

Tobacco Bulletin

April 2011

Welcome to the Tobacco Bulletin. These bulletins will summarise the latest tobacco control activity within Rotherham, national and international news related to tobacco and smoking, and outline any relevant training and development opportunities.

Please pass this on to other colleagues who would be interested. If you know anybody who would like to be added to the distribution list for future editions please contact:

Alison.iliff@rotherham.nhs.uk

Tobacco Control Plan for England

The Government published its Tobacco Control Plan for England on Wednesday 9 March, No Smoking Day. The plan outlines what action the Government will be taking in relation to tobacco control and what it will be encouraging local areas to progress. The plan is structured around the six recognised strands of tobacco control: stopping the promotion of tobacco; making tobacco less affordable; effective regulation of tobacco products; helping users to quit; reducing exposure to secondhand smoke; and effective communications for tobacco control. It sets out three national ambitions for reducing smoking prevalence among adults to 18.5% or less by the end of 2015, reducing smoking prevalence among young people to 12% or less by the end of 2015 and reducing smoking during pregnancy to 11% or less by the end of 2015, but state that they will *not* be translated into centrally driven targets for local authorities.

The publication of the plan received widespread attention in the media with the main focus being on the plans to remove tobacco products from display (the legislation passed by the previous Government will still be enacted, but with a delayed deadline for compliance) and on a proposed consultation about the introduction of plain packaging.

The Tobacco Control Plan for England can be found at

http://www.dh.gov.uk/prod_consum_dh/groups/dh_digitalassets/documents/digitalasset/dh_124960.pdf

See also the 'in the news' section below.

The Impact of Smokefree Legislation in England: evidence review

Alongside the Tobacco Control Plan for England the Government also published the evidence review for the Smokefree legislation written by Professor Linda Bauld, of the University of Bath.

A significant body of UK and international evidence now exists which demonstrates that smokefree laws are effective in reducing exposure to SHS. In adults, previous studies have shown that barworkers have among the highest occupational exposure to SHS of any group of employees. A study of barworkers in England showed that their exposure reduced on average between 73% and 91% and measures of their respiratory health significantly improved after the introduction of the legislation.

In England, the legislation resulted in a statistically significant reduction (-2.4%) in the number of hospital admissions for myocardial infarction (MI). This amounted to 1,200 emergency admissions for MI in the year following the introduction of smokefree legislation.

A study looking at the impact of the law in particular communities found a general pattern of smokers cutting down their tobacco consumption in all locations where the study took place. Another study found a statistically significant increase in the number of people making a quit attempt at the time of the legislation (July and August 2007), equivalent to 300,000 smokers in England trying to quit.

The introduction of smokefree legislation can involve significant changes for some employers, in particular those in the hospitality industry. A feasibility study was conducted in England to explore ways of examining the impact of the law on restaurants, bars, hotels and other hospitality venues. This found no evidence of any obvious effect of smokefree legislation on the hospitality industry in England. However, the authors emphasised that a longer-term analysis of impact is needed, ideally when five years' data are available post-legislation.

You can find the report at

http://www.dh.gov.uk/prod_consum_dh/groups/dh_digitalassets/documents/digitalasset/dh_124959.pdf

Rotherham Stop Smoking Specialist Midwife stars in BBC3 documentary

A new series that started on BBC3 on 14 April 2011 will feature Rotherham Smoking Cessation Midwife Lisa Fendall as well as the Special Care Unit at Rotherham Hospital. The six-part series follows a group of young pregnant women through pregnancy, birth and having a baby. The smoking cessation advice within the programme was filmed in Rotherham at the end of last year and features heavily in the series. The programme is on BBC3 at 9pm every Thursday from 14th April.

<http://www.bbc.co.uk/programmes/b010h79q>

Forthcoming Tobacco Control meetings:

Rotherham Tobacco Control Alliance: Thursday 21 April 2011 at 2.00pm

Smoking in Pregnancy Group: Friday 20 May 2011 at 12.00 noon

All meetings are held at Oak House, Bramley. Limited observers are welcome; if you would like to attend a future meeting please contact Alison.iliff@rotherham.nhs.uk

Training, Conferences and Events

For Rotherham Stop Smoking Service training events please see the training dates at the end of the bulletin

18 May 2011: Smoking, Advertising and the History of Consumer Culture: A one day conference on the history of tobacco and tobacco advertising School of History, University of Nottingham. Register by 3 May 2011 at <http://www.nottingham.ac.uk/history/events/conference18may11.aspx>
A £15 registration fee applies.

19 May 2011: Tobacco control in prisons and the criminal justice system New Continental, South Meadow Lane, Preston PR1 8JP. <http://www.clph.net/details.aspx?pageid=152&resid=2927>

13 – 14 June 2011: UK National Smoking Cessation Conference Novotel London West Hotel, London. The UK National Smoking Cessation Conference is the world's largest gathering of stop smoking practitioners, policy makers and researchers. <http://www.uknsc.org/>

12-13 October 2011: Tobacco and Alcohol: Learning from Each Other, Parc Thistle Hotel in Cardiff. ASH Wales's 2011 conference will be held jointly with Alcohol Concern Cymru providing the opportunity to learn from each other and find new ways of working. Papers and ideas for presentations are welcomed; deadline for submission of abstracts is 1 May 2011.
<http://www.ashwales.org.uk/ash-wales-events/i/9/>

In the news

From the UK

Tobacco displays in shops will be banned in England as part of a package of measures to discourage smoking. Instead, cigarettes and other products will have to be kept under-the-counter from 2012 for large stores and 2015 for small shops, ministers have announced. A consultation will also be launched on whether manufacturers should be forced to put cigarettes into plain packets.

- <http://www.bbc.co.uk/news/health-12680815>
- <http://www.bbc.co.uk/news/health-12687458>
- <http://www.guardian.co.uk/commentisfree/2011/mar/11/public-health-policy-tobacco?INTCMP=SRCH>
- <http://www.guardian.co.uk/society/2011/mar/09/tobacco-rebuke-glamorising-smoking-media?INTCMP=SRCH>
- <http://www.guardian.co.uk/society/2011/mar/09/shops-banned-displaying-tobacco-products?INTCMP=SRCH>

Exposure to second-hand tobacco smoke as a child or adult appears to increase a woman's risk of breast cancer, experts say. Their study of nearly 80,000 women found breast cancer risk was a third higher among those who had clocked up decades of passive smoking.

<http://www.bbc.co.uk/news/health-12607044>

Lung cancer rates have more than doubled for women over 60 since the mid-1970s, figures show. Cancer Research UK figures say the rate rose from 88 per 100,000 in 1975 to 190 per 100,000 in 2008, the latest year for which statistics are available.

<http://www.bbc.co.uk/news/health-12651455>

http://news.bbc.co.uk/today/hi/today/newsid_9416000/9416576.stm

Fathers-to-be should stop smoking to protect their unborn child from the risk of stillbirth or birth defects, scientists say. University of Nottingham researchers found that pregnant women exposed to smoke at work or home increased their risk of stillbirth by 23% and of having a baby with defects by 13%.

<http://www.bbc.co.uk/news/health-12711615>

Most smokers want to give up but simply find it hard to even go a day without lighting up, research shows. The Office for National Statistics report, based on a survey of more than 13,000 people, found 63% of smokers in Britain wanted to quit. But over half of them find it difficult to go a whole day without smoking.

<http://www.bbc.co.uk/news/health-12666969>

From overseas

Australia has unveiled what it claims are the toughest anti-smoking measures anywhere in the world. They would completely ban logos and branding on packets of cigarettes - making Australia the first to do so.

<http://www.bbc.co.uk/news/world-asia-pacific-12994787>

China is set to introduce a smoking ban in most public places. According to the Health Ministry, the new regulation will come into effect on 1 May in public places including buses, restaurants and bars. But smoking will still be permitted in workplaces.

<http://www.bbc.co.uk/news/world-asia-pacific-12844671>

And finally

When Kate Moss lit up as she walked down the catwalk during Paris Fashion Week, it instantly sparked a media controversy. Here, the Guardian's tobacco devotee asks why, despite all the dire health warnings, fashion is falling back in love with smoking.

<http://www.guardian.co.uk/society/2011/apr/03/smoking-health?INTCMP=SRCH>

STOP SMOKING SERVICE TRAINING
DATES & VENUES 2011

Please note: an application form for level 2 (intermediate) training is given after completion of level 1 (brief intervention) and must be returned before confirmation of a place on level 2 training is given.
For more information on the courses please contact the Stop Smoking Service on 01709 422444.

BRIEF INTERVENTION – Half Day (no more than 14 people)			
	Date	Time	Venue
June	Tuesday 7 th June 2011	9.00 am – 12.30 pm	RCHC, room 2
October	Wednesday 5 th October 2011	9.00 am – 12.30 pm	RCHC, room 2

INTERMEDIATE INTERVENTION – 2 Days (no more than 14 people)			
	Date	Time	Venue
May	(Mon/Tue) 16 th & 17 th May 2011	9.00 am – 4.30 pm	RCHC, rooms 1 & 2
October	(Mon/Tue) 10 th & 11 th October 2011	9.00 am – 4.30 pm	RCHC, rooms 1 & 2

UPDATE – Half Day (no more than 14 people)			
	Date	Time	Venue
July	(Wed) 20 th July 2011	9.30 am – 12.30 pm	RCHC, rooms 1 & 2
December	(Mon) 12 th December 2011	1.30 pm – 4.30 pm	RCHC, rooms 1 & 2

PEER SUPPORT

	Date	Time	Venue
May IAN	(Tue) 3 rd May 2011	12 – 2 pm or 2 – 4 pm	RCHC, rooms 1 & 2
June (Champix)	(Wed) 15 th June 2011	12 – 2 pm or 2 – 4 pm	RCHC, rooms 1 & 2
October IAN	(Tue) 18 th October 2011	12 – 2 pm or 2 – 4 pm	RCHC, rooms 1 & 2
December	(Tue) 6 th December 2011	12 – 2 pm or 2 – 4 pm	RCHC, rooms 1 & 2

RAISING AWARENESS

	Date	Time	Venue
June	(Tue) 21 June 2011	9.30 am – 10.30 am	RCHC, Room 1
August	(Mon) 15 August 2011	9.30 am – 10.30 am	RCHC, Room 5
October	(Tue) 18 October 2011	9.30 am – 10.30 am	RCHC, Room 1