



## Welcome from the team



As 2008 draws to a close we end the year on a high with the welcome news of the Government's announcement that tobacco products will be removed from public view. We have included an extract from the DH statement below.

The TCCC is also delighted to announce the launch of @babyClear a referral system to monitor carbon monoxide levels in pregnant women. Further details about the product are shown on page 2. We have also included some of the other projects the Centre is involved with, so you can see we are keeping busy!

As it's the 'festive time of year', we have provided a couple of more light-hearted items in the newsletter. We do hope no one is offended - particularly with the smuggling article on page 3 - as we fully understand the seriousness of the issue. We were staggered at the value of the haul!

Finally, we would like to take this opportunity to thank everyone that has supported Network News over the past year and look forward to your further support during 2009.

**Best wishes to everyone from  
Bryan, Hilary, Paul and Barbara**



## Ban on tobacco displays announced

The following is taken from the Department of Health website. The full statement and copy of the consultation report can be viewed at: [www.dh.gov.uk/en/Consultations/Responsestoconsultations/DH\\_091382](http://www.dh.gov.uk/en/Consultations/Responsestoconsultations/DH_091382)

On 9 December the Government announced plans to remove cigarette displays in shops and prevent underage access to vending machines, putting children and young people at the forefront of the next tobacco control strategy.

Over 96,000 responses were received to the Department of Health's consultation on the future of tobacco control - the largest ever response to a consultation of this kind.

Responses overwhelmingly supported removing tobacco displays in shops, and tough action to restrict access to vending machines. Since the ban on tobacco

advertising, retail displays in shops are the main way in which tobacco products are marketed to children. These measures will be taken forward in primary legislation through the Health Bill in the next parliamentary session.

Over eight in ten adults in Great Britain who have ever smoked regularly say that they started before they were 19. In England in 2007, nearly 200,000 children aged between 11-15 years of age were regular smokers. These children are three times more likely to die of cancer due to smoking than someone who starts in their mid-20s.

Key elements of the consultation included:

- Controls on tobacco displays in shops - 84 per cent in favour and;
- Preventing easy access from vending machines - 90 per cent in favour.

## Launch of @babyClear for professionals

As reported in previous issues of [Network News](#) the Tobacco Control Collaborating Centre has been in the process of developing a referral system to monitor carbon monoxide (CO) levels in pregnant women, following a project in Birmingham.

We are aware that in most areas our cessation services currently do not reach the majority of pregnant smokers. It is therefore imperative that we significantly increase

the number of women being referred to the service and consequently the capacity within the cessation services to support pregnant women to stop smoking.

In order to quickly and routinely screen women as smokers all pregnant women will be asked to give a sample of breath to assess their CO level. A high CO level will indicate a smoker\* and the woman can

*\*A high reading may also indicate faulty heating appliances at home, smoking of other substances such as shisha, or a partner who smokes, so can act as a prompt for further discussion if the woman declares herself a non-smoker.*



be referred to the service. This will mean the service becomes one which women will need to opt out of

rather than opt in to. The service will contact women and following an assessment they will be offered the most appropriate form of support.

Based on the findings from the Birmingham project and a previous literature review the Centre has developed **@babyClear**, a new referral system and service model,

which has recently been launched and is now available from the TCCC.

The Centre will contact everyone that initially expressed an interest and provide them with more information about **@babyClear**, but if you would like to receive further details including a proposal and costings to run this scheme in your region please email us at: [tcc@tobaccocontrolcentre.org.uk](mailto:tcc@tobaccocontrolcentre.org.uk) or telephone 01926 490190.

## Other TCCC projects

In addition to the **@babyClear** scheme the Centre is working on a number of other tobacco control-related projects including **shisha use and harm in pregnancy** and **smoking in cars**.

We are still in the initial phases of both projects so will let you have further details in due course.

**NB.** The Centre is always interested in working collaboratively with organisations, particularly with regards research projects. We pride ourselves on being able to turn around excellent results on a short time scale and without the 'red tape' that often occurs with larger organisations. If you would be interested in discussing possible work please email us at: [tcc@tobaccocontrolcentre.org.uk](mailto:tcc@tobaccocontrolcentre.org.uk) or telephone 01926 490190.

## No Smoking Day

**No Smoking Day (NSD)** will take place on Wednesday 11 March 2009. The theme has been developed with smokers themselves, with lots of involvement from local organisers. The strapline for the campaign is **take the first step** and encourages smokers to use No Smoking Day to make a lifelong change.

NSD is the UK's foremost annual health awareness campaign in the UK, which has helped over 1.5 million smokers to quit since 1984.



Following the success of NSD in 2008 (some 1.2 million people took part in No Smoking Day 2008) the team has worked hard to develop a strong and inspiring campaign for 2009 and has many great ideas and resources available on the website to encourage people to promote and organise local events.

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

## Smuggler with £300,000 cigarette haul tries to outrun police in a horse and cart

### Note from the editor:

Whilst we fully appreciate and understand the seriousness of tobacco smuggling, we couldn't help but see the funny side of this story which appeared in the Daily Mail, 4 December 2008.

Thankfully the smuggler was caught, but it shows the lengths that people go to to smuggle tobacco!

There's drug mules... and then there's drug mules.

A Romanian smuggler appeared to be taking the term literally with this getaway vehicle.

Janos Jakab was nabbed trying to outrun border police with £300,000 loaded on to his horse and cart.

Police challenged Jakab as he crossed Romania's northern border with the Ukraine carrying nearly 100,000 packets of cigarettes and tobacco.

After what was described as 'a short chase', police overtook Jakab, arresting him and confiscating the cart.

A spokesman for the local border police said: 'In general smugglers are becoming more and more sophisticated in their methods of getting contraband across borders.

'But this case proved the exception to the rule.

'We have a fleet of high-powered vehicles that can chase down the fastest cars,' he added.

'Outrunning our officers was never a possibility - even if he had a thoroughbred racehorse strapped to his cart.'



Picture and story courtesy of the Daily Mail, 4 December 2008

## Forthcoming events and meetings

### Date for your diary

The Regional Tobacco Policy Managers and Smokefree Action Coalition are organising an event on the **Future of Tobacco Control** on 4 February 2009 in London. The event is by invitation only and details will be cascaded through the normal networks shortly.



## Tobacco control resources

**Action on Smoking and Health (ASH)** provides a wealth of resources and information on its website including presentations, lists of useful organisations, resources for schools and so on. ASH also provides a list of daily news items about tobacco and smoking compiled from around the globe. Visit: [www.ash.org.uk](http://www.ash.org.uk)

## And finally ...

We really couldn't decide which '**And finally ...**' piece to use in our Christmas issue so have included both. The first epitomises the struggle of what to buy the smoker who has everything for Christmas ... yes these are actually for sale via [www.suck.uk.com](http://www.suck.uk.com), whilst the second harks back to a time when even Santa was allowed to advertise cigarettes! Thankfully times have changed!



Another classic design from Tobias Wong. Mittens with a metal eyelet to perfectly fit your cigarette. Helps you keep your hands warm when you are smoking outside. And you are going to be smoking outside a lot now the ban has been introduced! **Remember kids smoking is not big or clever and it WILL kill you but if you want to die you may as well die with warm hands!**



Santa Claus sells Pall Mall cigarettes in a 1951 ad New York Times 6 October 2008

## Future bulletins

The next issue of Network News will be issued in June 2009. 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 June issue is 22 May 2009. Please ensure all materials are sent to the Centre by this date.