

Welcome from the team



We want your News!

We do hope you continue to find Network News of interest?

We are always very grateful to those of you who regularly supply news items and articles to support this newsletter, however fewer of you are now doing this and we are putting out a plea with this issue to ask for news, issues, details of forthcoming

training, or details of a successful project that has been implemented in your region.

Please do keep us informed of your activities and provide us with items you would like us to share with others. We will always try to include any newsworthy items - pictures are always welcome too!

Bryan, Hilary, Paul and Barbara

TCCC update

The smokefree agenda continues to keep us busy. Here is a quick update on some of the projects the TCCC is currently working on:

Smokefree mental health:

Whilst most mental health service providers are aware of the 1 July deadline, it has become apparent there is still much confusion around 'current' compliance. (Current compliance allows residential mental health units to designate individual bedrooms or rooms to be used only for smoking by persons over 18 years of age. This exemption ends on 1 July when they are required to be smokefree.)

However, this appears to have been missed in many cases and units still do not have the correct signage in place, residents are smoking in corridors and sitting rooms, and therapy sessions are being conducted in rooms where patients are smoking.

All thought they had until 1 July to put these preparations in place, or that the legislation didn't apply to them and they would continue to have an exemption.

The TCCC continues to work closely with Care Services Improvement Partnership (CSIP), regional tobacco policy managers and compliance officers to ensure all mental health providers are receiving the correct

advice, and site visits are being carried out with those units that have requested further assistance.

The TCCC also provides telephone support, resource materials and produces a dedicated newsletter for mental health providers.

Smoking in pregnancy:

In the last issue of Network News the TCCC reported that it had recently commenced a pilot project in the Midlands to monitor carbon monoxide levels in pregnant women, and to achieve an increase in referrals and smoking cessation rates. The project is going well and the new service will be launched in Birmingham at the end of May. We will provide full details of this new service in the next issue.

Smokefree Prisons:

The TCCC has been given a wonderful opportunity to work with the Isle of Man prison to monitor exposure levels to secondhand smoke. The prison became smokefree on 31 March and the TCCC was able to conduct particle monitoring both pre and post the ban. The TCCC would like to offer its thanks to Cancer Research UK for funding this project and to the Isle of Man prison service for allowing us to carry out this exciting research. Full findings from the research will be reported at a later date.

Smokefree Partnership wins business award

A campaign which involved the partnership working of all 11 district and borough authorities in Surrey, the County Council, Surrey Primary Care Trust and other agencies has resulted in a business award for marketing against stiff competition from both private and public sector organisations.

The aim of the campaign was to educate people on the benefits of the smokefree laws well in advance of their introduction in July 2007.

The campaign was led by Karen Simmonds from Smokefree Surrey Alliance, hosted by Surrey PCT, Laurie Will, PR from Guildford Borough Council and Tony Deag from Environmental Health at Elmbridge Borough Council.

Karen Simmonds, commented: "This has been a wonderful, unique campaign with all organisations, in the two tiered county of Surrey, using their collective strengths to promote this important piece of public health legislation. The campaign reflected the national branding, while keeping a strong county identity and meeting locally identified needs".

Laurie Will, added: "The project was a real partnership approach with PR officers, environmental health officers and other agencies working together to formulate a targeted campaign aimed at hard to reach groups. It's a lesson in how partnership working can produce substantial dividends. We pooled knowledge, enhanced strategy and significantly reduced costs through economies of scale."

Chairman of the Alliance's steering group, Elmbridge's Head of Environmental Health & Licensing, Tony Deag, said: "The Group has been a great example of partnership working which, I believe, has had a direct impact on the high levels of compliance with this new legislation within Surrey."

As well as successful partnership working, the team put their success down to good research, a thought-out

strategy and creation of a strong design with a positive feel, which complemented the national campaign.

The key aspects of the Alliance's work that featured in their successful bid for the Award were:

- A brand which complemented and reflected the national campaign with a clear Surrey logo to give a local identity.
- A direct mail campaign including:
 - a leaflet to all Surrey businesses
 - targeted leaflets for particular business sectors.
 - Press release/article templates to be adapted by partners - aimed at local media and use in the various agencies' own publications.
- Creating a web site: www.smokefreesurrey.co.uk

representing all agencies with relevant, targeted information and contact numbers.

- Outdoor advertising (including bus and poster sites).
- Attending meetings of business groups such as business forums and pub watch.
- Promoting free portable ashtrays as giveaways to encourage people to "bin their butts" alongside repeated messages on litter in marketing and PR communications. This

aimed to tackle and educate on the forecasted increase in litter after the laws were brought in.

Jo Locker, Regional Tobacco Policy Manager for the South East, said: "This award is well-deserved, so I'd like to congratulate Surrey Smokefree Alliance for its role in maximising the impact and relevance of the national Smokefree England campaign at a local level."

The campaign won the marketing category of The Surrey Business Awards held at Sandown Park, Esher, on 7 February 2008.

www.thebusinessawards.co.uk/surrey/

Press contact: Laurie Will, Strategic Projects Officer
Tel: 01483 444335; fax: 01483 444023; e-mail laurie.will@guildford.gov.uk.



LtoR: Justine Fuller, Surrey Heath BC; Laurie Will, Guildford BC; Karen Simmonds, Smokefree Surrey; Alison Burt, Guildford BC; Tony Deag, Elmbridge BC

Shisha bar prosecution

The TCCC has been asked to include the following press release verbatim:

Manchester City Council successfully prosecuted Shesha Lounge Limited at the City Magistrates Court on 20 February 2008 for failing to prevent smoking in a smokefree place, Shesha Lounge, 137 – 139 Cheetham Hill Road, Cheetham, Manchester. The company was fined £1,500 with full costs of £1,028.12 awarded to the City Council.

Officers from Manchester City Council, supported by officers from Greater Manchester Police took action against the shisha bar, which was flagrantly breaching the smokefree legislation, which came into force on July 1 2007. Customers were permitted to smoke shisha pipes (middle eastern water pipes) in the first floor premises. The owners of Shesha Lounge thought they could continue to allow smoking after they introduced a door entry system, in an attempt to prevent council officers obtaining evidence that the law was being breached. Four different people had complained to the City Council alleging that smoking was continuing behind closed doors.

Prior to the introduction of smokefree legislation officers from Environmental Health visited Shesha Lounge and explained the law in detail to Jawad Butt, one of the directors of Shesha Lounge Limited, Mr Butt and his solicitor subsequently attended a meeting on 22 May, 2007, where all known shisha bar owners in the City were invited to a presentation about the smokefree legislation and given the opportunity to ask questions. After the legislation was introduced officers visited Shesha Lounge on 4 July, 2007 to check on compliance but were delayed entry by approximately five minutes. Officers suspected this delay was to remove evidence of smoking. Mr Butt was warned that the officers suspected he was continuing to allow smoking and he could face prosecution if evidence of smoking were obtained.

On 23 July 2007 Mr Butt was warned in writing to ensure that he was complying with the law.

A warrant to enter the premises was obtained from Manchester Magistrates Court and officers and the police entered the premises on 1 August 2007 in the evening. They found most of the seats to be occupied with shisha pipes located at various tables. Three people were observed smoking the pipes and issued with £50 fixed penalty notices.

Councillor Neil Swannick, Executive Member for Planning & Environment said; "The City Council has tried to work with businesses, including Shesha Lounge, to achieve compliance, however, the attitude of this business left us with no choice but to take action. Despite our best efforts Shesha Lounge Limited chose not to comply and in such circumstances the City Council will take all necessary measures to enforce the law."

Note to Editor:

Shesha Lounge featured in a story in The Manchester Evening News on 29 May 2007 where Jawad Butt was quoted as saying that he knew the new law would prevent him from allowing people to smoke.

Shesha Lounge is operated by Shesha Lounge Limited, the registered office is located at 137 – 139 Cheetham Hill Road, Cheetham, Manchester M8 8LY.

The £50.00 Fixed Penalty Notices are discounted to £30.00 if paid within 15 days from the date of issue.

Prior to July 1 2007 a smokefree compliance officer visited all the main Mosques in Manchester and advised them how the smokefree legislation would apply. They gave their full support and even displayed posters and leaflets at the back of the mosque.

Source: [Chartered Institute of Environmental Health](#)

Smoking in cars with children

The Ontario Medical Association (OMA) and the Heart and Stroke Foundation of Ontario are launching a campaign aimed at curbing smoking in cars carrying young children.

The OMA had called for a province-wide ban in 2004 after a report found that secondhand smoke inside a vehicle could be up to 23 times more toxic than inside

a house. That figure is now estimated to be double the original findings at 60 times more toxic, the OMA said.

ASH Ireland has also recently launched a similar campaign to have smoking banned in cars which transport children under 16 years of age.

Source: [Canada.com](#), 14 April 2008, and ASH Ireland

Dates for your diary

2008 UK National Smoking Cessation Conference
30 June - 1 July 2008
Birmingham - Hilton Metropole

Although smoking cessation is the main focus of the UKNSCC 2008, tobacco control measures such as smokefree public places and harm reduction will be also discussed. For further information or to register visit the website: www.uknsc.org/2008_UKNSCC/intro.html



Tobacco control resources

NICE Guidance: Preventing the uptake of smoking by children: consultation

The National Institute for Health and Clinical Excellence is currently consulting on draft guidance relating to mass-media and point-of-sales measures to prevent the uptake of smoking by children and young people. The expected date of issue for the guidance is July 2008. For full details of the draft guidance go to: www.nice.org.uk/guidance/index.jsp?action=byID&o=116655 and follow the links.

Future bulletins



The next issue of Network News will be issued in June 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

Stop Press - Stop Press

The deadline for receipt of articles for the June issue is 23 May 2008.

The TCCC receives funding from Cancer Research UK, Chartered Institute of Environment Health, GlaxoSmithKline, Johnson & Johnson Consumer Services EAME Limited and Pfizer Limited