

Tobacco Bulletin

February 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:

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No Smoking Day

No Smoking Day takes place on Wednesday 9 March 2011 – Ash Wednesday – and will promote the theme ‘Time to Quit?’ Rotherham NHS Stop Smoking Service will be publicising the day and signing up new clients at the town centre bus station as well as using age-progression software to show people how smokers look old before their time. There will also be display stands at the Foundation Trust main entrance and the stop smoking shops in the town centre and at the hospital will be fully staffed to see any new clients wanting to quit. Display packs are being distributed to GP practices, pharmacies and dentists this month. <http://www.nosmokingday.org.uk/>

Healthy Lives, Healthy People

The consultation on the public health White Paper, *Healthy Lives, Healthy People* has been extended and will remain open until 31 March 2011. The accompanying plan for tobacco control has not been published at the time of writing, but is expected to be released by or on No Smoking Day (9 March). <http://www.dh.gov.uk/en/Publichealth/Healthyliveshealthypeople/index.htm>

Test purchasing success

Trading Standards has continued its process of conducting test purchases of age-restricted goods, including tobacco products. Since July there has been 100% compliance for tobacco, meaning that no retailer has sold to one of the under-age test purchasers. This compares to an 85% compliance rate across Yorkshire and the Humber.

Forthcoming Tobacco Control meetings:

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

Smoking in Pregnancy Strategy and Implementation Group: Friday 18 March 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

28-30 March 2011: European Conference on Tobacco or Health, Krasnopolsky Hotel, Amsterdam. The conference program will comprise three days of sessions. There are five main program tracks: tobacco control policy measures, tobacco industry strategies and tactics, tobacco treatment, health education & health communication and advocacy. £465 until 18 March, then £565 until 25 March, when all registration closes. <http://www.ectoh.org/home>

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. Papers and ideas for presentations are welcomed; deadline for submission of abstracts is Friday 25 March 2011. <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. Online booking will be available from April 2011.

In the news

From the UK

Britain has done better than many countries at tackling its 'tobacco epidemic', says government cancer adviser

<http://www.guardian.co.uk/society/2011/jan/24/smoking-message-hits-home-cancer-rates?INTCMP=SRCH>

A ban on tobacco displays in Scottish shops has been delayed because of an ongoing legal challenge. The new law, voted in by MSPs at the start of 2010, was due to begin for larger retailers in October this year, but Imperial Tobacco is appealing against a decision dismissing its original challenge in 2010, meaning the legislation cannot be used. <http://www.bbc.co.uk/news/uk-scotland-12276814>

Half of all hand-rolled tobacco smoked in the UK is now counterfeit, as is one in every five cigarettes. The illegal trade is estimated to cost the Treasury billions of pounds in lost taxes.

<http://www.bbc.co.uk/news/business-12324698>

<http://www.guardian.co.uk/business/2011/feb/06/tobacco-vat-duty-smuggling?INTCMP=SRCH>

BBC investigative reporter Sam Poling went undercover in Glasgow to smoke out the truth behind the illegal tobacco trade. <http://www.bbc.co.uk/news/uk-scotland-12222369>

Smoking is the main reason why, on average, men die sooner than women across Europe, according to research. World Health Organization figures on death rates reveal tobacco-related illness accounts for up to 60% of the gender health gap in most countries.

<http://www.bbc.co.uk/news/health-12205365>

From overseas

Some of the toughest anti-smoking measures to be adopted in a major city have been approved by councillors in New York. The measures are set to extend a smoking ban to municipal parks, beaches and even Times Square. It will make it an offence to light up in any of the city's 1,700 parks and along 14 miles (23km) of coastline. <http://www.bbc.co.uk/news/world-us-canada-12352935>

<http://www.guardian.co.uk/world/2011/feb/03/new-york-smoking-ban-outdoors?INTCMP=SRCH>

<http://www.independent.co.uk/life-style/health-and-families/new-york-extends-smoking-ban-to-beaches-parks-2203831.html>

Smoking damages the body in minutes rather than years, according to research in the US. The report, published in Chemical Research in Toxicology, shows that chemicals which cause cancer form rapidly after smoking. Scientists involved in the small-scale study described the results as a stark warning to people considering smoking. <http://www.bbc.co.uk/news/health-12193602>

China has ordered that smoking scenes in films and television series be restricted, amid concern it is failing to deliver on pledges to help its 300 million smokers kick the habit.

<http://www.independent.co.uk/life-style/health-and-families/china-restricts-smoking-in-films-tv-2215348.html>

Scientists have found that simply watching movie stars take a drag on a cigarette is enough to spark a pattern of activity in smokers' brains that mirrors the act of lighting up. This response to seeing smoking on screen is thought to make cravings more intense for those who are trying to quit a habit that kills 5 million people worldwide each year.

<http://www.guardian.co.uk/science/2011/jan/18/smokers-brains-smoking-movies-tv?INTCMP=SRCH>

And finally

US President Barack Obama has not smoked a cigarette in almost a year, First Lady Michelle Obama has said. Mrs Obama said she was very proud of her husband, who had smoked for years and has repeatedly spoken of his struggle to quit tobacco.

<http://www.bbc.co.uk/news/world-us-canada-12399957>

<http://www.guardian.co.uk/world/2011/feb/08/barack-obama-quits-smoking?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
April	Tuesday 29 th March 2011	9.00 am – 12.30 pm	RCHC, room 2
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
April	(Wed) 13 April 2011	9.30 am – 10.30 am	RCHC, Room 5
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