

# Tobacco Bulletin

July 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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## ***Smoking, drinking and drug use among young people in England 2010***

The NHS information centre has published their annual report on young people's smoking, drinking and drug use. The key findings related to smoking are:

- In 2010, 27 per cent of pupils had smoked at least once, compared with 44 per cent in 2001.
- In 2010, 5 per cent of pupils smoked regularly. As in previous years, girls were more likely than boys to be regular smokers (6 per cent and 4 per cent respectively).
- 35 per cent of pupils thought it was acceptable for someone their age to try smoking to see what it was like
- There is strong evidence that pupils' smoking habits are influenced by the smoking behaviour of their families and friends. Almost all smokers (99%) said they knew at least one person who smoked, compared with 81% of non-smokers. Around three-fifths (62%) of pupils lived in households where no one else smoked, and they were less likely to be smokers than those who lived with other smokers, particularly those who lived with several other smokers. Among pupils who said that no one they lived with smoked, 94% did not smoke, compared with 69% of those who lived with three or more smokers.
- Pupils who smoked were most likely to get cigarettes by being given them by other people (69%), most usually friends (58%). Pupils who smoked were also likely to buy cigarettes from shops (45%) or other people (41%).
- Most pupils who ask someone else to buy cigarettes from a shop are successful, at least some of the time; 90% of those who had tried in the last year had been bought cigarettes at least once.

You can access the summary and full reports [here](#).

## ***Tobacconomics***

Action for Smoking and Health (ASH) have published Tobacconomics, a report that examines the spurious economic arguments put forward by tobacco companies to counter tobacco control

measures. The report gives examples of how these arguments are developed and debunks the claims that support them. You can access the Tobacconomics report [here](#).

### ***Forthcoming Tobacco Control meetings:***

Rotherham Tobacco Control Alliance: Thursday 20 October 2011 at 2.00pm

Smoking in Pregnancy Group: Friday 16 September 2011 at 11.00am

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](mailto: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***

**8 September 2011: Tackling Tobacco – A Case Study for Action**, The Royal York Hotel, York. This event aims to provide senior policy makers, commissioners and practitioners from across the wider public health system with an opportunity to consider how, by working together through the new health and social care arrangements, they can plan and deliver systematic interventions to achieve key public health outcomes. It will introduce delegates to the latest evidence on the impact of smoking legislation, and to the various elements of the new Tobacco Control Plan. For further information contact [mindingthegap@wakefield.gov.uk](mailto:mindingthegap@wakefield.gov.uk)

**7 October 2011: Smoking Cessation and the Cancer Patient**, The Royal Marsden Education and Conference Centre, London. The conference will focus on the impact of smoking on cancer treatment and on supporting cancer patients and their families to stop smoking. Charge: £50. <http://www.royalmarsden.nhs.uk/education/education-conference-centre/study-days-conferences/2011-smoking-cessation-cancer-patient>

**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***

**Doctors are urging mothers-to-be to give up cigarettes after new research linked smoking in pregnancy to babies suffering birth defects such as clubfoot, missing limbs and deformed limbs.**

Those who smoke while expecting a baby increase the risk of their child being born with a serious malformation by as much as 50%, the study found. The disclosure led to calls for new measures to reduce what the authors called "staggeringly high" levels of smoking among pregnant women.

- News story: <http://www.guardian.co.uk/society/2011/jul/12/birth-defects-linked-smoking-pregnancy?INTCMP=SRCH>
- Press release: <http://www.ucl.ac.uk/news/news-articles/1107/1102201101-birth-defects-smoking-pregnancy>
- Full text: <http://humupd.oxfordjournals.org/content/early/2011/07/09/humupd.dmr022.full?sid=463f8c00-6ec6-4723-9827-d099e19a46ad>

**Imperial Tobacco goes to court over display ban.** A cigarette company has asked appeal judges to block rules intended to ban the open display of tobacco products in shops. Imperial Tobacco claimed that the Scottish Parliament had no legal right to restrict the open sale of its products. It was appealing against an earlier ruling that none of its challenges were "well founded".

<http://www.bbc.co.uk/news/uk-scotland-13605366>

**Motivational text messages sent to smokers' mobile phones can double their chances of giving up tobacco, a study has found.** The "txt2stop" trial tested the effects of inspirational text messages designed to encourage quitting on almost 3,000 smokers. Participants were twice as likely to banish their habit as another group sent texts unrelated to smoking.

<http://www.guardian.co.uk/healthcare-network/2011/jun/30/motivational-text-messages-help-smokers-quit?INTCMP=SRCH>

**More than 80% of chewing tobacco products sold in England do not comply with legislation.** The Race Equality Foundation together with the Action on Smoking and Health (ASH) foundation found that only 15% of such products are sold with relevant health warnings or adequate labelling. Many chewing tobacco products do not even state if they contain tobacco.

<http://www.bbc.co.uk/news/health-13413053>

### ***From overseas***

**If you light up a cigarette, it will snuff out your chances to land a job with health-insurance giant Humana in Arizona.** The health insurer said Wednesday that it will no longer hire workers in Arizona who smoke or use other tobacco products, part of a trend of employers who are cracking down on tobacco use among workers. To enforce the tobacco ban Humana will test new employees for nicotine use during a pre-employment urine drug screen. Although existing Humana-employed smokers aren't required to halt tobacco use, they will be encouraged to do so. Those employees will be offered free stop-smoking help. Employees who enrol in the smoking-cessation plans also are offered discounted medical insurance. [http://www.usatoday.com/money/industries/health/2011-06-30-smokers-jobs-humana\\_n.htm](http://www.usatoday.com/money/industries/health/2011-06-30-smokers-jobs-humana_n.htm)

**Australia's government has introduced a bill to parliament that would prevent tobacco companies from displaying their distinctive colours, brand designs and logos on cigarette packs.** Tobacco companies argue that the move illegally diminishes the value of their trademarks. They are funding a nationwide advertising campaign that brands Australia a nanny state and warns that alcohol will be the government's next target.

<http://www.guardian.co.uk/world/2011/jul/06/australia-plain-packaging-cigarettes?INTCMP=SRCH>  
<http://www.bbc.co.uk/news/business-13923095>

**Nicotine treatment 'could control obesity'** Scientists have identified a group of neurons in the brain responsible for smokers' lack of appetite. In an article in the journal Science, Yale University researchers describe experiments on mice which found nicotine activates neurons to send signals the body has had enough to eat. However they are not the same neurons which trigger a craving for tobacco. <http://www.bbc.co.uk/news/health-13711975>

***And finally***

**The Telegraph takes a look at some vintage tobacco advertisements.**

<http://www.telegraph.co.uk/health/healthpicturegalleries/8620411/Vintage-tobacco-advertising-how-cigarette-adverts-have-changed-over-the-years.html>

## **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.

| <b>BRIEF INTERVENTION – Half Day (no more than 14 people)</b> |  |                    |              |
|---|--|--------------------|--------------|
|   | Date                                   | Time               | Venue        |
| October   | Wednesday 5 <sup>th</sup> October 2011 | 9.00 am – 12.30 pm | RCHC, room 2 |

| <b>INTERMEDIATE INTERVENTION – 2 Days (no more than 14 people)</b> |  |                   |                   |
|--|--|-------------------|-------------------|
|  | Date   | Time              | Venue             |
| October  | (Mon/Tue) 10 <sup>th</sup> & 11 <sup>th</sup> October 2011 | 9.00 am – 4.30 pm | RCHC, rooms 1 & 2 |

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

| <b>PEER SUPPORT</b> |                                     |                       |                   |
|---------------------|-------------------------------------|-----------------------|-------------------|
|                     | Date                                | Time                  | Venue             |
| October IAN         | (Tue) 18 <sup>th</sup> October 2011 | 12 – 2 pm or 2 – 4 pm | RCHC, rooms 1 & 2 |
| December            | (Tue) 6 <sup>th</sup> December 2011 | 12 – 2 pm or 2 – 4 pm | RCHC, rooms 1 & 2 |

**RAISING AWARENESS**

|         | <b>Date</b>           | <b>Time</b>        | <b>Venue</b> |
|---------|-----------------------|--------------------|--------------|
| 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 |