

Yorkshire and the Humber Tobacco Control Update Spring 2016



Standardised “plain” packaging starts 20th May 2016



From 20th May 2016 laws surrounding tobacco packaging will change. From this date all tobacco products manufactured for sale in the UK must comply with the new laws. There is a one year transitional period for the sell-through of old stock and from May 2017 all tobacco products on sale in the UK must comply with these regulations.

Under the new packaging and labelling regulations cigarettes and tobacco will no longer be sold in bright, glitzy packs, but in drab green packages. [To see the effects of attractive packaging see [here](#) for a short video produced by Cancer Research UK.] They will have large graphic images on the front and back of the packets to highlight the health effects of smoking and health warnings must appear at the top of all packs. The new packaging rules are contained in two sets of regulations:

1. Regulations requiring cigarettes sold in the UK to be in standardised “plain” packaging
2. The revised Tobacco Products Directive

This includes:

- The material, size, shape and opening mechanism of the packaging;
- The colour of packaging and cigarettes;
- The font, colour, size, case and alignment of text.

The Tobacco Products Directive applies to all tobacco products manufactured and sold within EU member states. With regards to tobacco packaging the revised TPD will:

- Require combined picture and text health warnings to cover 65% of the front and back of cigarette and roll-your-own tobacco packages.
- Require health warnings to appear at the top of the packet.
- Prohibit certain promotional and misleading descriptors on packaging of tobacco products such as “lite”, “natural” and “organic”.
- Require that cigarettes are sold in packs of a minimum of 20 sticks and Hand Rolling Tobacco in a minimum of 30 gram packets.



<http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32014L0109&from=EN>

The Tobacco Products Directive will also:

- Prohibit cigarettes and roll-your-own tobacco with characterising flavours, for example, fruits,

chocolate. Menthol tobacco will be prohibited from 20th May 2020.

- Introduce EU-wide tracking and tracing to combat illicit trade of tobacco products. This will apply from 20th May 2019 for cigarettes and hand rolling tobacco and 20th May 2024 for all other tobacco products.
- Electronic cigarettes - the TPD also includes a number of regulations regarding electronic cigarettes. For more information see the ASH briefing: [The impact of the EU Tobacco Products Directive on e-cigarette regulation in the UK](#)

Australian government report confirms standardised plain packaging works

The Australian Government has released a comprehensive report confirming that the plain packaging of tobacco is responsible for one quarter of the decline in smoking in Australia over the last three years.

The findings of the post-implementation review reflect those of the authoritative independent inquiry by Sir Cyril Chantler which concluded that it was very likely that introducing the policy in the UK as part of a comprehensive strategy would lead to “a modest but important reduction in the uptake and prevalence of smoking”.



The Australian government report stated that; “The analysis estimated that the 2012 packaging changes resulted in a statistically significant decline in smoking prevalence [among Australians aged 14 years and over] of 0.55 percentage points over the post-implementation period, relative to what the prevalence would have been without the packaging changes. This decline accounts for approximately one quarter of the total decline in average prevalence rates observed between the 34 months prior to implementation of the measure and the 34 months following the implementation of the measure (the total decline between the two periods was estimated as being

2.2 percentage points, with average prevalence falling from 19.4% to 17.2%). The analysis concludes that, “given the ways in which the TPP Act was intended to work, the policy’s effects on overall smoking prevalence and tobacco consumption are likely to grow over time”.

Australian Government Post Implementation Review: <https://ris.govspace.gov.au/2016/02/26/tobacco-plain-packaging/>

16 Cancers Evaluation

In Feb 2016, Breathe2025 and FRESH pooled forces to adapt and implement a hard hitting quit smoking campaign aimed at raising smokers’ awareness of the links between smoking and 16 types of cancer, and trigger quit attempts.



This is now thought to have been among the most successful quit campaigns ever to have run in England in terms of awareness, attitudes and actions taken. It builds on the strong existing evidence as to why campaigns are a vital part of efforts to reduce smoking.

The five week campaign featured:

- A TV advert reaching around 4.4m adults across the
- North East (NE) and Yorkshire and Humber (Y&H)
- 16 Cancers website with contact details for local stop smoking support and facts about smoking
- Campaign posters and flyers for local authority and NHS partners
- Engagement tool to help GP surgeries/ pharmacies to raise campaign messages with patients
- Online display, Facebook and video advertising creating around 15m impressions and 700,000 video views
- Over 42,000 website visits

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Evaluation (survey of smokers)

- 80% in NE/ 48% in Y&H (est. 740,000 smokers) recalled the campaign
- 39.5% (NE) and 46% (Y&H) took a quit related action (est. 319,000 smokers)
- Made 69% (NE) and 77% (Y&H) "more concerned" about their smoking
- 8.4% (NE) and 11% (Y&H) who saw it made a quit attempt (est. 72,800 smokers)
- 16% (NE) and 26% (Y&H) cut down (159,400 people) and an est 17,000 smokers switched to an ecig.

Smoking & Dementia

Public Health England has published new information on dementia: [Health matters: midlife approaches to reduce dementia risk](#). The guideline recommends reducing the risk of or delaying the onset of disability, dementia and frailty by helping people to take various steps in to include their health, including stopping smoking. The ASH/PHE joint factsheet on Smoking and dementia is available [here](#).

Dementia is not an inevitable part of ageing. This resource for health professionals and local authorities makes the case for action in midlife to promote healthy lifestyles that can reduce the risk of dementia.

Dementia is now considered the most feared health condition for people over the age of 55 more than any other major disease, including cancer.

Smokers have a 45 per cent higher risk of developing all forms of dementia than non-smokers. 14 per cent of Alzheimer's disease cases worldwide are estimated to be potentially attributable to smoking.

The more a person smokes, the higher their risk of developing the condition.

Passive smoking may also increase a person's risk of dementia.

New report shows electronic cigarettes are beneficial to UK public health

While not absolutely safe, they have potential to radically reduce harm from tobacco.

Electronic cigarettes have the potential to contribute significantly to reducing death and disability caused by Britain's biggest killer.

The Royal College of Physicians Tobacco Advisory Group report on electronic cigarettes, entitled Nicotine without smoke – tobacco harm reduction, with respect to the United Kingdom experience, was published today and is [free to download](#) from the RCP website.



The key messages in the report are that:

Smoking is the biggest avoidable cause of death, disability, and health inequalities in the UK

The hazard to health arising from long term use of e-cigarettes is unlikely to exceed 5% of the harm from smoking tobacco

Experience in the UK suggests that e-cigarettes are more popular with smokers than other non-tobacco nicotine products and are being used almost entirely by smokers who want to cut down or quit smoking

- *E-cigarettes represent an important means to reduce the harm to individuals and society from tobacco use*
- *E-cigarettes should continue to be supported by government and promoted as a tobacco harm reduction strategy*

<http://www.bmj.com/content/353/bmj.i1745>

Films portraying smoking should get adult rating, says WHO

WHO is calling on governments to rate movies that portray tobacco use in a bid to prevent children and adolescents from starting to smoke cigarettes and use other forms of tobacco.

Movies showing use of tobacco products have enticed millions of young people worldwide to start smoking, according to the new WHO "Smoke-free movies: from evidence to action" [Smoke-free movies: from evidence to action](#)

Nearly half of women who stop smoking during pregnancy go back to smoking soon after baby is born

A review reveals that in studies testing the effectiveness of stop-smoking support for pregnant women, nearly half (43%) of the women who managed to stay off cigarettes during the pregnancy went back to smoking within 6 months of the birth.

While not smoking during pregnancy is very important, there is an urgent need to find better ways of helping mothers stay off cigarettes afterwards.

<http://onlinelibrary.wiley.com/doi/10.1111/add.13309/abstract>

Millionth illegal cigarettes seized in raid by West Yorkshire Trading Standards

A large quantity of illegal cigarettes/tobacco (over 67000 illegal cigarette sticks, over 9kg illegal hand rolling tobacco items as well as niche tobacco items) were discovered following raids in Leeds that took place to coincide with No Smoking Day. The activity was conducted by officers from the Trading Standards Illegal Tobacco Team, following up on information provided by members of the public and intelligence received by the Service.

The raids were carried out as part of the 'Keep it Out' campaign, funded by the 5 West Yorkshire Councils, which aims to reduce supply and demand for illegal tobacco in Leeds and across West Yorkshire, including stopping dealers who sell to children.

Anyone who knows where illegal tobacco is being sold is urged to report it anonymously online at www.keep-it-out.co.uk or call the Illegal Tobacco Hotline on 0300 999 0000.

<http://www.ts.wyjs.org.uk/wyjs-trading-standards-news-c.asp?NewsOrder=15010>



Multi-million pound illicit tobacco haul – Immingham Docks

Almost nine-million smuggled cigarettes was discovered by Border Force officers at Immingham Docks – the latest in a string of major discoveries at the Humber port.

The discovery was made when officers searched an unaccompanied trailer that had arrived on a ferry from Vlaardingen, in The Netherlands.

grimsbytelegraph.co.uk

Stolen years: How smoking disproportionately harms those with mental health conditions

A new report from Action on Smoking and Health (ASH) and endorsed by 27 health and mental health organisations sets out recommendations for how smoking rates for people with a mental health condition could be dramatically brought down over the next few years.

People with mental health conditions die on average 10-20 years earlier than the general population and smoking is the single largest factor in this shocking difference. Around one third of adult tobacco consumption is by people with a current mental health condition with smoking rates more than double that of the general population. People with a mental health condition are just as likely as other smokers to want to quit, but because they are more likely to be heavily addicted to smoking, they need more support to be successful.

The report sets out the urgent action needed to get smoking rates falling in this population. There is no single measure that will achieve this but change is needed in all parts of the health and social care system from national government through to local authorities, the NHS and care providers. Key areas for action are:

- National targets and leadership to drive action across the country
- Strong focus on the skills and training of the workforce
- Availability of evidence-based services alongside peer support for all those who need them
- Better access to the medications that will help people to quit

- Improved understanding that electronic cigarettes provide a less harmful alternative to smoking
- Moving to smokefree mental health settings alongside provision of the right support to smokers

New briefings and materials

[Packaging Sells, Smoking Kills](#) – a video by young people involved in Tobacco Free Futures Smoke & Mirrors campaign

ASH: [Electronic cigarettes: Summary for Local Authorities](#)

ASH: [Smoking in Cars](#)

CRUK and the UK Health Forum: [‘Aiming High: why the UK should aim to be tobacco-free’](#)

New infographic showing mortality from smoking by disease group. [local toolkit](#) – please feel free to use it as part of local presentations and reports.

New Health Inequalities Briefing [Health inequalities and smoking](#), including up-to-date information on the contribution smoking makes to health inequalities. Also available on our website is the [Health Inequalities Resource Pack](#). This includes a range of briefings on smoking within different sections of the population and a ‘Smoking and Poverty’ calculator that can calculate figures for both a national and local level.



New Local Tobacco Alliance Resources

Follow this [link](#) to find a set of materials designed to support the development of new tobacco control alliances and provide information for those of you planning to renew or refresh your alliance. You will also find briefings for key stakeholders, making the case for their active involvement in the alliance and explaining how their role would be important to its success. This [document](#) specifically focuses on setting up a new alliance.

Seizing the moment on tobacco - Standardised Packaging Workshop

DATE: 19 MAY 2016, 10.00-15.00

Crowne Plaza: Leeds

How will we seize the moment on tobacco? Getting the most from standardised packaging: action planning for our communities

This workshop is an opportunity to plan our way ahead for the coming months. Action-focussed sessions will cover:

- the rationale and evidence for standardised packaging
- evidence from Australia- what it is and what it tells us
- exploring the opportunities
- what we can do to maximise the public health

To book your place please email

info@breathe2025.org.uk

National symposium on e-cigarettes

On Wednesday 6th July 2016, PHE and Cancer Research UK will host a national symposium on e-cigarettes and their role in reducing smoking in England. The event, to be held in London, will update delegates on the latest evidence on e-cigarettes and the new regulatory regime, and provide a forum for discussion of the implications for policies and practice. It will bring together public health leaders with senior representatives of national government, healthcare, tobacco control, third sector, regulatory bodies and other key stakeholders. Invitations will be issued shortly to all local authority directors of public health and tobacco control commissioning leads, along with access to the registration website to book a place to attend.

Further information contact scrosby@wakefield.gov.uk

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