

Bridging the Gap

Exposure to secondhand smoke (SHS) is linked to a range of diseases and conditions including coronary heart disease, lung cancer, glue ear and sudden infant death. But currently there's a real gap in training for front line staff to help them give the right advice to protect children and families from the dangers. This is having a huge impact on the level and quality of information being delivered to the general public when they access everyday services across our region.

Fresh plan to increase staff training around secondhand smoke

To tackle this, Fresh has developed a plan to co-ordinate and fund a comprehensive, evidence-based secondhand smoke training programme across the North East from April 2009 - March 2010. The programme has been produced by the Roy Castle Lung Cancer Foundation (RCLCF) and is currently being used successfully across the North West.

We're calling for expressions of interest from committed individuals

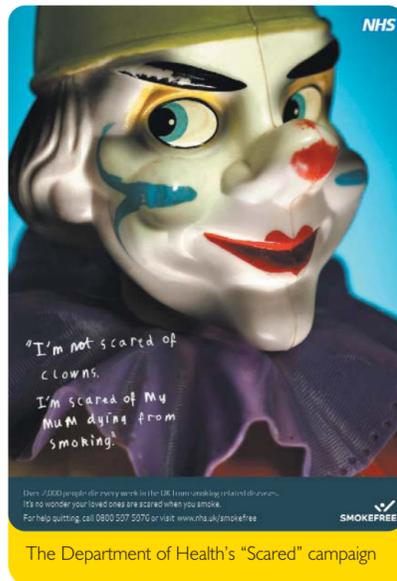
who will be trained as 'trainers' on 27 & 28 January 2009. These people will help deliver the secondhand smoke programme to front line staff in their local area from April. Frontline staff can also attend a separate one day training session by the RCLCF on 29 January 2009. Visit the homepage of the Fresh website www.freshne.com to learn more about this proposal and how you can get involved, or email info@freshne.com.

Campaigns

A child's eye view of the health risks of smoking to their parents is the latest major TV advertising campaign aimed at reinforcing motivation for families to go smokefree.

The Department of Health's "Scared" campaign was launched in time for Halloween with an iconic image of a sinister clown. The message is that no matter how scary, it's not as terrifying as a loved one dying through smoking. The ad is targeted at prime time family viewing with interactive TV, outdoor and press and PR support.

This was due to be followed by "Reasons" which also gives family reasons to stop smoking and was aimed at generating leads for the stop smoking helpline, with close monitoring and



The Department of Health's "Scared" campaign

evaluation of call volumes. Although the national helpline is being used to capture out of hours calls, the ultimate goal of all activity is to direct willing respondents to their NHS Stop Smoking Service.

In the run up to the New Year there is a clear focus on encouraging smokers to think about their January 1 quit attempts, but to make it a good attempt through their NHS Stop Smoking Service. A key message is that you're four times more likely to quit using the LSSS.

Fresh is planning a major regional brand blitz and high visibility media campaign to make NHS Stop Smoking Services more visible and overcome the barriers to smokers

using them.

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No Smoking Day 2009

With the long nights drawing in, it's time to think about No Smoking Day 2009 and how NHS staff, councils, employers and teams of colleagues can join in to spread the quitting message.

Around 250,000 Northern smokers (1 in 10) stopped smoking on this year's No Smoking Day and 390,000 smokers asked for information and advice.

No Smoking Day 2009 takes place on Wednesday, March 11 to encourage smokers to quit using the professional help on offer from NHS Stop Smoking Services.

Campaign organisers for NSD are hosting a regional launch of the 2009 No Smoking Day at Durham University on November 13 to help people to plan their local events and to announce the theme of this year.

Fresh will be providing support and resources to the local alliances, prisons and NHS Trusts as per previous successful years. We are also able to co-ordinate local PR and marketing - so tell us what you're planning!

Whether you work in a health setting, education, community

centre or any other workplace, there is plenty of help on hand here to help you design an event that makes a real impact. It's no wonder that many employers are starting to see the benefits of hosting a local event for the public and their staff. You can also enrol using the No Smoking Day website. <http://www.nosmokingday.org.uk/smokers/index.htm>



Fresh Appointments

Three new members of staff have been appointed to Fresh and they will be working with the SFNE Network and local alliances on various issues. They are: Martyn Willmore - Performance Improvement Delivery Manager. Martyn will lead on NHS smoking cessation related issues. He comes to us from West Midlands SHA. Andy Lloyd - Media, Communications and Social Marketing Manager. Andy will lead on all media and internal and external communications, will be providing support to all Fresh partners and will also be involved in the advocacy and young people's agenda. He joins us from Northumberland County Council.

Catherine McConnell - Regional Project Support Officer. Catherine will be providing research, monitoring, evaluation, training support and will project manage particular regional programmes. She comes to us from experience within local government.

The Fresh Office Team

Ailsa Rutter Director
Lisa Holland Professional Manager - Business and Programmes
Pam Tarn Administration Support.
Andy Lloyd Media, Communications and Social Marketing Manager
Catherine McConnell Regional Project Support Officer
Martyn Willmore Performance Improvement Delivery Manager

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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National Consultation

A CHANCE to save numerous lives and generations of children from years of smoking-related illness... just two reasons why thousands of people from the North East are

The North East has its say on the national consultation on "The Future of Tobacco Control"

now demanding new controls on the sale of tobacco.

It's estimated that around 10,000 people from our region responded with a loud, clear message in one of the largest Government consultations on health ever, looking at how tobacco is displayed as part of a new national strategy to make smoking history for children.

Tobacco is still the region's biggest killer, with 5,500 people dying from smoking related illnesses every year - more than alcohol, HIV, drugs, suicides and accidents put together. But it's a killer that keeps recruiting new customers, with 450 children starting smoking every day.

Fresh was delighted with the public response when we spent four days



Experts in Health and Tobacco Control at the launch event at St James' Park

at Eldon Square, ASDA Gateshead and the Metro Centre, and we heard some very moving stories from smokers who wanted to protect their children. We physically logged over 6,500 postcards from all of the different events held.



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The newsletter of Smoke Free North East

Autumn Edition 2008

WELCOME to the Autumn Edition of ReFresh, the newsletter from Fresh Smoke Free North East for key partners and stakeholders. This edition highlights the fantastic response from the North East to the government's consultation on a national tobacco strategy, and has news on a significant report on the cost of smoking to the NHS. There's also an update on regional and national campaigns, as well as next year's No Smoking Day with tips on how you can get involved.

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Over 350 people attended a series of events held over the summer

A huge "well done" must go to Smokefree Sunderland, including Liz Parkes and the local partners, who managed to collect 2,384 postcards, the highest number in the region.

Fresh developed its own submission alongside those from councils, primary care trusts, and major charities such as ASH, the British Heart Foundation and Cancer Research UK. The detailed response was produced following a series of consultation events featuring world experts on tobacco, which were attended by 350 people. Fresh also submitted a DVD in which local teenagers gave a brutally frank insight into their thoughts on smoking and the tobacco industry. We have called for:

- A long term National Strategy.
- An end to branding and logos on cigarette packs.
- Cigarettes moved out of sight in shops.
- Making NHS Stop Smoking Services even more effective.
- Better medicinal nicotine products for those smokers

Let's make smoking history for our children

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Better Health Fairer Health

Regional Advisory Groups

The vision of Better Health Fairer Health is to reverse the historical health legacy of the North East and create one of the healthiest regions in the UK. Each of the key themed areas, including tobacco, will have a RAG to oversee the delivery of work programmes at regional and local levels.

A new Tobacco RAG has now been established and will be chaired by Councillor Nick Forbes from Newcastle City Council and also Community Action on Health. The work of these groups will be feeding into a new North East Public Health Board, with Sir Liam Donaldson (CMO for England and Wales) as Chair.



Cllr Nick Forbes (Vice Chair) Association of North East Councils (Elected Member)

who find it hard to quit, and stop smoking aids to be sold in the same places as cigarettes.

- Removing cigarette vending machines, which are easier for children to access.
- A national plan to tackle cheap and illicit tobacco.

Every one of the region's primary care trusts and 23 out of our 25 local authorities responded, as did many of the Local Tobacco Alliances. Some gave corporate responses from key figures, while many other senior officers working within these organisations also sent their views.

The Government has indicated it will provide an initial analysis of the responses by December 8, and we are hoping that the regulations around the display of tobacco will be included in the Queen's Speech with a view to a ten year national strategy on tobacco published next year. Of course, the support of our local MPs as well as their national colleagues will be essential, but it is clear that tobacco control is now supported by the majority of people in this region.

Hear our voice



Young people often rightly point out that they don't get a platform for their views - but a new film has given them a chance to voice their opinions and direct some powerful messages at the region's MPs and public sector managers.

"Hear our Voice" provides some thought-provoking insights from young people on smoking and the promotional tactics of the tobacco industry and is premiering at Sunderland Empire Cinema before the region's decision makers on Friday, November 28.

Fresh has turned this into a DVD which has been submitted to the Department of Health as part of the recent national consultation. Often moving and tinged with personal regret, it shines a light on how tobacco promotion may influence the youngest smokers.

The film follows a successful pilot of tobacco education in high schools by Newcastle Primary Care Trust led by Judith MacMorran. Called 'The Truth', Gibber Theatre delivered a production around tobacco industry tactics and workshops. Fresh is keen to support pilots of this elsewhere in the region. There is a real appetite amongst young people to get involved once they have a better understanding of tobacco issues and Fresh will be working on plans for this over the next few months.

Invitees are asked to confirm their attendance on the "events" section of the Fresh website www.freshne.com

Funding available for local tobacco alliance work

One of the most crucial aspects of regional tobacco work is the partnerships of local tobacco alliances. Smokefree legislation may have been introduced last year but much work still needs to be done in improving outcomes for our young people and our communities. Local alliances will be more important than ever - with an increasing focus on the role of local authorities. Alliances have been submitting their action plans detailing their proposals for work in 2008/09, covering a wide range of activities and advocacy, from secondhand smoke and schemes in workplaces to healthy schools and awareness-raising among traders. Fresh has been attending alliance meetings to introduce new staff to local partners and to help inform a future Fresh proposal on closer working to 2009/10.

Remember - funding is available to support tobacco control activity in 2008-09. The Department of Health Local Alliance funding paper circulated in April is available on <http://www.freshne.com/219-Local-Tobacco-Alliance-Funding-200809.html>.

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Beyond Smoking Kills

The costs of smoking

SMOKING costs the NHS a staggering £2.7 billion a year and councils many more millions - but the North East is leading the way in efforts to tackle the impact of tobacco.

"Beyond Smoking Kills" is a report by medical and scientific experts highlighting the costs of the UK's biggest killer. It was launched by Action on Smoking and Health (ASH) in the House of Commons on October 7.

It hails the North East as an example of national best practice where the NHS, councils, businesses, trade unions and other organisations are working together with Fresh to create healthier homes and workplaces, provide help to smokers and prevent children from starting to smoke.

At the launch were Public Health Minister Dawn Primarolo, leaders from Cancer Research UK, the British Heart Foundation and Fresh, as well as Dragons Den entrepreneur and anti tobacco campaigner Duncan Bannatyne. More than 100 organisations including Fresh have put their names to the report.

The costs do not include the cost picked up by councils through the strain smoking-related illness places on social services or through street cleaning of cigarette butts or indeed the costs borne by business through sickness absence, lost productivity and workers having to take early retirement through ill health.

"Beyond Smoking Kills" has been written in the 10th anniversary year of the original 'Smoking Kills' Government white paper which paved the way for many recent tobacco control measures, including the smokefree legislation.

"I'm proud the region has been highlighted in this hugely influential report. Historically we have had the highest number of smokers, but we've also had record numbers of quitters and more responses in favour of smoke free legislation came from this region than anywhere else in the UK, thanks to the strong partnerships we have formed."

Ailsa Rutter,
Director of Fresh Smoke Free North East



Deborah Amott from ASH with Duncan Bannatyne

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