

Tobacco Bulletin

October 2010

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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The NHS Information Centre has published the following statistical reports:

Statistics on Smoking in England 2010 This statistical report presents a range of information on smoking which is drawn together from a variety of sources. The report aims to present a broad picture of health issues relating to smoking in England and covers topics such as smoking habits, behaviours and attitudes among adults (aged 16 and over) and school children (aged 11 to 15), smoking-related ill health and mortality, affordability of tobacco and smoking-related costs. Findings of this report include that one in 20 hospital admissions for over-35s were linked to smoking. The report can be accessed at: <http://www.ic.nhs.uk/pubs/smoking10>

NHS Stop Smoking Services: England, April 2009-March 2010 This annual report includes information on the number of people setting a quit date and the number who successfully quit at the 4 week follow-up. It also presents in depth analyses of the key measures of the service including pregnant women, breakdowns by ethnic groups and type of pharmacotherapy received and presents the results of regional analyses at Strategic Health Authority and Primary Care Trust levels. Nationally 373,964 had successfully given up, an 11% rise from the 337,054 who gave up in 2008/09. Read the report at: <http://www.ic.nhs.uk/pubs/sss0910>

Smokefree Class Competition The percentage of pupils in Rotherham who smoke regularly halved among those who took part in this year's Smokefree Class Competition. Questionnaires completed before and after the 12-week programme showed the percentage of pupils smoking every week dropped from 4% to 2% at the end of the competition. The competition promotes the benefits of being a non-smoker, rather than the dangers of smoking. It encourages pupils to remain non-smokers and discourages those who may have tried smoking from becoming long-term smokers through open and honest discussion of smoking-related issues. The results show that only a very small number of pupils smoke regularly, with 98% being non-smokers at the end of the competition.

However, this does not match the pupil's perception of smoking behaviour; only 12% of them thought that more than 80% of pupils were non-smokers.

Rotherham Indoor Cricket League will be promoting stop smoking messages during their 18 week tournament. The league, which consists of 8 teams of 8 players, is being run in Rotherham for only the second time and sees the teams participating in a round-robin style competition. The teams' official tournament T-shirts will display the NHS Smokefree Rotherham logo and stop smoking publicity and support materials will be made available at the matches, which are held at St Ann's Leisure Centre in Rotherham every Sunday between 3.00 and 8.00pm.

Campaign for New Year quitters This year's local campaign to encourage people wanting to quit smoking as one of their new year's resolutions to seek NHS support will kick off in mid December. The Government's freeze on health promotion advertising will mean there is no national campaign this New Year, so we will be looking for an additional commitment from all NHS staff to promote the local campaign and NHS stop smoking support that provided. Further details of the campaign and how to refer to the Stop Smoking Service will be circulated nearer the time.

Forthcoming Tobacco Control meetings:

Smoking in Pregnancy Strategy and Implementation Group: Friday 5 November 2010 at 12.00 noon

Rotherham Tobacco Control Alliance: Thursday 13 January 2011 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

21 October 2010: British Thoracic Society Tobacco Advisory group and British Association of Stop Smoking Practitioners Conference York Racecourse, York. £50 if booked before 6 September 2010, £60 if booked between 6 September and 8 October 2010. Booking closes on 8 October 2010. <http://www.brit-thoracic.org.uk/education-hub/bts-bassp-conference-2010.aspx> This conference will bring both together for a day at which we aim to provide all delegates with a shared briefing about national policy and strategies, the availability of national resources, an insight into the health economics, and a stimulating debate on the hot topic of targets.

21 October 2010: Launch of No Smoking Day 2011 campaign York Racecourse, York. The launch is being held as part of the above conference. You can register to attend for lunch and the afternoon launch for free at <http://www.nosmokingday.org.uk/organisers/getinvolved.php?status=launches>

8 December 2010: Local Government Association Tobacco Control Conference The Royal York Hotel and Events Centre, York. This event will provide councillors, officers/heads of service within trading Standards, Environmental Health and Public Health and officers/members with an interest in tobacco control with an opportunity to receive FREE training and updates on all the new and developing work at local government and central government level on tobacco control and to share best practice with other colleagues. The conference is also being run on **1 December 2010** at Local Government House in London. <http://www.lga.gov.uk/lga/events/display-event.do?id=13703825>

10 December 2010: Stop Smoking Live Islington Business Design Centre, 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 in advance, £25 on the day, or £40 for three tickets. <http://www.stopsmokinglive.org/>

28-30 March 2011: European Conference on Tobacco or Health, Krasnopolsky Hotel, Amsterdam. The conference program will comprise of 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. £415 until 15 December, £465 until 18 March, £565 until 25 March, when all registration closes. Deadline for submission of posters and abstracts: 29 October 2010. <http://www.ectoh.org/home>

13 – 14 June 2011: UK National Smoking Cessation Conference Novotel London West Hotel, London. Further details of the conference to follow. <http://www.uknsc.org/>

In the news

Five from the UK

1. Parents who smoke in cars in front of small children are "committing a form of child abuse", a leading GP has said. Professor Steve Field, chairman of the Royal College of General Practitioners, has condemned society's attitudes to food, alcohol and cigarettes. In a letter to the Observer newspaper, he said parents had to take more responsibility for their children's health - and set a good example.

<http://www.guardian.co.uk/commentisfree/2010/aug/08/steve-field-patient-responsibility-health>
<http://www.bbc.co.uk/news/health-10896335>

(See also the same call from the Chief Medical Officer for Wales:

<http://www.bbc.co.uk/news/uk-wales-11482556>)

2. Teenage smoking rates in England have dropped since the legal age for buying cigarettes rose from 16 to 18, research by University College London suggests. Researchers surveyed more than 1,000 teenagers aged 16 and 17 before and after the age rise in October 2007. Smoking rates in this age group dropped significantly, from 24% before the law change to about 17% after it. Smoking rates in over 18s remained unchanged.

<http://www.bbc.co.uk/news/health-11001599>

3. A chemical in cigarette smoke has been found to cause a reaction which can lead to ectopic pregnancies, according to Edinburgh scientists. Research from experts at Edinburgh University said Cotinine triggered a reaction which increased a protein in the Fallopian tubes. They said the protein, called PROKR1, raised the risk of an egg implanting outside the womb.

<http://www.bbc.co.uk/news/uk-scotland-edinburgh-east-fife-11418432>

4. When footballer Wayne Rooney was spotted having a cigarette on several occasions during his break between the World Cup and the start of the Premier League season, there was outrage. As a top-flight footballer, he is expected to treat his body with respect at all times, even during the close season. Rooney is not alone. Other athletes including footballer Zinedine Zidane and basketball player Michael Jordan have all been photographed smoking. But should they be setting a better example?

<http://www.bbc.co.uk/news/health-11323847>

5. Leading doctors are urging the government to press ahead with controversial plans to force shops to put cigarettes out of customers' sight and only sell them from under the counter. Many of the UK's leading medical practitioners, including Sir Terence Stephenson, the president of the Royal College of Paediatrics, believe a ban on displaying cigarettes publicly will cut smoking rates and improve children's health by reducing their exposure to tobacco products.

<http://www.guardian.co.uk/society/2010/sep/12/cigarette-display-ban>

Five from overseas

1. Japan's government has imposed the biggest tax increase on cigarettes the country has ever seen. The price of the most popular brands is rising on Friday by about 40%, from 300 yen (\$3.60; £2.30) to 410 yen (\$4.90; £3.10). The aim is to encourage smokers to quit, in a country with a reputation as one of the most smoker-friendly places in the industrialised world.

<http://www.bbc.co.uk/news/world-asia-pacific-11449516>

<http://www.guardian.co.uk/world/2010/oct/06/japan-cigarette-tax-increase>

2. A new law has come into force in Greece banning smoking in enclosed public spaces and tobacco advertising. It is the second such attempt to curb tobacco addiction in Europe's biggest-smoking nation in just over a year.

<http://www.bbc.co.uk/news/world-europe-11148448>

<http://www.guardian.co.uk/world/2010/sep/01/greece-anti-smoking-measures>

3. Cuba's elderly will no longer be entitled to state-subsidised cigarettes, the government has said. All Cubans 55 or older are allocated four packs of cigarettes a month for about 25% the normal price, but this privilege is being ended in September.

<http://www.bbc.co.uk/news/world-latin-america-11092876>

<http://www.guardian.co.uk/world/2010/aug/26/cuba-cigarette-rations-cut>

4. The tobacco industry may be using websites such as YouTube to get around a ban on advertising cigarettes, a study says. Researchers in New Zealand studied the video-sharing site and found a number of pro-tobacco videos "consistent with indirect marketing activity by tobacco companies or their proxies"

<http://www.bbc.co.uk/news/technology-11088426>

<http://www.guardian.co.uk/society/2010/oct/10/cigarette-firms-accused-promoting-online>

5. The European Commission is preparing to introduce next year a ban on smoking in public places in European Union member countries, officials said.

http://www.officialwire.com/main.php?action=posted_news&rid=236863&catid=851

And finally

Chimp Charlie dies at 52 despite smoking habit. A chimpanzee famous for smoking cigarettes has died at a South African zoo, aged 52. Charlie the chimp started smoking when some visitors to Mangaung zoo, in Bloemfontein, threw him lit cigarettes.

<http://www.bbc.co.uk/news/11484057>

STOP SMOKING SERVICE TRAINING: DATES & VENUES 2010

For more information or to book a place please contact Catrina Ball on 01709 423350/422444 or by e-mail catrina.ball@rotherham.nhs.uk

BRIEF INTERVENTION – Half Day (no more than 14 people)			
	Date	Time	Venue
October	(Tue) 19 October 2010	09:00 – 12:30	Larch Room, Oak House
November	(Wed) 3 November 2010	09:00 – 12:30	Larch Room, Oak House
December	(Tue) 14 December 2010	09:00 – 12:30	Larch Room, Oak House

INTERMEDIATE INTERVENTION – 2 Days (no more than 14 people)			
	Date	Time	Venue
November	(Mon/Tue) 15 & 16 November 2010	09:00 – 16:30	Larch Room, Oak House

UPDATE – Half Day (no more than 14 people)			
	Date	Time	Venue
November	(Mon) 29 November 2010	13:30 – 16:30	Larch Room, Oak House

PEER SUPPORT

	Date	Time	Venue
September	(Thurs) 23 September 2010	12:00 – 16:00	Elm Room, Oak House
December	(Wed) 15 December 2010	12:00 – 16:00	Elm Room, Oak House

RAISING AWARENESS FOR SMOKERS (these meeting are for staff who are unable to attend their own team meetings when the RSSS is attending).

Date	Time	Venue
July 26 th	9.00 – 10.30 am	RCHC Meeting rooms 1 & 2
September 20 th	9.00– 10.30 am	RCHC Dining room
November 1st	9.00 – 10.30 am	RCHC Meeting rooms 1 & 2
December 6th	9.00 – 10.30 am	RCHC Dining room