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Newsletter

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Stoptober

It is that time of the year again – Stoptober is back for 2016 to encourage smokers to make a quit attempt during October. So far Stoptober has driven almost 1 million quit attempts, with thousands likely to take part again this year. There will be a variety of free Stoptober resources available for those looking to quit, including support through text, email or the Stoptober app.

There have been some changes to Stoptober this year. Although it is still a campaign within its own right, this year it will be positioned within the PHE One You brand. This is a national brand encouraging multiple lifestyle changes, including eating, drinking, moving, sleep and stress, as well as smoking.

Please do support Stoptober in whatever way you can. Whether you share the Stoptober website via social media, use the campaign to start a brief discussion with a smoker about quitting, or whether you hold your own Stoptober event to raise awareness and encourage people to quit – every little helps!

Pharmacies will automatically receive Stoptober toolkits directly from PHE. Everyone else will need to access their own resources from the Campaign Resource Centre: campaignresources.phe.gov.uk/resources/campaigns/6-stoptober/resources

There is likely to be a Stoptober advert available to display on digital screens across the county, e.g. in waiting rooms. If you would like to use this resource, please let Ruby King know.

Once again, we have a Devon specific URL for Stoptober, which will enable us to track the local activity on the national website. If you are sharing the Stoptober via digital channels e.g. social media, it would be fantastic if you could use this link: http://po.st/Stop16_Devon

The new specialist stop smoking service will be holding some mobile clinics across Devon – watch out for them!

Please do let us know what you get up to – pictures appreciated!



HOW WILL **YOU** QUIT?

Find the support that's right for you. **Search Stoptober.**



Only Two Stopped in London for Smoking in Cars with Children Since October 2015

Figures from the MET police have shown that only two drivers have been stopped and warned of smoking in cars with children since the ban came was introduced last October. These figures were obtained by London Assembly member Steve O'Connell, who called on the Mayor to look at further options to protect children from second-hand smoke.



Additionally, figures released in March 2016 showed that forces in England and Wales had issued a total of six warnings for smoking in a car with children, despite figures from the National Lung Foundations suggesting that approximately 430 000 children are exposed to smoke in cars.

The original focus of the ban was to educate people on the dangers of second-hand smoke to children and was to take an advisory and non-confrontational approach, as has been followed by the police since.

Work has commenced in Devon in this area and there is hope that the public health teams will collaborate with the police to make sure this educational message reaches smokers.

Spot the Plain Packs!

As you will be aware, in May the UK became the second country in the world to require plain, standardised packaging for cigarettes.

This legislation meant that all packs manufactured from May 2016 must have the standardised packaging, but tobacco companies have been given until May 2017 to use up current stock before all products sold must be in plain packaging.

[Breathe 2025](#) is running a campaign encouraging people to use the hashtag #trackthepack on social media when a standardised pack is spotted. The first ones have been recently spotted in August at Leeds Train Station.

Have you spotted any plain packaging in the shops yet? If you have, we would love to hear about it!



Impact of Brexit on Tobacco control Legislation

According to a new briefing produced by Action on Smoking and Health (ASH) and the Chartered Institute for Environmental Health (CIEH), tobacco control will not slide backwards due to Brexit. The briefing was issued to reassure public health professionals and reduce any potential concerns.

Even after Article 50 is invoked and negotiations are concluded, those EU Directives that have been transposed into domestic law will not be effected by Brexit unless Parliament decides to repeal it. The UK Government has adopted even further restrictions on tobacco than those required under EU law. There are three tobacco-specific EU directives which are used in the UK:

- ◆ Tobacco Advertising Directive
- ◆ Tobacco Tax Directive
- ◆ Tobacco Products Directive

An ASH spokesperson said: “Tobacco controls are embedded in UK law and won’t change unless the Government has a mind to do so which seems highly unlikely given that tobacco control has both cross party support and public support.”

The UK is a party to the WHO Framework Convention on Tobacco Control which is an international treaty that sets out measures to reduce tobacco caused harm; the UK is a world leader in implementation of this treaty.

Read the full ASH and CIEH briefing [here](#).



Use of e-cigarettes in public places and work

Public Health England published new framework advice for employers to help them create e-cigarette policies. This advice is designed to help employers support smokers to quit and stay smokefree, while managing any risks specific to their setting.

It sets out five principles to help guide the creation of a suitable vaping policy:

1. Make clear the distinction between vaping and smoking.
2. Ensure policies are informed by the evidence on health risks to bystanders.
3. Identify and manage risks of uptake by children and young people.
4. Support smokers to stop smoking and stay smokefree.
5. Support compliance with smokefree law and policies.

This framework advice was published to coincide with PHE and Cancer Research UK’s national stakeholder symposium on e-cigarettes and their role in tobacco harm reduction.

Read the framework advice document [here](#).



Public Health
England

E-cigarettes: a developing public health consensus

Public Health England have published a joint statement on e-cigarettes with other UK public health organisations, including the Association of Directors of Public Health, ASH and the British Lung Foundation. For a full list of contributors, please see the statement [here](#).

The joint statement recognises that although smoking prevalence has fallen significantly since 2000, almost one in five adults still smoke. It agrees that e-cigarettes are significantly less harmful than smoking and are the most popular quitting tool in the country, with more than 10 times as many people using them than using stop smoking services. Therefore, smokers may be encouraged to try vaping, with the aim to stop smokers using tobacco completely, as “there is no circumstance in which it is better for a smoker to continue smoking”.

It also states a commitment to monitor and share evidence on e-cigarettes as it arises, from the UK E-cigarette Research Forum in particular.



Other news

◆ Smokefree Devon Alliance Website

If you have anything that you would like to put on the website or think something should be included on there, please do get let Ruby know on ruby.king@devon.gov.uk

◆ Public Health Devon's New Stop Smoking Services

The contract has now been awarded for Public Health Devon's new specialist stop smoking service. The new provider, Solutions 4 Health, will be coming along to introduce themselves to you at the next Smokefree Devon Alliance Steering Group Meeting. They will be providing a targeted service and organisations working with clients in target groups will be contacted by the new service in due course.

This newsletter gives a brief update on information and events relating to tobacco control. If you would like to receive regular copies of this update, please contact me at the email address below.

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