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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 [sarahbird1@nhs.net](mailto:sarahbird1@nhs.net).

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## New Year National Smokefree campaign

The Department of Health will launch a major new campaign on 28 December, which will run until mid-February, to drive people to the Quit Kit 4 (see below) and to raise motivation to quit smoking. The campaign will feature graphic and emotive imagery. The 'shock-tactic' approach is one that has been used less often in recent years, but which can be very effective to encourage people to give up. The channels will be TV, radio and online.

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## New Year Quit Kits

Each year thousands of people decide to quit smoking as part of their New Year's Resolutions. The [Quit Kit](#) supports the New Year Smokefree campaign (above) to help people quit.

Developed by experts, smokers and ex-smokers, the NHS Quit Kit is packed with practical tools and advice to help smokers quit for good. It includes items such as:

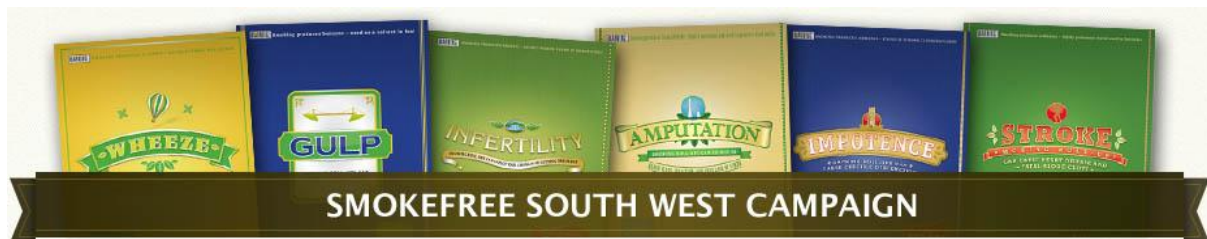
- 'Health and Wealth' wheel to show the difference quitting will make to your wellbeing and bank balance



- Planner to help prepare for a quit attempt
- Stop smoking medicines information
- Addiction test
- A distraction tool

Quit Kits will be available through pharmacies. Large chains should have been supplied with kits already. Independent pharmacies can order their own by calling 0800 678 3173.

## Wise Up to Roll Ups



The third phase of this regional hand-rolling tobacco (HRT) campaign will launch on 1 January on billboards, TV, radio and online. We know from quarterly tracking surveys that more than half of smokers in the South West now smoke hand rolled tobacco, with rates much higher than any other region. We have received 1000 leaflets from Smokefree South West, which take a relaxed 'myth-busting'

approach to the most common misconceptions around HRT, such as that roll-ups are more 'natural' and 'healthier' than straight cigarettes. Please contact us on [sarahbird1@nhs.net](mailto:sarahbird1@nhs.net) if you feel that you could use these leaflets with your clients to spread the message about the real harm of HRT. Find out more at [www.wiseupandquit.co.uk](http://www.wiseupandquit.co.uk).

## Tackling Illegal Tobacco

The second phase of Smokefree South West's illegal tobacco campaign is likely to launch in February/March 2013. It will be advertised on outdoor billboards and radio. Local events are to be decided. Find out more at [www.stop-illegal-tobacco.co.uk](http://www.stop-illegal-tobacco.co.uk).



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## National No Smoking Day - 13 March 2013



It's time to add No Smoking Day to your diary - this year it falls on Wednesday 13 March 2013, and the theme will be 'Swap Fags for Swag'.

This year anyone can order a **free campaign pack** with 4 posters, 50 leaflets and a handbook to help kick start your campaign. You can also get extra posters and leaflets free with every order made in the online shop.

This is a great opportunity for new partners to get involved e.g. children's centres, youth groups, schools, voluntary sector, as well as health settings.

If you plan to run a No Smoking Day display, you **must order your own pack**. To order your pack now, go to [www.nosmokingday.org.uk](http://www.nosmokingday.org.uk).

Keep an eye on the website for updated information and ideas to make the most of the day.

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## Plain Packs Protect - Australia



On Saturday 1 December, Australia made history by becoming the first country in the world to introduce plain packaging for cigarettes. They have set a precedent for removing the last major loophole that enables tobacco companies to market their deadly product through glamorous and eye-catching packaging. Evidence shows that this will protect children and young people from taking up smoking, as cleverly branded packaging appeals particularly to young minds. The law means that companies must sell their tobacco in drab green packs free from logos and branding, but carrying graphic visual health warnings about the consequences of smoking. Within days of the ban being implemented, Australian newspapers were reporting

that advice group Quitline and Facebook fan sites had been inundated with comments from smokers saying that their cigarettes now tasted 'pathetic' and 'sickening', convinced that the ingredients must have changed, which tobacco companies strongly deny.

Britain, along with many other countries, will be closely watching the result of Australia's bold move, ahead of its own consultation on plain packaging, which is not expected before spring next year. In Devon there are estimated to be 3,685 children aged 11-15 that smoke. Mel Stride MP for Central Devon said: "I totally support the plain packaging campaign particularly as plain packaging is likely to play a strong part in reducing the number of children who try smoking.

The majority of smokers start in their early years and this approach should have excellent long-term health

benefits for many thousands of people." You can still [email your MP](#) to voice your support for the campaign.



### Cut Films

Cut Films have extended their deadline for their short film competition for young people (under 25 years). In partnership with Smokefree South West, they are asking young people to make a short film or advert about smoking or tobacco use as part of the national Cut Films short film competition.



Devon will be submitting the video produced for the co-created '[Roll Your Own Way](#)' young people campaign.

Resources are available at [www.cutfilms.org/smokefreesw](http://www.cutfilms.org/smokefreesw). Posters to lesson plans can be downloaded from the website. Visit [www.cutfilms.org](http://www.cutfilms.org) to see the great films already entered in the South West.

Prizes include iPads, cinema tickets, vouchers, workshop from a commercials film director and tickets to local attractions. Winning film makers will be invited to a glitzy award ceremony. The new deadlines are:

- South West Short Film Competition closing date: **19 April 2013**
- South West voting closes: **4 May 2013**
- Awards Ceremony: **June 2013**

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### Smokefree Christmas Competitions

QUIT, a national stop smoking charity, have three competitions to enter this Christmas.



1. Send in your videos from your mobile phone or video camera giving tips on how to spend a [Smoke Free Family Christmas](#) and your family could win a weekend in London worth £3000.

2. Tell QUIT What a Smoke Free Family Christmas Means to Me in either a rap or poem or design a poster and either email [reception@quit.org.uk](mailto:reception@quit.org.uk) or post to: Christmas Competition, QUIT, 20-22 Curtain Road, London EC2A 3NF- you can win £1500 for a trip for your class.

3. If you are under 12 years old then you can design a card which shows “What A Smoke Free Family Christmas Means to Me”. The winner will be sent £100 of book tokens plus £400 of book tokens for their school. You can email us an e-card or put a hard copy in the post at the contact details above.

The closing date is Tuesday, 1 January at midnight.

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## Stoptober



Stoptober exceeded all expectations, with more than 268,000 people registering to take part nationally. Locally, the indicative figures for quarter 2 show that there was a 15% increase in people quitting compared to the same time last year (119 extra quits). The biggest increase was seen in males (19%) and in 18-34 year olds (25%).

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## COPD campaign ‘Take a Breath’

The Smokefree South West campaign ‘Take a Breath’ launched on 19 November and will run until 31 December. The aim is to raise awareness of the signs and symptoms of COPD, and to motivate smokers to quit before they develop it. As of the campaign, Devon County Councillor Philip Sanders spoke of the difficulties faced by his father, a life-long smoker, who was diagnosed with the disease. So far the Stop Smoking Specialist Service has received 26 referrals directly as a result of the campaign. Go to [www.takeabreathandquit.org.uk](http://www.takeabreathandquit.org.uk) to find out more.



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For more information on the work of the Smokefree Devon Alliance contact:

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If you would like to be removed from this mailing list please contact Sarah Bird on [sarahbird1@nhs.net](mailto:sarahbird1@nhs.net) or 01392 267754.