

*Welcome to
the January 2007 E-Bulletin!*

- **What is the latest news on tobacco control?**
- **Update on the work of Smoke Free Hampshire and Isle of Wight**

Welcome to the January 2007 issue of the Smoke Free Hampshire and Isle of Wight e-bulletin. If you have any comments, or if your colleagues would like to receive e-bulletins, please email sarah.preece@nhs.net. Please visit the website for previous issues.

International/National News



Smoke Free England Extranet

The new SMOKEFREE extranet has now been launched. You can access the latest tools, templates and resources with the SMOKEFREE campaign message. The new site replaces the existing Tobacco Control Programme Regional Marketing Extranet. To access the new extranet you will need to register at:

<http://er1.bsysmail.com/go.asp?/bBRC001/qSEQ133/x4BPQ5>

Smoke Free England Campaign Packs

The Department of Health is sending out campaign packs to 750,000 businesses in England during January. The pack includes guidance and a poster. Businesses with the most to do to ensure compliance have been targeted, including leisure and recreation, restaurants, pubs, bars and clubs. Copies of the packs will be available shortly.

Smoke Free Conference

A national conference will be taking place on 8th February in London. This will target key organisations that will be responsible for representing and communicating with businesses. Details will be published as soon as they are available.

Smoke Free Prisons Conference

A Smoke Free Prisons Conference will be held on 8th March in Manchester. The aim of the event is to secure the effective introduction and ongoing implementation of smoke free legislation as it will apply to prisons. Official invitations and response forms will be sent out in the next few weeks.

Regulations

Part of the regulations for the smokefree element of the Health Act 2006 have been published, including clarification of “substantially enclosed” and enforcement authorities. See http://www.smokefreeengland.co.uk/files/Smokefree_regulations_-_December_2006_factsheet.pdf. Details on exemptions are due to be published in January.

Local Authority Enforcement Funding

The Department of Health has now published a Local Authority Circular (LAC) with details of the funding that will be available to help local authorities meet their responsibilities under smoke-free legislation. It is available at: <http://tinyurl.com/yjds43>. This was highlighted in the Department's Chief Executive Bulletin in December, which goes to all NHS and council Chief Executives.

Smoke is Poison Campaign

CRUK ran a TV ad campaign during December on the contents of cigarettes, with ads about arsenic, benzene and formaldehyde. For more information, visit www.smokeispoison.com.

Hook Campaign

The Hook campaign highlights that smoking is a complex and powerful addiction where cigarettes are in control, not the smoker. The advertising campaign started on 1 January - on TV, outdoor 48-sheets, and online. Further media, such as press and ambient will be staged through January and into February. Visit www.getunhooked.co.uk

'Send off' Support campaign

This campaign was launched in January and promotes the range of NHS help available by linking with amusing ways to 'send off' your final packet of cigarettes, working as a 'carrot' to Hook's motivational 'stick'. It will include radio and TV ads, internet ads, posters and direct mail to high prevalence areas.

No Smoking Day 2007



This is the theme for No Smoking Day 2007. No Smoking Day 2007 is now online; with lots of information to support your activity (www.nosmokingday.org.uk).

Hampshire and Isle of Wight News

Smoke Free Campaign

Project Workers

Dept of Health funding is now being used to set up a network of project workers across Hampshire and the IOW, to support local businesses in preparing for the legislation. It is hoped these will be in post by the end of January. For details of your local project worker, please contact the Alliance.

Seminars

The seminars will cover what the regulations really mean for local businesses and what they will have to do to comply. For details of dates and venues, please visit the website. Places for the seminars are going fast - to book a place, please email shants@testvalley.gov.uk or contact the Alliance direct.

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