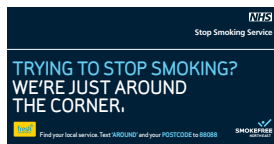


“Around the Corner” An update

“You’re up to four times more likely to quit successfully using NHS support at a location just around the corner from you.” That was the message to smokers in a major regional campaign aiming to build up sustainable visibility of the local services.

“Around the Corner” signposted over 1,000 locations offering NHS Stop Smoking Support, before launching advertising and PR to boost long-term awareness among smokers in the run up to New Year.



As well as three successful bursts of PR with quitter case studies, outdoor advertising encouraged smokers to text their postcode to the unique number 88088. A 30 second radio commercial ran on Century, Galaxy, Metro and Magic FM, with a New Year version, and there was a promotion drive using 270 bus headliners and streetliners. A key aspect in recruiting smokers was nineteen sessions at ASDA stores across the region.

By mid-January, the campaign had generated 561 leads from face to face events, with around another 600 people either texting or phoning for the number of their local stop smoking service. The F2F events for “Around the Corner” also enabled the service to hand out over 2000 DVDs and leaflets giving details about the Stop Smoking Service – in total over 3000 contacts with smokers. Regional research backed up national findings that most smokers want to stop but have a low awareness of the location and type of support offered by the local Stop Smoking Services. A full report on this will be available in March.

Face to Face

F2F will be a key tool to recruit quitters in 2009/10. It's cheaper than TV in generating leads and reaches smokers who want to quit but may not have planned to seek NHS support...

Department of Health sessions have been running from early January and we've been urging Stop Smoking Services to keep

checking the Fresh website for the latest schedule, as well as hosting training. Feedback suggests certain types of venues like ASDAs perform really well. Other tips for future sessions are:

- Having Stop Smoking advisers on hand to give expert advice is important and ‘props’ like CO monitors useful.

- Events are attracting proud quitters – why not ask if they'll become media case studies?
- Profiling shows that we are reaching the right audiences – and especially younger smokers.
- Don't overload your stall with leaflets.
- Above all, get back in touch with the referrals as soon as possible!



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Campaigns

Tobacco control research seminar

Fresh is hosting a seminar on 25th February 2009 at the Durham County Cricket Club to discuss various research developments, including an overview of the new UK Centre for Tobacco Control Studies and updates from some of North East work underway. A presentation on the final report on the NPRI funded project ‘Smoke Free North East - a model of best practice in England?’ will also be given. Full details and registration on the Fresh website.

- A “Stakeholder Activation” campaign is running from January to March aimed at improving understanding of NHS Stop Smoking support. It's aimed mainly at pharmacists, GPs, nurses and health visitors and the key messages stress the clear benefits of referring smokers to NHS support. It sits alongside the new 30 second “very brief advice” guidance to GPs and will use trade press and websites like BMJ.com, direct marketing and internal communications to reach key audiences, as well as recruiting expert spokespeople for PR.

- A new TV ad will be seen from February to continue the theme of how smoking impacts on children. “Worried” continues the theme of a child who is deeply troubled by their parent's smoking. With a strong play on emotion, it's aimed at reinforcing motivation to quit among smokers for the sake of their family.

Smoke Free Schools Awards

Now in their 11th year, the Smoke Free School Awards is a crucially important scheme in tackling tobacco, recognising that smoking on school sites goes against all attempts to remove smoking as being the norm.



Now Fresh is delighted to announce that the scheme is being rolled out across the region for 2009/10.

For further information please contact judith.macmorran@newcastle-pct.nhs.uk

Better Health Fairer Health update

The new Tobacco Regional Advisory Group (RAG) met for the first time in October 2008 and all of the ten RAGs will be coming together on 13th February 2009 at Hardwick Hall to share progress during the first year since the launch of Better Health Fairer Health, the regional health and wellbeing strategy.

The RAG is an important body and is overseeing the delivery of tobacco control across the region, including by the Fresh Office and local partners. Representatives from the four sub-regional public health localities will be reporting on the local work underway to help to ensure that there is effective tobacco control across the whole of the North East.

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For more information on any of these stories, to register for events, or to receive regular updates contact us on 0191 387 2139 or email info@freshne.com

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Welcome to the New Year 2009 edition of Refresh, the newsletter from Fresh Smoke Free North East.

A Smoking Milestone

NEW figures show the North East has had the biggest percentage drop in smokers nationwide and is no longer the worst area in England for smoking.

The latest General Household Survey shows the number of North East smokers fell from 25% in 2006 to 22% in 2007 - around 40,000 fewer smokers in the year England went smokefree.

This compares with a 1% drop nationwide from 22% in 2006 to 21% in 2007.

In total there's been a 7% drop in smoking rates in the region since 2005 - surpassing all other regions in England. It is testament to the efforts of the NHS, local authorities, academics, the voluntary and private sectors and the public - non-smokers and smokers alike - in joining forces and ensuring there is strong coordination and leadership to address our greatest cause of health inequalities.

It also moves the North East closer to the vision set out in Better Health Fairer Health, the regional health strategy, where we move from the worst health to the best health in the country.

Regional Director of Public Health Professor Stephen Singleton said:

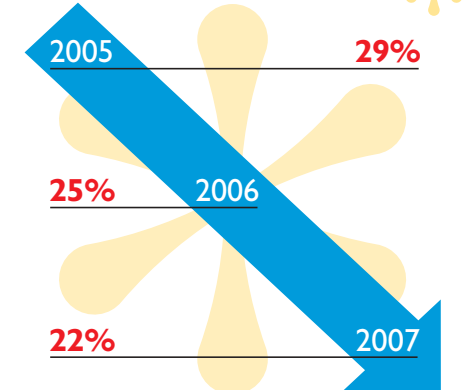
“I'm delighted that our region has surpassed others in

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how quickly rates are declining. It is testament to the work undertaken by our many partners and to the thousands of smokers who have successfully quit smoking. But there is no room for complacency and we must go further and faster if we are going to achieve our vision of a region where smoking is a thing of the past.”

% of Smokers in the North East



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National Consultation

Needed, wanted and workable – new tobacco control measures to make smoking history for children

NEW measures to protect young people from the UK's biggest killer were announced in December. The NHS Reform Bill contains moves to place cigarette displays under the counter in shops and restrict underage access to vending machines.

Our MPs now have the health of future generations in their hands and have a real chance to prevent more young people becoming addicted to tobacco by restricting its promotion.

Why is this so important? Because these steps have helped reduce teenage smoking elsewhere and make it less normal and acceptable. The tobacco industry spends vast sums of money promoting and recruiting new smokers... most of whom start as a child.

Now Fresh will be leading regional efforts to show MPs, Peers and Ministers that these measures are necessary as part of a long-term overall national strategy to address tobacco.

• Young smokers say they're attracted by brightly coloured cigarette displays. Similar measures to put displays out of sight have helped cut teenage smoking rates in other countries.

• Children can easily buy cigarettes from vending machines – Sunderland City Council sent a 15 year old in to buy cigarettes and he was able to do so in eight out of eight pubs unchallenged.

87,000 unnecessary deaths a year in England alone."

Fresh is just one of number of voices like ASH, British Heart Foundation and Cancer Research UK calling for these measures to be tabled. We are also calling for the removal of vending machines, rather than restrictions, plus plain packaging on cigarette packs themselves.

Last year Fresh asked for views from all of the region's primary care trusts and key regional agencies such as the Association of North East Councils, senior health officials, local tobacco alliances and local authorities.

Nearly 100,000 responses were submitted nationwide and nearly 10,000 in the North East responded to the Government's consultation on a National Tobacco Strategy, including nearly 5000 members of the public in the MetroCentre and Eldon Square.

The responses were overwhelmingly supportive with 90% supporting further tobacco control measures.

CLICK ON THE LOBBY MP section on the Fresh website if you want to make your voice heard.

National Consultation Press Campaign

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Hear our voice

A HARROWING DVD plea from young people on North East estates - some of whom were addicted to smoking by the age of eight – made a powerful impression to MPs as part of the national consultation.



'Hear our voice' premiere at Sunderland Empire Cinema

Young people from Sunderland and County Durham devised, starred in and directed the film which shone a light on the tactics of the tobacco industry. Gibber Theatre Company were instrumental in this piece of work.

The young stars told some disturbing stories on what prompted them or their friends to start smoking – with colourful packaging and displays flagged as hugely influential. It was sent to all local MPs and the Department of Health to back restrictions on promotion and has even been seen by the Cancer Society of New Zealand.

City of Durham MP Roberta Blackman-Woods, who was at the premiere, said: "Tobacco kills one in two smokers, but these deaths are avoidable. We need to prevent children starting in the first place and make smoking history for them. I want our region's MPs to hear the voice of our young people loud and clear."

Pregnancy Campaign

A THOUGHT-provoking new campaign about smoking during pregnancy is aimed at triggering more quit attempts through the NHS.

It will "jolt" couples into taking action with the news that "Every cigarette harms your baby. Cigarettes restrict the essential oxygen supply to your baby, so their tiny heart has to beat harder every time you smoke."

As well as targeting mums-to-be and their partners, it is also aimed at midwives, who are in a unique position to influence pregnant

Every cigarette harms your baby

smokers. It will include a toolkit to help them raise the difficult issue of smoking during pregnancy.

The new campaign includes adverts across commercial radio, advertorials in women's press and pregnancy touchpoints, as well as regional PR. Fresh is highlighting local quitters and the work of specialist advisers working in this area, with the message that smokers can take advantage of a friendly service where they are welcomed, not judged.

The campaign will back national targets to reduce the percentage of women who smoke during their pregnancy.



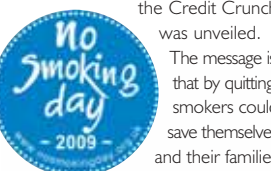
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What's the cost? No Smoking Day, March 11 2009

A 20-a-day smoker spends around £2,000 a year on their addiction. And No Smoking Day 2009 is aimed at reminding smokers that they're burning cash every time they light up.

Fresh helped organise the North East campaign launch on November 13, where this year's theme of



a crippling financial burden which could be saved or spent on better things.

This year's NSD spokesperson is Dragon's Den star Duncan Bannatyne, who is encouraging businesses, councils and major employers to support the campaign. Now it's time to get thinking about how we can spread the quitting message locally amongst NHS staff, councils and teams of colleagues. Why not hold an event for staff or put on a stall in a sports centre with details of local NHS Stop Smoking Services and Smokefree wealth

calculators, showing how much smokers will save? Fresh is providing support and resources to the local alliances, prisons and probation service and the Regional Smoking and Mental Health Steering Group for local events and activities. We will also be coordinating local PR and marketing – so tell us what you're planning by emailing andy.lloyd@freshne.com

Regional Smoking and Mental Health Action Plan

Fresh continues to work with its partners on the Regional Smoking and Mental Health Steering Group to help reduce smoking amongst Mental Health Service users and in community based settings. Focus groups have been held involving Mental Health Service users, with discussion focusing on the relationship between smoking and mental health, and the accessibility of local NHS Stop Smoking Services for them.

The next stage of the project is the delivery of tobacco education sessions and brief intervention training to Mental Health Service users, staff, carers and volunteers. Dates are soon to be set and anyone interested in knowing more should contact admin@sector3solutions.co.uk



Secondhand Smoke Regional Training Programme

We're welcoming the roll out of the Regional Secondhand Smoking Training Programme from April.

This programme was developed by the Roy Castle Lung Cancer Foundation to give front line staff who work with families the

knowledge and skills to help them undertake brief interventions aimed at reducing children's exposure to secondhand smoke. Preparations are already underway, with 'Train the Trainers' and early bird training sessions being held in January and February. By the end of March 2009, we will have a cohort of local trainers who will be able to deliver this vital secondhand smoke training across the region. A steering group will be established comprising partners from different agencies in the North East to monitor the success of the programme and to share good practice. If you are interested in knowing more, please contact Catherine McConnell in the Fresh office. www.freshne.com

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