



“This year alone we are set to see new sanctions on the sale of tobacco to minors, greater input from local authorities in tackling smoking, an increasing focus on illicit tobacco and our national politicians are considering new restrictions on the sale and display of tobacco.”

Global Epidemic. Local Action!

Tobacco is a global epidemic, but it's the actions of committed local individuals working together who are most effective in helping to put tobacco control at the heart of regional and national policy to halt its spread.

The united voice of alliances was crucial in the implementation of the smokefree law. But the job is far from being done while tobacco remains by far our biggest killer and a major drain on resources. From 2010, all localities will for the first time have local smoking prevalence targets, which will help to focus delivery on prevalence reduction and not just on the current four week quitter target for the local NHS Stop Smoking Services.

Fresh and the National Support Team for Tobacco are hosting a day on **Tuesday, April 28th for tobacco alliances in the North East**. It's a chance to bring partners together to discuss a national tobacco strategy and work on their own local delivery plans to achieve common goals.







This event will explore the vision for a truly tobacco free region, how we get to that point, and provide the range of partners with a choice of workshops to explore specific topic areas in tobacco control, such as keeping tobacco in the public eye, second-hand smoke, smoking and inequalities, illicit tobacco amongst others.

Fresh commissioned mapping last year to enable alliances to compare their own structure and memberships with other regional partnerships. It found that most alliances have a broad membership, although some need more voluntary and private sector members. Others have strengthened their role by involving council members with responsibility for health.

Ailsa Rutter, Director of Fresh, said: *“The role of alliances was crucial in the run up to smokefree, but 2009 and beyond will see alliances having an even greater role, as the need for tobacco control is firmly in the public eye.”*

Alliance Facts

Alliances were set up to help implement the White Paper “Smoking Kills” to work on:

-  Implementing policy change at a local level
-  Service and environmental change
-  Skills development
-  Media and PR work
-  Contacts and networking
-  Knowledge, attitude and behaviour change.

Diary Dates

28/04 Tobacco Alliances Event hosted by Fresh and the National Support Team for Tobacco, St James Park, Newcastle

18/06 Regional Helping Smokers to Stop Forum

04/09 Regional Smoking Cessation Conference hosted by Fresh, Stadium of Light, Sunderland

NEWS AND CAMPAIGNS No Smoking day



A massive well done to all who organised No Smoking Day events – this year the North East had the highest number of events nationwide with 52 organised.

Just some of the highlights this year included a Stop Smoking stand at East Boldon Greyhound Stadium and NHS Stop Smoking advisers in North Tyneside working with Fire and Rescue to provide advice on both health and fire safety. In Seaham people were invited to try software to see how they would look when they get older if they smoked.

Fresh worked with Duncan Bannatyne to gain exclusive comments to maximise media coverage on the run-in, as well as the day itself. In total it generated over £47,000 in equal advertising value, £142,000 in PR value and 3.5 million opportunities to see or hear.

One Way Street

It's the latest TV advert encouraging people to take the easier route to smokefree success rather than going it alone. This is one of the brightest and most colourful campaigns yet and encourages quitters to request a call

back from the NHS Stop Smoking Services, order a DVD or join the “Together” programme. There'll be an interactive website and a radio commercial giving directions to a smokefree life!

Latest News

- RICH** smokers are more likely to die early than poor non-smokers, say researchers. Smoking also wipes out the advantage of the longer life women normally have over men. The study found a well-off professional who smokes has a far lower survival rate than a non-smoking, low-paid worker of the same sex. The study was led by Dr Laurence Gruer, Director of Public Health Science at NHS Health Scotland.
- NEW** laws are needed to crackdown on the labelling and sale of battery-powered electronic vaporising 'e-cigarettes', say council trading standards officers. Tests on four e-cigarettes found nicotine levels that would require a “highly toxic” product warning, according to LACORS. Council trading standards officers are also deeply worried by the lack of child resistant safety packaging on the refills.
- SMOKERS** are getting the wrong message, according to Sir Richard Peto of Oxford University's clinical trial service unit. He was reported to be worried that people who are obese may begin to think their weight is a bigger problem than their cigarette habit but added that smoking was the factor responsible for more cancers than any other single cause. He said: “Smoking matters enormously more. Stopping smoking works. Millions of people are alive now who wouldn't be if they hadn't stopped smoking.”

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




The newsletter of Smoke Free North East




1 billion deaths - marching against tobacco

Hear the latest news from the 14th World Conference on Tobacco or Health **pg 2**

ISSUE HIGHLIGHTS

- MPS ARE LISTENING** – let's keep reminding how we can make smoking history for more children **pg 3**
- HIGHLIGHTING SUCCESS** – new guidelines for NHS Stop Smoking Services **pg 4**
- ALLIED AGAINST DISEASE AND DEATHS FROM TOBACCO** – an event for advocates **pg 5**

WELCOME

Welcome to the latest newsletter from Fresh – we felt it was time for a spring clean and hope you like the new look. This edition comes as Parliament is considering new restrictions on tobacco promotion and it's a good time to consider the harm tobacco causes around the globe and the lessons we can learn. We're also delighted to profile two major events in the North East aimed at galvanising tobacco alliances and helping more smokers to quit.



1 billion deaths from tobacco

News from the 14th World Conference on Tobacco or Health

Imagine a ticking time bomb in which 1 billion people will die in the space of just 100 years, adding trillions of dollars to health costs.

And at a time of global food shortages, hundreds of thousands of hectares of crops are used instead to grow an addictive, lethal drug that also causes diseases to its farmers.

That's the reality in the 21st century. As John Seffrin from the American Cancer Society puts it, we could see "the largest avoidable loss of life in the

history of the world". This is because cigarettes have been made so available and marketed so desirably in the short time they have been mass manufactured.

These were bleak messages – but there were also stories of success and hope heard by 2,000 tobacco control advocates from across the globe who attended the 14th World Conference on Tobacco or Health in Mumbai, India in March.

Experts from 130 countries shared the very latest research on a wide range of issues, including government policy,

mass media, tobacco regulations, addiction, smoking cessation and youth advocacy among many others.

There are now clear recommendations to governments on how to reduce the toll from smoking in the World Health Organisation's Framework Convention on Tobacco Control (FCTC). Article 13 tackles tobacco promotion and sponsorship, while Article 15 is about reducing illicit tobacco.

"the largest avoidable loss of life in the history of the world"

The conference agreed for the World Health Organisation to maintain tobacco control as a "first level priority". Here are just a few more of the headlines:

- The greatest impacts of all will be in offering adult smokers more customer-focused and effective help to quit. **The World Bank**
- Smokefree legislation in England and Scotland was a driver for many to cut down or quit but there was no general transfer of smoking from public places to the home. **Amanda Amos, Professor of Health Promotion, University of Edinburgh**
- The environmental effects and costs of cleaning up discarded cigarette filters is becoming a priority agenda for many groups. **Tom Novotny, Professor of Global Health, San Diego State University.**

Fresh itself delivered six presentations and showcased work within the region. We will be pulling together a full report from the conference which will be made widely available.



A nation shouting out - road signs in Mumbai



ADVOCACY

MPs are still listening – so let's make smoking history for our children!

"You've already told the Government how you feel. Now tell our MPs and Peers!" That's the message Fresh has sent to thousands of supporters across the North East who wanted to make smoking history for more children.

We've let smokers and non-smokers alike know their views are being listened to in Parliament – and how vital it is to keep making their voices heard if they still feel strongly about the death toll caused by smoking.

"340,000 children try their first cigarette each year"

The House of Lords has been debating point of sale displays and vending machines since January and this will reach a Grand Committee either in late April or early May. Then it will be handed over for MPs to debate in the House of Commons.

In the North East, more people die from smoking each year than would be killed if two large passenger aircraft crashed and killed all on board each month. This cannot continue. Fresh has also sent letters out to cross-bench Peers in the Lords to outline the very latest evidence.

Meanwhile the Tobacco Manufacturers Association is working hard behind the scenes to put policy makers off lifesaving action, despite claiming publicly they would have no effect in reducing smoking. You can still let your MP know your views by going to the "lobby MP" section at www.freshne.com

Hot off the press - here are the latest findings which back the case!

How will removing cigarette vending machines protect children?

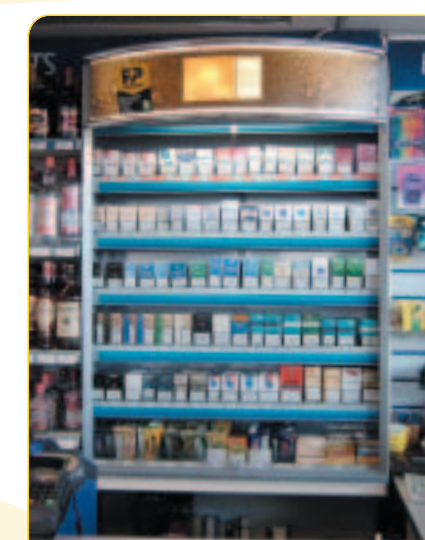
Around 17% of smokers aged 11-15 say they "usually" buy cigarettes from vending machines, compared to only 5% of adult smokers. Tests by local trading standards departments regularly back up what an easy source this is for youngsters.

Don't point of sale displays simply help adult smokers choose?

No, most smokers already know what they're buying. New research with 25,000 young people in New Zealand highlights how 15 year olds most exposed to point of sale displays are almost three times more likely to try smoking. And as one former smoker from Northumberland puts it: "They make quitting hell!"

How will ending point of sale displays help?

Children see a product they can't buy blatantly promoted in shops, making it seem more alluring. In Canada and Iceland, display bans have coincided with significant falls in children smoking.



Displays like this are known to tempt young smokers and quitters

Photographed by Trading Standards Tobacco Advertising at Point of Sale report MacGregor Consulting, August 2008

Won't point of sale restrictions cost shopkeepers up to £5,000 to implement and threaten their survival?

No, a Canadian supplier recently estimated it could cost as little as £200 to refit a typical small UK shop, despite scare tactics from tobacco companies. Traders in the UK have been adapting to large reductions in smoking since the early 1970s.

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Latest News

The Scottish Government has announced its intention to prohibit point of sale displays as part of its new Tobacco Bill. The Northern Ireland Assembly has also passed a Legislative Consent Motion to enable it to prohibit displays of tobacco once the Health Bill is passed in Westminster.



HELPING SMOKERS TO QUIT

New guidelines for NHS Stop Smoking Services



Experts agree the best way to reduce smoking rates will be in decreasing adult smoking and the most effective way is through NHS support. Over 70% of smokers want to stop but the challenge is to give them an offer that's so good it's hard to refuse.

It's with this aim that the Department of Health has launched the new Service and Monitoring Guidelines 09/10 for NHS Stop Smoking Services.

This must-read document provides the latest guidelines on helping smokers to quit. It's there to help with drawing up business plans, meeting key objectives, targeting priority groups and potential service re-design. It also has the requirements for data reporting.

Smokefree legislation was a clear impetus for many smokers to quit. But as evidence shows many will need to make several quit attempts and it's vital those who relapse can be contacted and offered help.

"Over 70% of smokers want to stop – but the challenge is to give them an offer that's hard to refuse"

10 years of NHS Stop Smoking Services

This September sees the official 10 year anniversary of the local NHS Stop Smoking Services. To mark the occasion Fresh will be holding its first ever Regional Smoking Cessation Conference on September 4th at the Stadium of Light, Sunderland.

As well as reflecting on the great work over the last decade, it will also focus on the latest developments and best practice to adapt to the challenges of the future. Some world leaders in the field will be attending and we hope as many people as possible involved in helping smokers to quit will be there too. We're inviting Stop Smoking Service staff, GPs, nurses, midwives, major local employers, voluntary sector organisations and more.

Some key changes and findings include:

- Recommendations on interventions, from one-to-one and closed groups to drop-ins, with a new evidence-based ratings system
- Standardised CO verification across LSSS to provide accurate four week validations
- Maximising referrals to NHS Stop Smoking Services from primary care and other healthcare settings.

Services and commissioners should have already received a copy of this guidance, which is also available online at the Department of Health website: www.dh.gov.uk

Breaking News ON HELPING SMOKERS TO QUIT:

- More face-to-face sessions are set to be organised in the North East by the Department of Health during the Spring – see the Fresh website for details
- Cancer Research UK will be bringing a touring exhibition vehicle to the North East from April onwards
- A new workplace campaign will target employers and show them the benefits of steering staff who smoke towards local Stop Smoking Services.

