

HELPING SMOKERS TO QUIT
10 years on, 175,000 reasons to celebrate!

99-09

WE'VE COME A LONG WAY IN TEN YEARS

It's a staggering achievement. NHS Stop Smoking Services in the North East have helped 175,000 people to quit since 1999. That's more than the combined capacity of Newcastle's St James Park, Sunderland's Stadium of Light, Middlesbrough's Riverside Stadium and the Northern Echo Darlington Arena.

To mark this milestone, Fresh is hosting a major conference on September 4 at Sunderland's Stadium of Light. It's a chance to be inspired by internationally renowned speakers and experts, to reflect on a decade's achievements and lessons learned and to help plan for the future.

Among the confirmed speakers include Professor Robert West, a world expert in nicotine addiction and behavioural support, Andy McEwan, Director of the new NHS Centre for Smoking Cessation and Training, as well as Dr Alex Bobak and Jennifer Percival, renowned speakers on



smoking cessation in GP and nursing settings respectively.

Fresh will be launching a major PR and advertising campaign during the autumn featuring real life case studies, as well as celebrating the number of people who have quit.

The free event is aimed at a wide range of partners from within the NHS but also across all other sectors as helping smokers to quit should be everyone's business.

Professor Stephen Singleton, Regional Director for Public Health, says: "This world-renowned and cost-effective service has clearly helped to save countless lives and massively improve the quality of life within our region. Services have undoubtedly also played a key role in helping the North East to achieve the biggest overall fall in smoking prevalence in England over the last two years."

To register click on:
<http://www.freshne.com/events.php>

"Sometimes it's hard to take a step back and look at the bigger picture – that's why the September conference is a key date for the diary."

When the Stop Smoking Services were launched in 1999, they started on a fairly small scale. Now in 2009 there's much more of an impetus to quit in society, helped by the smokefree legislation, and treatment is so much more effective. We also benefit from much wider NHS networks of support, from GP surgeries to pharmacies and SureStart centres.

But change also brings with it new challenges, such as how we help those smokers who find it difficult to quit, including those with mental health issues, and how we communicate the best methods of treatment.

By coming together we can see what has been achieved, take stock and look at what lies ahead."

Alison Nichol, NHS Stop Smoking Service Manager for Northumberland, one of the conference speakers.

Diary Date

The North East launch of No Smoking Day 2010 will be on Tuesday, November 3rd at the Radisson Hotel in Durham. Official invites will be sent out soon.



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refresh newsletter 05

ADVOCACY
Health Bill Update

A summer of smokefree action

NEW measures to put tobacco out of sight and out of reach will be decided by MPs in October. The vote in Parliament is now likely to be on October 12, the first day back after the summer recess.

That means consultation on the Health Bill regulations will begin during the summer, so it's more important than ever that supporters are in contact with MPs to keep stressing that further controls are wanted, needed and workable.

There's also real public hunger to stop children taking up a killer addiction. YouGov research found that 82% of adults agreed they are concerned about young people starting to smoke.

Although discussions so far in Parliament have been brief, the good news is that there is support from all parties to do more to protect children from tobacco. But there is not general agreement yet on shop displays or vending machines – two measures for which there is compelling evidence.

Last year people queued to sign "Make Smoking History" postcards – even smokers! Fresh will be handing out cards once again at family events this summer.

But you can also do your bit. Here's some ideas:

1. Start considering **NOW** your response to the consultation, as well as who you think needs to be represented.

2. Spread the message that these measures are not anti-smoker or anti-business. They are aimed at dissuading children and young people from starting to smoke
3. Sign one of the Fresh MP postcards and circulate cards around work.
4. Use the Smokefree Action website www.smokefreeaction.org.uk. The members zone of the website has had a complete revamp.
5. Now is a great time to create a local petition and have it ready by September to show support. www.gopetition.com is a simple but effective website. Some alliances have already created petitions calling on local MPs to support the tobacco measures
6. Get a Council resolution Gateshead Council successfully tabled a motion calling on constituency MPs to support the tobacco measures.



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

Latest News

- GAPS in life expectancy between the middle classes and those in deprived homes is widening sharply. The latest District-by-District NHS Health Profiles show the well-off are adopting healthier lifestyles while the poor are still drinking and smoking and cannot afford to change diets. Minister for Public Health, Gillian Merron said: "It is good to see that people can expect to live longer, but people living in some areas are still healthier than those living in other areas, which is unacceptable. The NHS and local authorities need to work with this published information to identify what the issues are in their area and take action for the sake of the health of their local population."

- The number of people dying from three of the most common cancers has fallen to its lowest level in almost 40 years, a new analysis of figures shows. The number of men dying from lung cancer peaked in 1979 at 30,391 but dropped 53% to 19,637 in 2007 as people give up smoking. Harpal Kumar, chief executive of Cancer Research UK, said: "Years of research are behind the dramatic progress being made in the fight against Britain's common cancers"

- Industry bodies have slammed Antony Worrall Thompson's Save Our Pubs and Clubs campaign to overturn the 2007 smokefree legislation, claiming it is too late to turn back the clock. A spokesman for the British Beer & Pub Association added that the industry has moved on. "The industry has adapted to the challenge. Pubs have invested £100m on outside smoking areas and there is no going back now."



Fresh scoops gold at Chief Medical Officer Awards



L-R Catherine McConnell, Pam Tarn and Ailsa Rutter of Fresh, England's Chief Medical Officer Sir Liam Donaldson, Cllr Nick Forbes, Chair of the North East Tobacco RAG, Melanie Laws from Association of North East Councils and Judith MacMorran, Senior Health Promotion Specialist from Newcastle Primary Care Trust.

LATEST RESEARCH

 What the public and professionals think about illicit tobacco **pg 3**
 Secondhand smoke **pg 4**

ISSUE HIGHLIGHTS

 All the news from the Chief Medical Officer Awards **pg 2**
 Illicit tobacco – a crime against communities' **pg 3**
 Protecting families from second hand smoke **pg 4**
 10 Years of Stop Smoking Services **pg 5** Health Bill update **pg 6**

WELCOME

Welcome to the latest edition of refresh. This is likely to be one of the busiest ever summers for those of us in tobacco control. The region has just received a major health accolade after Fresh won the gold medal at the Chief Medical Officer's Public Health Awards, yet we all know the job is not complete. The holidays see the launch of a "world first" initiative to tackle illicit tobacco, as well as education around secondhand smoke. We're also gearing up for the 10 year anniversary of the NHS Stop Smoking Services with a conference and major campaign. And into the Autumn MPs will be voting on the Health Bill. Read on...



Fresh wins gold at Chief Medical Officer Awards



It's a tribute to work of everyone in the North East involved in tobacco control! Fresh has won the gold medal at the inaugural Chief Medical Officer's Public Health Awards 2009 for work in tackling smoking.

Sir Liam announced that out of 147 initial entries (and following subsequent presentations, grilling by a panel of experts, production of a short film to showcase the work), the following organisations had achieved Gold, Silver and Bronze awards out of a final shortlist of seven: Fresh – Smoke Free North East, Consensus Action on Salt and Health (CASH) and Sustrans.

"I am delighted to announce the winners of the Chief Medical Officer's Public Health Awards 2009," said Sir Liam. "The number and quality of the submissions showed me the breadth and depth of the work taking place around the country. It is clear to me that public health practice in England today is flourishing. Public health is often an under-recognised part of our healthcare systems. I hope that these awards will give an opportunity to shine a light on the individuals and teams who work so hard to improve the health of the nation."

Many testimonials were received from partners across the region and UK in support of the Fresh Programme and its

unique partnership including from local PCOs, Foundation Trusts and local authorities, regional agencies such as the Association of North East Councils, TUC, North East SHA and North East Trading Standards Association and national agencies such as ASH, Cancer Research UK, UK Centre for Tobacco Control Studies and the Royal College of Physicians.

The North East had the biggest reduction in smoking nationwide between 2005 and 2007, from 29% to 22%.

The CMO Awards were set up to recognise teams, people and projects that have made a massive impact on helping to improve public health in England.

The North East had the biggest reduction in smoking nationwide between 2005 and 2007, from 29% of people smoking to around 22% - a drop of around 135,000 fewer people by the time England went smokefree.

The judging panel felt that Fresh Smoke Free North East was an "excellent example of a well-coordinated and effective public health partnership approach to tackling a hugely important public health challenge."

Councillor Mick Henry, Chair of the Association of North East Councils, added:

"The fact that the North East no longer has the worst smoking rates in England is a tribute to the role of the Fresh regional office and programme. Fresh provides a dedicated team working at regional level to raise awareness, lobby, research, innovate and support tobacco control partnerships working at a more local level. We know that smoking is the major contributor to inequalities in health and poor life expectancy across the North East. The Fresh office has helped us to maintain a clear focus on this issue over the years."

Ailsa Rutter, director of Fresh said:

"This recognition is wonderful and is for all the hundreds of individuals and organisations who have worked tirelessly through the Fresh partnership over the last four years - it is a huge testament to their hard work and keeping up the focus and commitment to tackling our biggest killer by following best practice and working together."



ILLICIT TOBACCO

"A danger to kids"



Richard Ferry, Regional Tobacco Control Trading Standards Manager
Julie Hardwick, North East Manager for the Inland Detection Teams, HMRC
Ailsa Rutter, Director, Fresh North East

Thousands of people who took part in a new opinion survey on smuggled and counterfeit cigarettes and tobacco say they are a danger to children and bring crime into local communities.

The news comes as the UK's first co-ordinated programme to tackle cheap illegal tobacco was launched in the North East on 28th July.

Health, trading standards and enforcement organisations have come together to tackle what has been described by Cancer Research UK as a scourge which kills four times as many people as smuggled illegal drugs.

Smuggled and counterfeit cigarettes and tobacco encourage people to keep smoking, and children and young people to start smoking, because they are cheap and unregulated.

Almost nine out of 10 of people who took part in the survey agreed that children and young people are at risk because they can buy easily and cheaply from unscrupulous dealers. And over 6 out of 10 thought that those who deal in illicit tobacco bring crime into local communities.

Now steps are being taken by partners in the North of England Tackling Illicit Tobacco for Better Health programme to reduce the supply of and demand for these lethal products.

Trading standards teams and staff from Her Majesty's Revenue and Customs (HMRC) are now working together to target the trade more closely using shared intelligence and new technology such as hand-held scanners which can detect illegal packs of cigarettes and tobacco, the increased joint working

with trading standards officers is already producing good results.

New Inland Detection Teams have been set up by HMRC, and manager for the North East Julie Hardwick, said: "We are fully committed to supporting the North of England illicit tobacco programme. Together with local health and community workers, council officers and the police we are developing co-ordination and enforcement plans to tackle tobacco smuggling and smoking prevalence."

An estimated 58m cigarettes and 3 tonnes of illegal tobacco were seized in HMRC operations in the North East in 2008/09.

The North East is a hotspot for illicit tobacco trade and we see this as a very real and serious issue within local communities. We have specialist resources dedicated to help combat the problem and our highly trained officers will continue to target traders and individuals who illegally sell duty free or counterfeit tobacco products

If you know of someone in your area who sells illicit tobacco goods, from their home, workplace or retail outlet you can pass this information to us confidentially by phoning the Customs Hotline on **0800 59 5000** or through the website www.hmrc.gov.uk

Results of the Public Opinion Survey

Over 6000 members of the public were surveyed across the North of England in June 2009 and in the North East: 28.2% of smokers questioned reported that they bought cheap illicit tobacco

Of those thinking about cheap illicit cigarettes:
• 87.1% agreed that they are a danger to kids because they can buy them easily and cheaply

- 60.6% agreed that they bring crime into the local community
- 62.5% agreed that they make it possible for them to smoke when they couldn't afford to otherwise*

* Of those surveyed who admitted to buying cheap illicit tobacco
Further details including results broken down to local authority level will be available to local partners soon.



HELPING SMOKERS TO QUIT

Protecting families from secondhand smoke



You can protect your children!
That's the message to mums, dads, grandparents and carers this summer to remind them of the dangers of secondhand smoke.



Fresh will be out and about at family festivals showing smokers why its so important their homes and cars are smokefree zones.

We'll be showing smokers that even if they aren't ready to quit, they can still take simple steps to stop children inhaling toxic chemicals, as well as suggesting ways to reduce the likelihood of friends or relations lighting up in the home.

Secondhand smoke is a killer and it's especially dangerous to children, linked to asthma, cot death and glue ear. But some smokers are unaware of the risks, falsely believing that opening a window or lighting a scented candle gives protection.

It's often assumed by front line health or community workers that this is an intrusive subject to deal with when they speak to members of the public. That's why Fresh has trained a team of secondhand smoke trainers to spread the message about protecting children from secondhand smoke. It really is a chance to save lives.

Email: Catherine.mcconnell@freshne.com for further information.

Secondhand smoke NEW SURVEY REVEALS THE EXTENT

The latest YouGov research on secondhand smoke in the North East highlights why raising awareness of this problem is a priority.

- 7% of adults wrongly believe it has little or no effect on increasing risk to children's health.
- 15% said it has little or no effect on increasing the risk of cot death and 29% said they did not know if it had any effect.

Smokefree two years on

It's hard to believe it's now two years since one of the most far reaching pieces of legislation was introduced to protect people from secondhand smoke in public places in England and Scotland.

The law immediately resulted in a large rise in smokers cutting down or quitting, as well as seeking NHS help to quit. Significantly, studies are suggesting there was no general shift of smoking from public places like pubs to the home.

And YouGov research shows 80% of people in the North East now support smokefree law, with 90% agreeing that it is good for the health of most workers.

