

Tobacco Bulletin

September 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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Tobacco vending machines

Sales of tobacco from vending machines will be illegal after Saturday 1st October 2011. The legislation has been introduced primarily to reduce access to tobacco products for those aged under 18. Whist vending machines only accounted for 1% of cigarette sales, 11% of children who smoked regularly obtained their cigarettes from the machines. From Saturday machines must be inoperable and not display tobacco products. There is a recognition that removing all machines may take longer. It is believed that a number of pubs and bars that currently have vending machines will be provided with tobacco displays for behind the counter. As they would be classed as small retailers this would allow continued display of tobacco products until April 2015, although it should still restrict access to under-18s. .

No Smoking Day campaign merges with the British Heart Foundation (BHF)

As a result of national funding cuts to voluntary organisations, the No Smoking Day charity is becoming part of BHF to ensure its ongoing stability. The campaign for No Smoking Day 2012 (14 March 2012) will keep the existing branding and the theme will be launched in November.

Tackling Tobacco: A Case Study for Action

Minding the Gap organised this conference to raise awareness of the need for a comprehensive tobacco control strategy and to bring local policy makers and public health staff together to discuss how tobacco control will fit into health and wellbeing strategies and its impact on health inequalities. Presentations covered illicit tobacco, upcoming legislative changes (vending machines and point of sale display bans), and using the new health structures to further tobacco control activity.

Statistics on Smoking, England 2011

The Information Centre has published its annual reports on smoking and NHS Stop Smoking Services.

Key facts – smoking in England

- In England in 2009, 21 per cent of adults reported cigarette smoking, the same as in 2007 and 2008 and lower than 39 per cent in 1980. Prevalence continues to be higher among men than women with 22 per cent of men and 20 per cent of women reporting cigarette smoking.
- In England in 2010, over a quarter of secondary school pupils (27 per cent), had tried smoking at least once and 5 per cent were regular smokers (smoking at least one cigarette a week). Girls were more likely to smoke than boys; 9 per cent of girls had smoked in the last week compared with 6 per cent of boys
- In 2010, £17.7 billion was estimated to be spent on tobacco in the UK. The proportion of total household expenditure on tobacco has decreased since 1980, to 1.9 per cent in 2010. In 2010, tobacco was 33 per cent less affordable than in 1980.
- In 2009, an average number of 13.1 cigarettes were smoked each day by current smokers. This includes an average of 13.9 cigarettes for men and 12.4 for women.
- Among adults aged 35 and over, there were approximately 1.5 million hospital admissions with a primary diagnosis of a disease that can be caused by smoking. The annual number of admissions has been rising steadily since 1996/97, when the number of such admissions was 1.1 million. Around 457,800 hospital admissions were estimated to be attributable to smoking. This accounts for 5 per cent of all hospital admissions in this age group.

[http://www.ic.nhs.uk/statistics-and-data-collections/health-and-lifestyles/smoking/statistics-on-smoking-england-2011-\[ns\]](http://www.ic.nhs.uk/statistics-and-data-collections/health-and-lifestyles/smoking/statistics-on-smoking-england-2011-[ns])

Key facts – NHS Stop Smoking Services

- 787,527 people set a quit date through NHS Stop Smoking Services. This is a 4 per cent increase (29,990) from 2009/10 when 757,537 people set a quit date.
- At the 4 week follow-up 383,548 people had successfully quit (based on self-report), 49 per cent of those who set a quit date. This is a 3 per cent increase (9,594) on that reported in 2009/10 when 373,954 people successfully quit.
- More women than men set a quit date (411,392 women compared with 376,135 men) and more women than men successfully quit (195,685 compared with 187,863), although the success rate of giving up smoking was slightly higher among men than women (50 per cent and 48 per cent respectively).
- Of those who set a quit date, success rates generally increased with age from 32 per cent for those aged under 18, to 56 per cent in those aged 60 and over.
- Among all clients who set a quit date, the majority (63 per cent) received Nicotine Replacement Therapy (NRT) only. A further 26 per cent received Varenicline (Champix) only, 1 per cent received Bupropion only and 1 per cent received both NRT and Varenicline. Of those who used Varenicline only, 59 per cent successfully quit, compared with nearly half (52 per cent) who received Bupropion only and 45 per cent of those who used NRT only. Half (50 per cent) of those who did not receive any pharmacotherapy successfully quit.
- Total expenditure on NHS Stop Smoking Services was £84.3 million, nearly half a million more than in 2009/10 when it was £83.9 million and almost £60 million more than in 2001/02 when the cost was £24.7 million. The cost per quitter was £220, a decrease of 2 per cent from £224 in 2009/10. These figures do not include expenditure on pharmacotherapies.

<http://www.ic.nhs.uk/statistics-and-data-collections/health-and-lifestyles/nhs-stop-smoking-services/statistics-on-nhs-stop-smoking-services-england-april-2010-march-2011>

The Independent

In early September *The Independent* published a series of articles on the tobacco industry. A few are linked below, from which you can explore their other relevant coverage.

- The tobacco industry is covertly using third-party companies to lobby against smoking restrictions and to gain access to health documents held by public organisations.
<http://www.independent.co.uk/news/uk/politics/smoke-and-mirrors-how-the-tobacco-industry-hides-behind-lobbyists-2348402.html>
- Ever since the link between smoking and lung cancer was established more than 50 years ago, the tobacco industry has displayed extraordinary tenacity when it comes to denying the scientific evidence showing that smoking kills.
<http://www.independent.co.uk/news/science/hairsplitting-brazen-denials-and-six-decades-of-dirty-tricks-2347262.html>
- The next big battle for the tobacco industry – some might say the final battle – will be waged around the issue of legislation that forces their cancer-causing products into plain cigarette packets that are free of company logos and branding.
<http://www.independent.co.uk/opinion/commentators/steve-connor-big-tobaccos-big-fear-is-a-brandfree-packaging-law-2347834.html>

Forthcoming Tobacco Control meetings:

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

Smoking in Pregnancy Group: Friday 18 November 2011 at 12.00noon

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

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>

11 October 2011: Tackling tobacco in your community: A compelling business case for action, Manchester City Council, Town Hall, Manchester. This conference provides the opportunity for council members and officers to find out more about the case for a comprehensive approach to reducing tobacco use. It will have a focus on the importance of political leadership for this agenda with local and national politicians leading a range of discussion session. LGA member rate £75 plus

VAT, non-member rate £175 plus VAT (Councillors attend free of charge if accompanying an officer and booking at the same time). Places for NHS, community and voluntary organisations are available at a reduced rate – please enquire at info@local.gov.uk. <http://www.lga.gov.uk/lga/events/display-event.do?id=19338729>

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. <http://www.ashwales.org.uk/ash-wales-events/i/9/>

7 November 2011: National No Smoking Day 2012 Yorkshire and Humber campaign launch, The Met Hotel, Leeds. Presentations will include the exciting new campaign theme, tips and advice on how to run a great event and how to use No Smoking Day for your public health work. Places are free of charge – please book at <http://www.nosmokingday.org.uk/organisers/getinvolved.php?status=launches2012>

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

20-24 March 2011: 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.

In the news

From the UK

The government's "nudge unit" wants to encourage the use of smokeless nicotine cigarettes, banned in many countries around the world, in an attempt to reduce the numbers killed in the UK by smoking diseases each year.

- <http://www.guardian.co.uk/society/2011/sep/14/smokeless-nicotine-cigarettes-government?INTCMP=SRCH>
- http://www.cabinetoffice.gov.uk/sites/default/files/resources/Behaviour-Change-Insight-Team-Annual-Update_acc.pdf

Women who start smoking increase their risk of a heart attack by more than men who take up the habit, according to a review of more than 30 years of research. A study of 2.4 million people, published in the Lancet, showed a 25% difference in increased risk. The reasons are unclear, say researchers.

- [http://www.thelancet.com/journals/lancet/article/PIIS0140-6736\(11\)60781-2/abstract](http://www.thelancet.com/journals/lancet/article/PIIS0140-6736(11)60781-2/abstract)
- <http://www.bbc.co.uk/news/health-14474308>

- <http://www.guardian.co.uk/society/2011/aug/11/heart-disease-risk-women-smokers?INTCMP=SRCH>

A Scottish university is battling a tobacco giant's attempt to gain access to its research into the smoking habits of thousands of teenagers. Philip Morris International (PMI), which makes Marlboro cigarettes, has submitted Freedom of Information (FoI) requests to Stirling University.

- <http://www.bbc.co.uk/news/uk-scotland-tayside-central-14744240>
- <http://www.guardian.co.uk/society/2011/sep/01/cigarette-university-smoking-research-information?INTCMP=SRCH>

Teenagers who watch films showing actors smoking are more likely to take it up, new UK research suggests. Experts who made the link by questioning 5,000 15-year-olds say their findings should prompt a change in film certification so that under-18s are no longer exposed to such images.

- <http://www.bbc.co.uk/news/health-14971560>
- <http://www.guardian.co.uk/film/2011/sep/22/close-up-smoking?INTCMP=SRCH>
- <http://www.guardian.co.uk/commentisfree/libertycentral/2011/sep/21/films-smoking-18-certificate?INTCMP=SRCH>

Forcing cigarette manufacturers to introduce plain packaging, following Australia's lead, will not prevent young people smoking.

- <http://www.guardian.co.uk/society/joepublic/2011/sep/20/plain-packaging-wont-stop-youths-smoking?INTCMP=SRCH>

From overseas

The World Anti-Doping Agency believes smokeless tobacco is being used in various sports to enhance performance.

- <http://www.guardian.co.uk/sport/blog/2011/sep/21/doping-nicotine-drugs-wada-sport?INTCMP=SRCH>

Five tobacco companies have sued the US Food and Drug Administration (FDA) over a new law that would force them to place graphic health warnings on their cigarette packets. The firms argue the plan violates their constitutional right to free speech, as it requires firms to promote the government's anti-smoking message.

- <http://www.bbc.co.uk/news/world-us-canada-14553228>

People who smoke soon after getting up in the morning are more likely to develop cancer than those who light up later in the day, say US researchers. A study of 7,610 smokers, published in the journal *Cancer*, said the effect was independent of other smoking habits. Smoking in the first 30 minutes after waking nearly doubled the, already high, risk of lung cancer.

- <http://www.bbc.co.uk/news/health-14411744>

In Malawi and beyond, child workers as young as five are being exposed to the toxic dangers of tobacco harvesting

- <http://www.guardian.co.uk/global-development/2011/sep/14/malawi-child-labour-tobacco-industry?INTCMP=SRCH>

And finally

An orang-utan in Malaysia called Shirley - famous for smoking cigarettes thrown by visitors into her enclosure - is being helped to kick the habit. Wildlife officials say she is undergoing "cold turkey" at Malacca zoo after being removed from her zoo in southern Johor state last week. Shirley is expected to be sent to a wildlife centre on Borneo island once her rehabilitation is complete.

- <http://www.bbc.co.uk/news/world-asia-pacific-14880804>

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
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
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
December	(Mon) 12 th December 2011	1.30 pm – 4.30 pm	RCHC, rooms 1 & 2

PEER SUPPORT			
	Date	Time	Venue
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
October	(Tue) 18 October 2011	9.30 am – 10.30 am	RCHC, Room 1

