking Service support whenever the number 9 "Doctor's orders" ball was called.

Players and managers from Newcastle United, Middlesbrough, Sunderland, Darlington and Hartlepool also backed the day through supportive messages.

One of the most high profile events was the Lantern Parade in Wrekenton, when 200 hand crafted lanterns created by schools and volunteers from Wrekenton were carried through the streets. This was even mentioned in Parliament by the Prime Minister and huge credit to the work of Gateshead alliance in receiving such acclaim!

Fresh also promoted No Smoking Day through adverts on radio, press and online, celebrating real quitters.

## Don't quit on quitting

FRESH highlighted a "try again" message to inspire smokers who have lost hope of quitting in the run up to No Smoking Day. Fronted by real people, it stressed quitting can take two or three attempts.

Radio, press and facebook adverts celebrated the real life stories of successful quitters from around the North East who didn't succeed first time, but who didn't give up on quitting either.

The drive was intended to help NHS Stop Smoking Services re-engage with smokers following training and toolkits provided in December.

One of the "stars" Terri McGrath, from County Durham, said: "One of the worst things is feeling like you're a failure, and that can stress you and



weaken your willpower even more. You need to have the attitude that as long as you're still trying, you're not failing."

As well as over 1 million opportunities to see and hear in radio and daily newspapers, online adverts resulted in 2500 click throughs to the Smokefree website for people to look up details of their local Stop Smoking Service.

## Latest News

SMOKEFREE legislation has worked - this is the finding of a comprehensive review of all the research that has been carried out on the impact of the law in England

The report by the Department of Health was conducted by Professor Linda Bauld from the University of Stirling and the UK Centre for Tobacco Control Studies.

Findings include a significant improvement in the respiratory health of bar workers; a drop in hospital admissions for heart attacks and changes in smokers' behaviour - including a reduction in their tobacco consumption and an increase in the number of smokers trying to quit around the time of July 2007.

A link to the report is in the News section of the Fresh website.

## Smokers told it's not far enough



The Take 7 Steps Out campaign hit TV screens, press and GP surgeries in the run up to Christmas, calling on mums, dads and grandparents who can't quit to smoke outside.

The December campaign carried visuals of a mum smoking out a window with a clear message "Not Far Enough to Keep Your Children Safe". As well as adverts on Tyne Tees TV, Fresh also took out adverts in regional and local press titles and mailed out the 7 Steps leaflets for GP surgeries.

Once again, Fresh worked with doctors to deliver the "go outside or quit" message and to highlight that older children need protecting from smoke too.

# refresh

The newsletter of Smoke Free North East



## Turning our back on tobacco - a new plan for England.

Healthy Lives, Healthy People - a Tobacco Control Plan for England pg 2

### ISSUE HIGHLIGHTS

AS DEADLY AS THE REAL THING - TACKLING ILLEGAL TOBACCO pg 3  
HELP IS STILL HERE! - LEAD MANAGEMENT WORKSHOP pg 4  
THE BOTTOM LINE pg 4  
ADVOCACY AND TOBACCO REGULATIONS pg 5  
NO SMOKING DAY pg 6



## WELCOME

This year has already been a seminal one for tobacco control with the launch of the National Tobacco Plan, which sets out new aims for tackling smoking with the clear message that a comprehensive tobacco programme is the best approach. We also feed back on No Smoking Day, progress on tackling illegal tobacco and update you on Q4 campaigns.

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## Healthy Lives, Healthy People a Tobacco Control Plan for England

FRESH has warmly welcomed the Government's National Tobacco Control Plan; a new vision for broader tobacco control at national, sub-national and local level.

Eight million people still smoke in England, and most started as children. One in two long term smokers will die as a result, with another 20 suffering from a smoking-related disease. And smoking is now estimated to cost the UK £13.7 billion a year.

The plan – which is part of the “Healthy Lives, Healthy People” vision for Public Health – sets out new aims and priorities to tackle tobacco, recognising new approaches are needed if we are to address our biggest killer. It has an aspiration of only 18% of people smoking by 2015 – a real challenge given fewer smokers nationwide are making quit attempts.

Most promising is recognition of the dangerous role played by the tobacco industry to exploit loopholes in cigarette advertising, inviting young people to see tobacco as tempting and alluring and influencing the 340,000 children who try smoking every year.

Launched on No Smoking Day by Secretary of State for Health Andrew Lansley, two measures that caught the headlines were agreement for point of sale retail display regulations and a consultation on plain packaging before the end of this year. (See page 5 for more details.)

The plan centres action around:

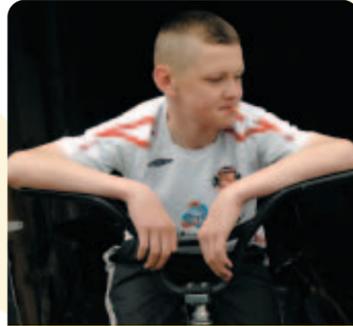
- **stopping the promotion of tobacco – a loophole that encourages children to think of smoking as normal and tempts quitters**

- **making tobacco less affordable through price – recognised as the single most effective tobacco control measure worldwide**
- **effective regulation of tobacco products; such as enforcing age of sale laws and Reduced Ignition Propensity cigarettes (RIP) to cut the number of smoking-related fires**
- **helping the majority of smokers who want to quit and offering new routes to quit to those who find their addiction too hard to beat**
- **reducing exposure to secondhand smoke; which results in 13,000 North East children needing GP or hospital attention every year**
- **effective communications for tobacco control; crucial to remind smokers and young people about the health consequences and drive motivation to quit**

Ailsa Rutter, Director of Fresh said: “This plan is a major step forward and presents a fantastic opportunity to maintain our focus on the most effective ways to tackle tobacco. We believe the greatest value and economies are through the North East working together under one clear vision and coherent partnership delivered programme.

“The places worldwide that have seen the biggest drops in smoking and become the envy of doctors, like California, Massachusetts and Australia, have taken this comprehensive approach to tobacco control.

“Many of the cogs in the Plan have been underway here in the North East and have helped us achieve the biggest regional drop in smoking in the country.”



340,000 children try smoking every year

Councillor Nick Forbes, chairman of the North East Tobacco Advisory Group and a representative of the Association of North East Councils, added: “The North East’s strength has been everyone – the public sector, businesses, trade unions, politicians and the public – uniting in a common vision and programme to tackle smoking.

“This National Plan is a strong signal for example to the emerging Health and Wellbeing Boards that tackling smoking needs to be top of their agenda, but it needs to be followed through with actions at local and sub-national levels.”

The North East is highlighted twice in the Plan, featuring the approach of the regionally commissioned programme of FRESH achieving efficiencies for important areas such as marketing and communications and also through the work undertaken by the North of England Tackling Illicit Tobacco for Better Health programme.

Over the next few months Fresh will be working with key partners including the NHS, local authorities, third sector, unions, and businesses, as well as national partners like ASH to maximise the principles set out, build on successes to date and ensure that we can go quicker and bolder than elsewhere in addressing the appalling burden that continues from tobacco.

A link to the plan is on the homepage of the Fresh website [www.freshne.com](http://www.freshne.com)

## FRESH programme commissioned for 2011/12

EACH of the 12 Primary Care Organisations in the North East has commissioned the Fresh programme for the next twelve months to deliver a specialised comprehensive programme across eight key strands of activity including among others:

- **the development and delivery of two mass media campaigns and sustained media coverage**
- **continued roll out of the ‘Smokefree Families’ and ‘Tackling Illicit Tobacco for Better Health’ programmes**
- **support to the 12 local tobacco alliances to embed tobacco control in joint PCT and local authority work**
- **ongoing strategic advice to the NHS around smoking cessation**
- **development of briefings on a range of tobacco issues and leading the North East around a variety of advocacy initiatives.**



Robin Cass with his grandchildren quit his 60 day addiction

The team looks forward to working with all the partners over the next year to ensure that momentum is maintained and the success to date continues.

## As deadly as the real thing - tackling illegal tobacco

RUSSIAN health messages are the only warning some North East youngsters are likely to see on cigarettes – thanks to illegal imports on the streets of the region.

That was the message from Fresh, elected members, Directors of Public Health and trading standards as the second phase of the ‘Get Some Answers’ campaign was rolled out in February.

Since launching in June 2010, Get Some Answers has generated dozens of invaluable calls to Crimestoppers and helped HMRC and local authorities gather local intelligence on ‘tab houses’ and other locations for illegal tobacco.

This has led to raids, arrests and seizures, engagement with local businesses, shops and pubs to cut off supply routes for children to buy cigarettes, as well as opportunities for councils and elected members to engage with local communities on this important health issue.

Richard Ferry, of the North East Trading Standards Association, who visited news desks to show reporters examples of some of the tobacco seized, said: “Dealers know that people are increasingly unwilling to tolerate it on their doorstep and are willing to share information in confidence.”

Before the launch, Fresh held an event attended by trading standards and local tobacco alliances, providing more materials such as posters, flyers, internet banner adverts and template articles for local authorities and NHS partners.

Adverts ran on Real FM, Sun FM, TFM, Galaxy and Metro to reach more than 1m listeners, while press adverts in local daily, weekly and North East newspapers reached a combined total of 435,000 readers. The campaign also resulted in quotes from local elected members, trading standards leads and Directors of Public Health appearing in the press.

Dr Meng Khaw, Director of Public Health for Newcastle PCT and Acting DPH for North Tyneside, said: “Illegal tobacco is such a danger because it can initiate children and young people on our estates into a habit that quickly becomes an addiction and something that not only will they regret but will potentially take many years off their life.”

Gateshead Council cabinet member for health Cllr Mary Foy said: “The Get Some Answers campaign is producing real results, making people much more aware of the negative effects of illegal tobacco sales in their neighbourhood.”

## The impact of Illicit Tobacco

- Tackling illegal tobacco is more important than it was a year ago – that’s the findings of a repeated stakeholder by the North of England Tackling Illicit Tobacco for Better Health Programme.
- 346 stakeholders, mainly from the NHS and local authorities, completed the survey with over half saying the issue has become an increasing priority.
- Four in ten respondents claimed they knew where illicit tobacco was sold in their area – up by 10% compared to the 2009 survey.



- 89% agreed that illegal tobacco is a crime that needs to be taken seriously and four in five agreed it adversely affects the work of healthcare providers in smoking cessation.
- Partners felt the top four impacts of the programme so far were raising the profile of illicit tobacco, increasing the understanding of the illicit tobacco issue, framing it as a priority for organizations to deal with and increasing the support available for enforcement.



## Help is still here! – lead management workshop

FRESH funded a training event and toolkit of materials for NHS Stop Smoking Services in December to help advisers re-engage with smokers – many of whom need more than one go to quit successfully.

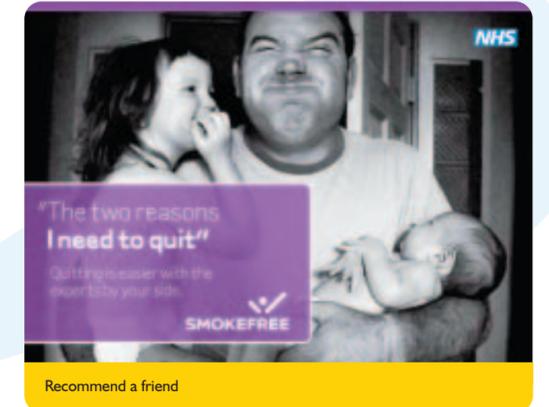
Every year in the North East around 58,000 people try to quit smoking through the NHS Stop Smoking Services – but around half of those don’t make it to four weeks. And yet around 83% of North East smokers still say they would like to quit.

With the lack of national advertising campaigns driving smokers to quit, it’s even more important that Stop Smoking Services stay in contact with quitters, giving ongoing messages of encouragement to leave the door open if ever they need support again.

Stop Smoking Services now have localised printed and electronic materials such as letters, welcome leaflets, recommend a friend cards, appointment cards and reminders.

These will help future work with existing and former clients, telling them more about quitting through the Stop Smoking Service when they first register and giving lapsed quitters good reasons why they should give it another go.

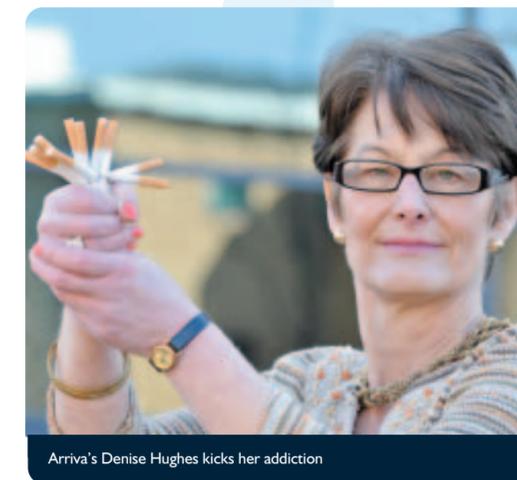
## “56,000 people try to quit smoking through the NHS Stop Smoking Services”



Recommend a friend

## The Bottom Line

HELPING staff to quit brings many benefits to employers. Smoking is estimated to cost North East businesses over £70 million a year through cigarette breaks and absenteeism alone.



Arriva's Denise Hughes kicks her addiction

It’s a clear message to employers that encouraging their staff to quit can help achieve a healthier workforce – as well as benefits to their organisation’s finances.

Fresh is supporting NHS Stop Smoking Services in their efforts to get more North East businesses involved in quitting initiatives. The scheme involves a mailing and telephone follow up calls to over 350 firms across the North East giving managers and staff good reasons why quit in the workplace schemes should be a priority.

The initiative has also been backed by the TUC as part of the North East Better Health at Work award, which sees employers working to improve the health of staff and contributing to the welfare of local communities.

Some of the success stories highlighted in the media included the Department of Work and Pensions in North Tyneside, the Northern Rock and South Tyneside Homes.

All leads generated by this activity will be given to Stop Smoking Services for them to deliver their support.

## “Employers that encourage their staff to quit can help achieve a healthier workforce.”