

## Welcome from the team



### Welcome to the twelfth issue of Network News

Well, what a year 2007 has been!

With legislation in place England will be able to celebrate its first Smokefree Christmas and, according to a recent DH report, it looks as if we can be assured of a problem-free Smokefree New Year too!

**Smokefree England** released a summary report in November giving details of public opinion research, business research and compliance data relating to the first three months since the smokefree law was introduced on 1 July. Data indicates there has been a smooth transition to smokefree public places and workplaces, with very high, and increasing levels of compliance.

If you would like to see the report in full visit the Smokefree England website:

[www.smokefreeengland.co.uk](http://www.smokefreeengland.co.uk)

More good news came in October 2007 when the law changed regarding selling tobacco. From 1 October it became illegal to sell tobacco products to anyone under the age of 18 and again, resources and guidance can be found on the Smokefree England site.

In this issue we have included details of the TCCC smokefree mental health programme, monitoring for compliance, and smoking in pregnancy, as well as our usual regional roundup and regular features.

Finally, we would like to thank everyone that has supported this newsletter over the past year. We would like to take this opportunity to wish everyone a Merry Christmas!

**Bryan, Hilary, Paul and Barbara**



## Smokefree Mental Health

The TCCC has recently been contracted to work with Care Service Improvement Partnership (CSIP) and the Department of Health to support Mental Health NHS Trusts and Independent Service Providers in becoming smokefree by 1 July 2008.

As part of its commitment the TCCC is offering site visits, on request, to give advice and support on a variety of issues from writing/implementing a policy; dealing with problem patients; to how to approach closing a smoking room; to building capacity to support people who want to stop smoking.

We are also really pleased to be working with QUIT to put on a series of workshops across England. The workshops are aimed at professionals wishing to develop smokefree policies and services. The training also provides an introduction to the Quitline and how to access the 'QUIT Now' project or your local stop smoking service.

Implementation and problem solving workshops will also take place in each region in the early Spring. Details will be cascaded through your networks in due course.

## Monitoring for Compliance

During the summer the TCCC, with support and funding from Cancer Research UK, assessed the impact of the enforced smokefree legislation on organisational attitudes and behaviours and the impact of the legislation on changes in secondhand smoke exposure in the workplace to aid compliance.

The project evaluated the short term effects on employees in the hospitality and leisure industries, and examined customer and staff attitudes, business compliance and indoor levels of secondhand smoke.

Non-smoking employees from over 40 sites were tracked pre and post legislation to monitor their exposure to secondhand smoke and it was found they had four times less cotinine in their saliva in August then they had in June.

The researchers calculated that on average, employees' exposure was the equivalent of smoking 190 cigarettes a year before legislation which dropped to the equivalent of around 44 cigarettes after. (Probably due to exposure in 'contained' outside areas and from the wider environment.)

Impact on businesses turned out to be better than business owners expected in June, when over half said the law would have a negative effect on their trade. When asked in August, 70 per cent said the law had actually had no impact or a positive impact on their trade.

Hilary Wareing, co director of the TCCC, said: "We were very pleased to find the vast majority of venues are complying with the law, with over 91 per cent of

business owners managing to go completely smokefree and only a few venues experiencing difficulties. Business owners also said that going smokefree was easier than they had expected."

Elsbeth Lee, senior tobacco control manager

at Cancer Research UK, said: "Although we won't see a reduction in cancer rates for some years to come, the short-term health gains we have seen here are very encouraging. As one of the largest countries in the world to adopt comprehensive smokefree legislation to date, we hope these result will demonstrate to other nations that this legislation is workable and has almost immediate health benefits."

### Bar staff healthier since smoking ban

**WARWICK** Bar staff have seen huge health benefits from the ban on smoking in public places, a study by the Tobacco Control Collaborating Centre in Warwick — funded by Cancer Research UK — has found. Researchers tested the air quality in 40 pubs, bars and restaurants across the country and measured the level of cotinine — the metabolic byproduct of nicotine — in the blood of those who worked there.

Today they will tell the National Cancer Research Institute Conference in Birmingham that staff have four times less cotinine in their

blood than they did in June and that air quality, measured by the number of particles in the air from cigarette smoke, dropped from near hazardous levels in June to levels that are similar to the outside air in August.

Hilary Wareing, co-director of the Tobacco Control Collaborating Centre, said: "This study proves beyond doubt that smokefree workplaces are helping to improve the health of the nation's hospitality workers."

□ Under-18s are barred from buying tobacco from today under a new law.

Extract from The Times Monday 1 October 2007

## Carbon Monoxide testing in Pregnancy

The TCCC has recently commenced a pilot project in the Midlands to monitor carbon monoxide levels in pregnant women.

A review was undertaken of the literature available about how to help pregnant women stop smoking. Discussions took place with several services that have successfully redesigned their services to achieve an increase in referrals and smoking cessation rates.

The suggested way forward was to instigate a new referral pathway, increase the numbers of advisors available and the variety of settings where women could access the service. All pregnant women would also be asked to give a sample of breath to assess their CO levels.

The TCCC is looking to roll out this project. If you would be interested in taking part please telephone 01926 490190 or email: [tcc@tobaccocontrolcentre.org.uk](mailto:tcc@tobaccocontrolcentre.org.uk)

## Regional round-up

**No Smoking Day** will take place on Wednesday 12 March 2008. The campaign theme will be 'The Great No Smoking Day Challenge' and is an acknowledgement of the really tough challenge that quitting smoking is.

The Great No Smoking Day Challenge will help individual participants become part of a bigger challenge and a national event, but is designed also to support group quit attempts, and has been received enthusiastically by stop smoking groups that plan to integrate the challenge theme into their activities.



Part of the theme is to encourage smokers to just stay focused on a manageable target - the first week. The week-long challenge will help quitters develop the confidence so they can succeed. It will also drive many smokers to take advantage of the help and support that's available to quit for good, and NSD will be using text messages throughout the week as encouragement.

Visit the NSD website for further details of the campaign: [www.nosmokingday.org.uk](http://www.nosmokingday.org.uk)

**Fresh Smoke Free North East** recently hosted a summit on counterfeit and smuggled tobacco which was attended by experts across the country.

The event was organised by Fresh along with colleagues from Yorkshire & Humber and the North West and featured Deborah Arnott, Director of ASH, John Kinghorn from Her Majesty's Revenue & Customs, and Rob Hornsby, a lecturer in criminology at York University who spent a year undercover with criminal gangs smuggling illegal tobacco.

The summit was the first stage in the process of developing a high-level action plan to reduce both the supply and demand for smuggled and counterfeit tobacco in the region. The combined expertise of the police, trading standards, revenue and customs, tobacco control alliances, NHS stop smoking services, crime and safety partnerships and community development will ensure a cohesive strategy is achieved across not only the North East, but Yorkshire and the Humber and the North West. To view presentations from the summit go to: [www.freshne.com](http://www.freshne.com)



In 2008, Liverpool's Capital of Culture year, D-MYST will stage a high profile international event designed to challenge and expose the issue of tobacco imagery in movies aimed at young people as well as showcasing the efforts, power and importance of youth advocacy in tobacco control.

A panel of respected speakers from the US and Europe will include representatives from organisations such as the World Health Organisation. They will present on the evidence, policy solutions, success and challenges encountered by tobacco control practitioners working on the smokefree movies agenda.

Delegates will also have the opportunity to gain a valuable insight into the innovative working of youth advocacy programmes from both the USA and the UK on their efforts to take forward this agenda as well as tackling wider tobacco control issues.

Find out more and reserve your place by visiting [www.internationalsmokefreemoviesconference.com](http://www.internationalsmokefreemoviesconference.com)

For more information call Samantha Towers at McEntegart Marketing on 0844 800 8533 or email [Samantha@mcevents.tv](mailto:Samantha@mcevents.tv)

## Forthcoming events and meetings

### Date for your diary

The next **Smokefree Communities' Meeting** will be held in the North West region. The meeting will take place at Liverpool Town Hall from 1100 -1500 hrs on Tuesday 29 January 2008.

If you would like to attend please contact Barbara Bailey on 01926 490190 or email [tcc@tobaccocontrolcentre.org.uk](mailto:tcc@tobaccocontrolcentre.org.uk)



## Tobacco control resources

### The Big Quit



The Department of Health's **GO SMOKEFREE** website has a wealth of resources to support people wishing to quit. It has recently launched **The Big Quit Club** whereby those that join receive daily motivational emails, vouchers and extra quitting rewards. You can also text QUIT to 81123 for daily support messages.

Visit: [www.gosmokefree.org.uk](http://www.gosmokefree.org.uk) or go straight to the Big Quit website at: [www.thebigquit.co.uk](http://www.thebigquit.co.uk)

## And finally ...



We understand this picture is actually taken from the 2006 '**HELP for a life without tobacco**' campaign, but we thought it was too good not to include in our Christmas newsletter!

The HELP campaign is an initiative of the European Commission in all 27-member states of the European Union. Carbon monoxide tests are carried out at public events to show people the effects of smoking and passive smoking. In 2006, over 75,000 Europeans took the test at one of over 250 events where the HELP stand was present. Another 125,000 people took the CO test in 2007, and, in 2008, the campaign will be present at even more places and events across Europe. [http://ec.europa.eu/health/ph\\_determinants/life\\_style/Tobacco/help\\_en.htm](http://ec.europa.eu/health/ph_determinants/life_style/Tobacco/help_en.htm)

## Future bulletins

The next issue of Network News will be issued in March 2008. If you have any issues, news or events that you would like us to include, we'd love to hear from you.

Please contact Barbara at the Centre on 01926 490190 or email: [tcc@tobaccocontrolcentre.org.uk](mailto:tcc@tobaccocontrolcentre.org.uk)



### Stop Press - Stop Press

The deadline for receipt of articles for the March issue is 25 February 2008.