

Tobacco Bulletin

November 2011

National advertising of stop smoking services and Quit-Kit has resumed

In May 2010 all national advertising of stop smoking services and the Quit-Kits ceased. Following the hold on the publicity calls to the national stop smoking helpline and visits to the smokefree website fell dramatically. Twelve months later Department of Health announced that some social marketing of public health issues would resume, including for stop smoking support. The 'Real Kids' campaign, which features real children speaking in their own words about their fears for loved ones who smoke, is being broadcast during November and December 2011 and will be followed by further campaigns in January to tie in with the New Year increase in quit attempts. The Quit-Kit is available through the national helpline - 0800 022 4 332 - or through a number of pharmacies across the country.

Australian Government passes plain packaging legislation

Australia has become the first country to pass plain packaging legislation when its Senate passed the law in early November. A final vote, seen as a formality, is needed before the laws come into force in December 2012. This will result in all branding on packaging being removed and cigarettes being sold in plain olive green cartons with the graphic picture warnings remaining. The tobacco industry will launch legal action and this will be watched closely in the UK and other countries that are considering whether to introduce plain packaging. A consultation on the issue will launch in England early in the New Year and details of where to find more information and how to respond will be included in a future bulletin.

Rotherham Stop Smoking Service Annual Report

The Stop Smoking Service has published its annual report for 2010-2011. It covers the performance of the specialist service, the enhanced service providers and the pregnancy service. It also looks ahead to challenges for 2011-2012. For more information or a copy of the report please contact Simon Lister, Stop Smoking Service Manager at simon.lister@rothgen.nhs.uk

Forthcoming Tobacco Control meetings:

Rotherham Tobacco Control Alliance: Thursday 19 January 2012 at 2.00pm
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. Dates for 2012 will be circulated in January.

2 December 2011: Stop Smoking Live! Business Design Centre, Islington, London. With a combination of seminars, exhibition stands from key suppliers, organisations active in the field, and services keen to recruit and share their expertise, Stop Smoking Live! will be an informative and educational day for everyone in the smoking cessation field. £20 per delegate or three delegates for £40.

http://www.stopsmokinglive.org/ssl2011_index.php.php

14 March 2012: No Smoking Day: Take the Leap. This year's theme takes its inspiration from the 2012 Olympics and the fact that 2012 is a leap year. Are you thinking of quitting? **Take the Leap** and become a non-smoker in 2012. <http://www.nosmokingday.org.uk/>

20-24 March 2012: 15th World Conference on Tobacco or Health, Singapore. The conference will include a series of plenaries, symposiums, panel discussions covering a comprehensive array of tobacco control topics including Emerging Tobacco Products, End Game Strategies, Tools for Action, the Ins and Outs of the Tobacco Industry and more.

<http://wctoh2012.org/>

21-24 May 2012 Tobacco Control in Practice, Bath. This module can be taken as stand-alone continuing professional development or, upon successful completion of an assignment, to gain credits at masters level. It provides participants with an overview of the key concepts and issues in tobacco control and how to apply these to their own areas of work. £730 plus accommodation fees.

http://www.bath.ac.uk/health/pdf/Tobacco_A4_oct_09web.pdf

In the news

From the UK

The British Medical Association called for the extension of the current ban on smoking in public places to private cars after reviewing evidence of the dangers. It highlighted research showing the levels of toxins in a car can be up to 23 times higher than in a smoky bar.

http://www.bma.org.uk/health_promotion_ethics/tobacco/smokinginvehicles.jsp

<http://www.bbc.co.uk/news/health-15744352>

<http://www.guardian.co.uk/society/2011/nov/16/smoking-cars-ban-bma>

<http://www.guardian.co.uk/politics/blog/2011/nov/16/banning-smoking-cars-authoritarian-solution>

<http://www.independent.co.uk/life-style/health-and-families/health-news/bma-calls-for-smoking-in-cars-to-be-banned-6262841.html?origin=internalSearch>

A new study has found that smoking is rarely cited on death certificates, even where the causal link is strong.

Abstract and link to full article: <http://jcp.bmj.com/content/early/2011/10/12/jclinpath-2011-200299>

Today interview with the author:

http://news.bbc.co.uk/today/hi/today/newsid_9623000/9623492.stm

Forty million smokers could die from TB by 2050, research suggests. Smokers are about twice as likely to get the lung infection and die from it compared to non-smokers.

<http://www.bbc.co.uk/news/health-15164170>

Britain's top children's doctor has said that more than 10,000 babies each year suffer serious harm, including death, because their mothers drank alcohol, smoked, over-ate, or took drugs during pregnancy. Professor Terence Stephenson, president of the Royal College of Paediatrics and Child Health, said newborns are suffering permanent harm including brain damage, disability or physical deformity. Others die because of miscarriage or stillbirth caused by their mother's smoking.

<http://www.guardian.co.uk/society/2011/nov/11/smoking-drinking-pregnancy-harms-babies?INTCMP=SRCH>

From overseas

In Europe self extinguishing cigarettes are about to become law, but where do they stand in the pantheon of safety interventions? In England, of the 212 people who died in house fires last year, 81 were the result of cigarettes, according to the Department of Communities and Local Government. <http://www.bbc.co.uk/news/magazine-15537036>

Tobacco company Philip Morris has launched legal action against Australian laws forcing tobacco products to be sold in drab, plain packaging from late next year. While tobacco exporting countries including Nicaragua, Dominican Republic and Ukraine have warned they may challenge the law under world trade rules, tobacco companies including British American Tobacco and Imperial Tobacco have said they may take action in Australia's high court. <http://www.guardian.co.uk/world/2011/nov/21/philip-morris-australia-tobacco-laws?INTCMP=SRCH>

<http://www.independent.co.uk/news/world/australasia/big-tobacco-fights-back-after-plain-packs-law-passes-6265886.html?origin=internalSearch>

President Barack Obama has quit smoking and is 'tobacco free', according to his physician.

<http://www.guardian.co.uk/world/2011/oct/31/barack-obama-tobacco-free-report?INTCMP=SRCH>

And finally

King of the Cuban cigar breaks world record. At more than 81m (265ft) long, Jose "Cueto" Castelar's latest effort has gained him his fifth Guinness World Record. No less than 90kg (200lb) of tobacco was rolled into the smoke. <http://www.bbc.co.uk/news/world-latin-america-15885481>

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
No more dates for 2011			

INTERMEDIATE INTERVENTION – 2 Days (no more than 14 people)			
	Date	Time	Venue
No more dates for 2011			

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

PEER SUPPORT			
	Date	Time	Venue
December	(Tue) 6 th December 2011	12 – 2 pm or 2 – 4 pm	RCHC, rooms 1 & 2

RAISING AWARENESS			
	Date	Time	Venue
No more dates for 2011			