



**North Yorkshire Tobacco
Control 2017 Report**
Two Years On

Introduction

Welcome to our second annual Tobacco Control report. This report highlights the activity that has been undertaken over the last year to support our vision to inspire a smokefree generation across North Yorkshire. This report provides updates under the 5 priorities of the **North Yorkshire Tobacco Control Strategy 2015-25**.



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Towards a smoke-free generation: tobacco control plan for England

The Department of Health published the new Tobacco Control plan for England in July 2017. The previous 5 year plan expired at the end of 2015, the latest plan has targets from now until 2022.

In the UK and in North Yorkshire great strides have been made in reducing the harms caused by smoking, the leading cause of preventable illness and premature death. This achievement has been made through world leading public health measures. The UK has comprehensive tobacco control legislation which is the envy of the world. Whilst we have made good progress there is more to do.

The objectives of the tobacco control plan are to:

- Reduce the number of 15 year olds who regularly smoke from 8% to 3% or less
- Reduce smoking among adults in England from 15.5% to 12% or less
- Reduce the inequality gap in smoking prevalence, between those in routine and manual occupations and the general population
- Reduce the prevalence of smoking in pregnancy from 10.5% to 6% or less

The aim is to achieve these objectives by the end of 2022.

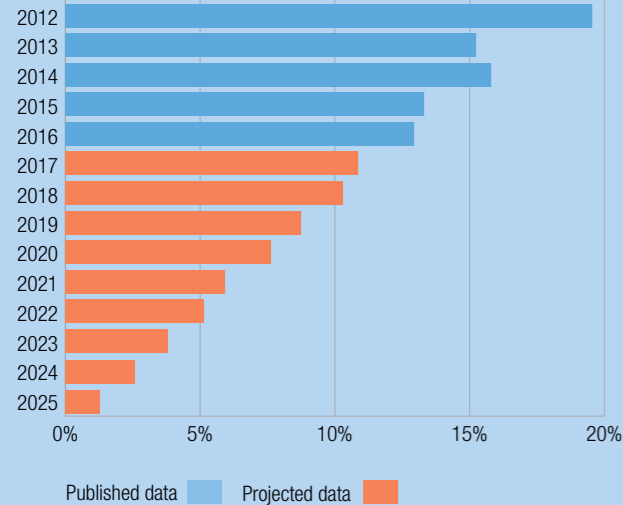
In North Yorkshire we are already on track to achieve adult smoking prevalence and 15 year olds who smoke, however the focus of our work remains on reducing the inequality gap and smoking in pregnancy.



Rates of smoking and performance indicators

Overall adult smoking prevalence across North Yorkshire is in decline, currently 13.1%, this is better than the Yorkshire and Humber region (17.7%) and better than England (15.5%). However there is district variation with the lowest prevalence in Craven 10.1% and highest in Ryedale 15%.

Smoking Prevalence (%) in adults - current smokers (APS)

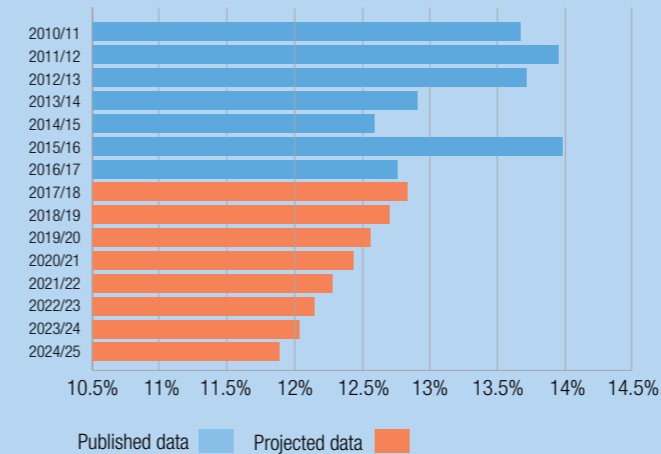


Smoking Prevalence in adults - current smokers (APS) - 2016

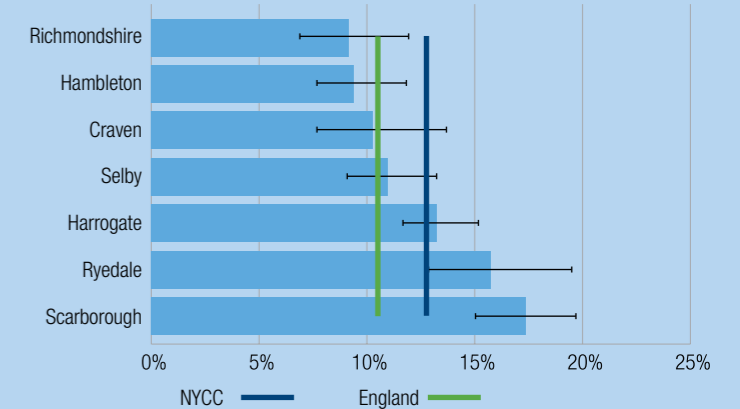


Smoking status at time of delivery remains stubbornly high across North Yorkshire at 12.9%, with Clinical Commissioning Group (CCG) variation. 18.7% at Scarborough and Ryedale CCG and 10.1% in Airedale, Wharfedale and Craven CCG. The rates have shown little improvement over the last 6-7 years. North Yorkshire is worse than the England average 10.7% but better than the Yorkshire and Humber region at 14.4%.

Smoking Status at time of delivery (%) (Based on PHOF data to 2016/17)

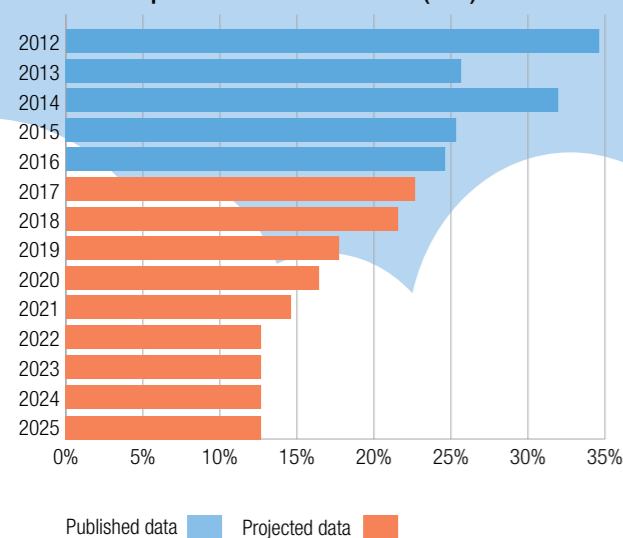


Smoking status at time of delivery - 2016/17

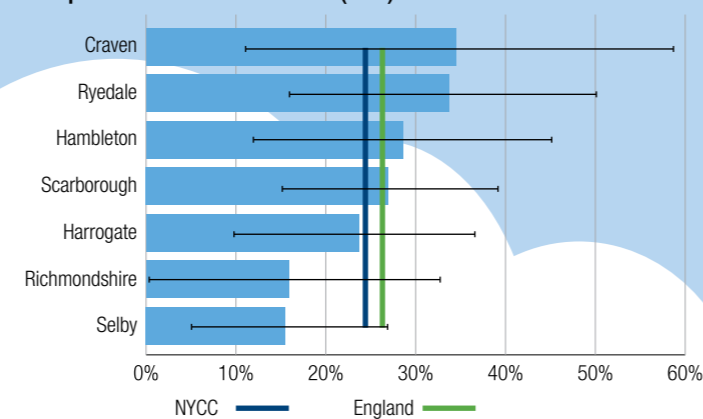


Smoking prevalence amongst adults in routine and manual occupations is significantly higher than the smoking rates amongst the general population across North Yorkshire (24.5%). However this is better than the Yorkshire and Humber region (28.9%) and England (26.5%). Overall smoking prevalence reduction in routine and manual prevalence is much slower.

Smoking Prevalence (%) in adults in routine and manual occupations - current smokers (APS)

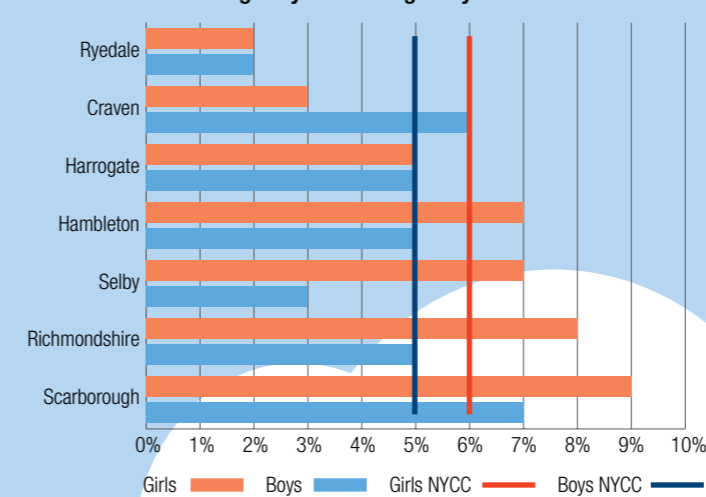


Smoking Prevalence in adults in routine and manual occupations - current smokers (APS) - 2016

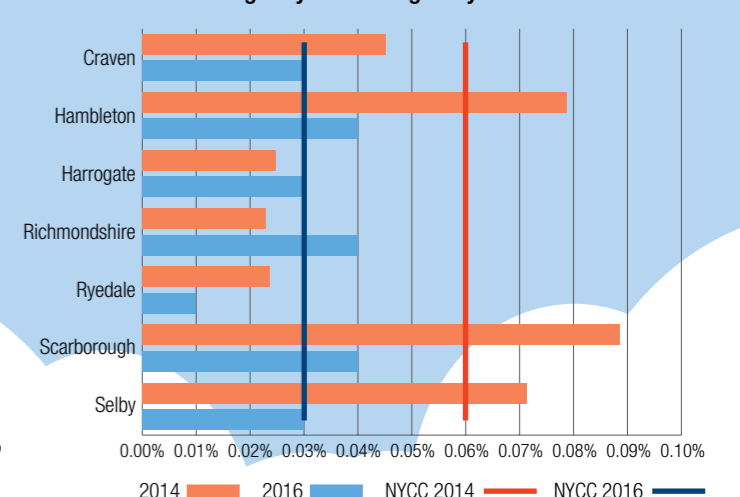


Smoking amongst young people across North Yorkshire (year 10 pupils) stating that they smoke regularly has declined from 2014 to 2016, Growing Up in North Yorkshire Survey data 2016. All districts saw a reduction from 2014 – 2016 with the exceptions of Harrogate and Richmondshire where the opposite is true. Girls stating they smoke regularly is higher than boys across all districts except in Craven.

Year 10 - % Stating they smoke regularly - 2016 GUNY



Year 10 - % Stating they smoke regularly - 2014 / 2016 GUNY



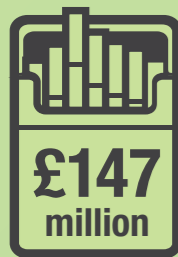
Overall young people 'regularly' smoking across North Yorkshire is at a low of 3% GUNY, 2016.

Why smoking remains a top priority for North Yorkshire



When household spending on tobacco is taken into account, **33%** of North Yorkshire households are below the poverty line (compared to 24% when spending on tobacco is not taken into account).

Source: <http://ash.org.uk/category/information-and-resources/health-inequalities/health-inequalities-resources/>



£147 million

The costs of smoking to North Yorkshire is £147 million per year but smokers only contribute £76.6 million in duty on tobacco products, leaving a shortfall of about £70 million per year.

Source: <http://ash.org.uk/download/reckoner-local-costs-of-smoking/>



£58.62 million

Estimated cost of smoking to North Yorkshire due to lost productivity is £58.62 million per year. Cost to NHS in North Yorkshire was £21.44 million per year and cost of smoking-related social care was £8.59 million per year.

Source: <http://ash.org.uk/download/reckoner-local-costs-of-smoking/>



Smoking at time of delivery (smoking in pregnancy) continues to be a challenge in North Yorkshire

(12.9%), with wide variation between districts (Scarborough and Ryedale 18.7%, 10.1% in Airedale, Wharfedale and Craven).



Inequality gap

13.1% of the general population smoke vs. 24.5% of routine and manual workers smoke.

Smoking in Pregnancy

Smoking is the single most modifiable risk factor for adverse outcomes in pregnancy. It is estimated to contribute to 40% of all infant deaths. Evidence shows that babies born to women who smoke during pregnancy are around 40% more likely to die within the first four weeks of life than babies born to non-smokers. Smoking during pregnancy causes up to 2,200 premature births, 5,000 miscarriages and 300 perinatal deaths each year in the UK. It also increases the risk of developing several respiratory conditions, attention and hyperactivity difficulties, problems of the ear, nose and throat, obesity and diabetes. Still birth rates in the UK continue to be among the highest in high income countries. The UK has a rate more than double that of the best performing nation (Iceland, 1.3) and an annual reduction rate (1.4) that compares unfavourably with other well performing nations (Finland, 2.4). Smoking in pregnancy is a significant factor in the cause of stillbirth.

Reducing the number of women who smoke at time of delivery is complex and involves a whole system approach, including seamless working between those commissioning and delivering services. To be effective the right skills, resources, tools, information, systems, referral pathways and communication are required across a range of agencies.

Across North Yorkshire there are smoking in pregnancy task and finish groups established, Harrogate and Rural District, Hambleton, Richmondshire and Whitby and Scarborough and Ryedale. Each have plans across the system to shape improvements, monitor rates and ultimately reduce smoking in pregnancy across all the CCG localities.

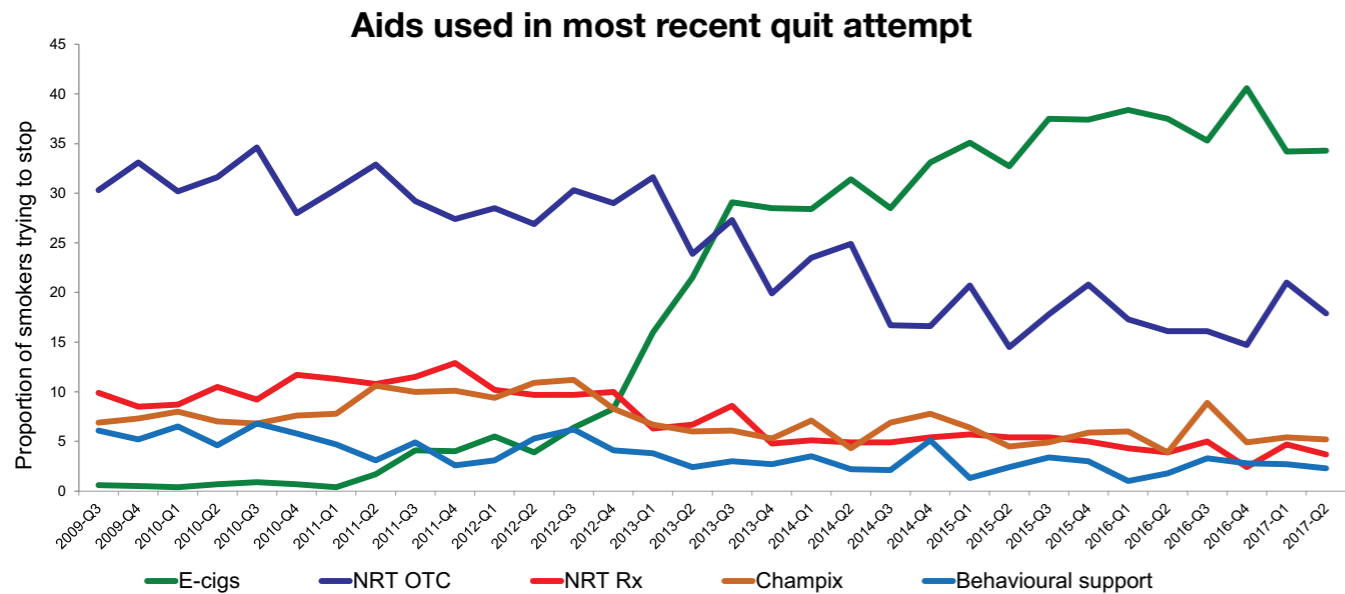
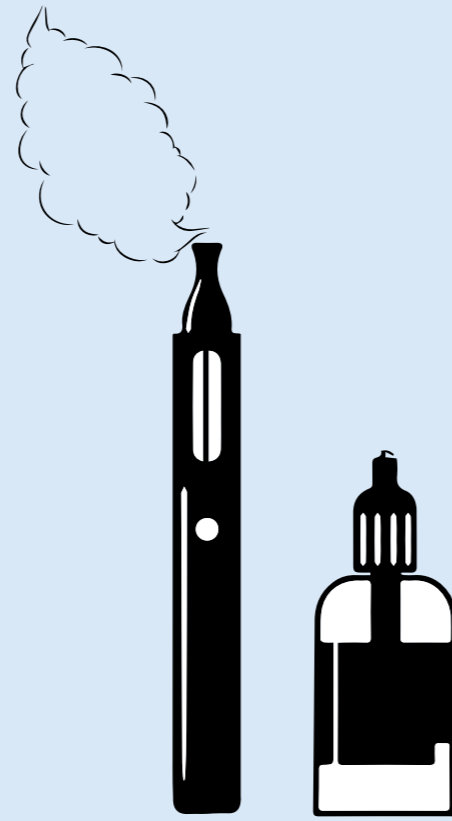


E-cigarettes

E-cigarettes are now the most popular aid to quitting in England. In 2016 it was estimated that 2 million smokers had used e-cigarettes to completely stop smoking and a further 470,000 had used them to cut down¹. Public Health England estimates that e-cigarettes are 95% safer than smoking tobacco.

However, the general public and smokers on the whole still perceive e-cigarettes to be more harmful than they are. This means that some smokers may be put off from switching to e-cigarettes, which are better for their health than continuing to smoke. Only 20% of smokers believed that e-cigs are a “lot less harmful” than smoking.²

In the new tobacco control plan for England, *Towards a Smokefree Generation*, the government committed to supporting smokers to quit smoking using less harmful nicotine products. A priority is to increase awareness of the reduced harm of e-cigarettes compared to tobacco.



Adults who smoke and tried to stop or who stopped in the past year. Any use of quit aids during quit attempt, groups are not exclusive. Source: The Smoking Toolkit Study, Electronic cigarettes in England - latest trends <http://www.smokinginengland.info/latest-statistics/>

¹ https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/630217/Towards_a_Smoke_free_Generation_-_A_Tobacco_Control_Plan_for_England_2017-2022__2_.pdf
² <http://ash.org.uk/download/use-of-e-cigarettes-among-adults-in-great-britain-2017/>
³ <http://ash.org.uk/download/use-of-e-cigarettes-among-adults-in-great-britain-2017/>
⁴ <http://smokefreeaction.org.uk/wp-content/uploads/2017/06/eCigSIP.pdf>



Messages encouraging smokers to switch will form a key part of the awareness raising. Such messages were already seen in the Stoptober 2017 campaign. Public Health England recommends that e-cigarettes are not covered by smokefree legislation and should not be included in organisation’s “smoke free” policies but for organisations to have a separate E-cigarette workplace policy. This helps to differentiate the products and encourage smokers to switch to e-cigarettes.

In a recent survey by ASH, current smokers who also use e-cigarettes said they do so to help reduce the amount of tobacco they smoke, to save money on tobacco and to help stop them smoking entirely in the long run. Ex-smokers said they use e-cigarettes to help them quit tobacco entirely, to save money and to help them to stay quit.³ Most e-cigarette users report using rechargeable products with a reservoir/tank and most (94%) use e-liquids with a concentration lower than 20mg/ml (the threshold for new EU regulations).

[need link to this graphic](#)



E-cigarettes in pregnancy

There has been very little research conducted regarding the effect of smoking in pregnancy. However, research indicates that using an e-cigarette in pregnancy is substantially less harmful than tobacco. Therefore, midwives are advised to recommend pregnant women to quit using NRT as the preferred option. If they are unable to do so, they should not be discouraged from using an e-cigarette to reduce or stop tobacco use.⁴

What does it mean for North Yorkshire?

The North Yorkshire Stop Smoking Service, *Smokefreelife North Yorkshire*, is an e-cigarette friendly service. This means that clients can access the service's behavioural support whilst quitting with the help of an e-cigarette.

North Yorkshire County Council has set an example by differentiating between e-cigarettes and tobacco in their approach to smokefree workplaces. In recognition of the popularity of e-cigarettes to assist quit attempts, employees are able to vape on council sites. Other workplaces are encouraged to establish similar policies.

North Yorkshire Trading Standards are conducting work to ensure that e-cigarettes are not available to children under 18 years of age. Underage sale test purchases have been conducted with a 50% sale success rate. Further engagement with retailers is ongoing to reduce this sale rate.

Sustainability and transformation partnerships (STPs)

The NHS and local councils have formed partnerships in 44 areas covering all of England, to improve health and care. Each area has developed proposals built around the needs of the whole population in the area, not just of those individual organisations. In North Yorkshire there are three STPs that come into the locality, Humber, Coast and Vale STP, Harrogate and West Yorkshire STP and Durham, Darlington, Teesside, Hambleton, Richmondshire and Whitby STP. All three of these STPs have prioritised tobacco control and actions to support a smokefree NHS.

Priority 1 – prevention for Children and Young People

Proxy/underage sales and prosecutions

Preventing sales of tobacco and nicotine inhaling products to those under 18 is a key aspect of Trading Standards contribution to the Tobacco Control Strategy. In the last two years there have been considerable improvements to the systems that local businesses have in place to prevent these sales, however there is still potential for further progress.

Under strict conditions the Trading Standards team use child volunteers to test retailer's ability to refuse under age sales. The volunteers are typically 15 years old and are chosen because they look under 18, are under strict instructions to tell the truth at all times, thereby making it easier for the retailer to refuse the sale. In 2015/16, the sale rate across tobacco products stood at 34%. This fell in 2016/17 to 23%, and to date in 2017/18, the sale rate stands at 22%.

We recognise that there are a host of factors that contribute to young people accessing age restricted goods and whenever the cause is outside the control of the retailer the service looks to engage with partners and the local community to address the issues. Test purchasing activity allows the service to identify trends and areas of concern and to take steps to address the problem. An example of this occurred in August 2017 when a test purchasing survey in Filey found seven out of ten shops sold cigarettes to the child volunteer. A period of retailer engagement began involving the retraining of the shop employees and the introduction of 'challenge 21' identification policies and when the test purchasing activity was repeated just a few weeks later, zero sales occurred.

Unfortunately, when retailers are not willing to recognise their role in preventing age restricted sales and they fail several test purchasing attempts, the ultimate sanction is to prosecute and in 2017, two

retailers were prosecuted for ignoring their legal and moral obligations by repeatedly selling to minors.

Proxy sales

On 17 January 2017, North Yorkshire Trading Standards were the first authority in England to prosecute an offender under the new provisions of the Children and Families Act 2014, which prohibits 'proxy' sales of tobacco – that is someone over 18 buying for someone under 18 years of age. The offender was seen by CCTV operators at Hambleton District Council talking to two young people outside an off-licence in Northallerton. He went into the shop and when he came out he handed a packet of 10 cigarettes to one of the individuals. Enquiries revealed the young person was 15 years old. The offender pleaded guilty to the offence and received a £200 fine for his actions. This incident is just one example of an increasing number of reports regarding proxy sales and in order to tackle the issue plans are in place to raise awareness of the issue amongst our communities and young people.



Breathe 2025

The North Yorkshire Tobacco Control Partnership continues to support the Breathe 2025 campaign. Its vision is to see a smokefree generation by 2025, an aim which has been reflected in the new Tobacco Control Plan for England: *Towards a Smokefree Generation*. Partners and individuals are encouraged to make a pledge **here**. Almost 1400 pledges have already been made to help inspire a smokefree generation.



Smokefree Sports

Sports clubs across North Yorkshire are working towards becoming smokefree. The North Yorkshire Public Health team is working with partners including North Yorkshire Sport and the Football Association to encourage sports clubs and facilities to become fully smokefree. By removing smoking from the side lines, positive role models are set for children and young people. Young people often overestimate the popularity of smoking in society, and by reducing their exposure to smoking, a smokefree lifestyle will become normalised. Becoming smokefree also indicates sport clubs' commitments to a healthy and active lifestyle, and supports those smokers who wish to quit by reducing their exposure to cigarette smoke.



Priority 2 – normalising a smokefree lifestyle

Standardised tobacco packaging (plain packaging)

The UK was the second country in the world and the first in Europe to require cigarettes to be sold in plain, standardised packaging, following the lead of Australia which implemented the measure in December 2012. From 20 May 2016 the UK began to introduce standardised packs and had until 19 May 2017 to sell through old stock.

Tobacco packaging had become one of the industry's leading promotional tools. Research suggests that standardised packaging would increase the impact of health warnings, reduce false and misleading messages that one type of cigarette is less harmful than another, and reduce the attractiveness to young people.

In order to ensure a smooth transition from the old format to the new, Trading Standards have been working with retailers across the county to raise awareness of the new requirements and ensure compliance with the revised legislation. Over 50 retailers were engaged in discussion with the legislative compliance rates and anecdotal feedback informing local and regional awareness whilst also contributing to a Department of Health project supported and delivered by the Chartered Trading Standards Institute looking at the impact of the Tobacco Directive and standardised packaging.

10 years smokefree

On 1 July it was 10 years since the smokefree legislation came into force in England. Smokefree legislation ensured smoking was no longer permitted in enclosed and substantially enclosed workplaces and public places.

Comprehensive smokefree legislation greatly reduces exposure to second-hand smoke, whilst the benefits are predominantly long term, already the UK is seeing the rewards from introducing smokefree laws. In the years that followed, there was a 2.4% reduction in hospital admissions for heart attack that meant 1,200 fewer emergency admissions in a single year. In the three years following the laws introduction, there were almost 7,000 fewer hospital admissions for childhood asthma. The smokefree law, and the campaign that supported it also helped to change attitudes and behaviour on smoking. An extra 300,000 smokers were inspired to make a quit attempt as the law came into force.

10 years on, it's clear that smokefree legislation is a public health success story!



Launch of the Smokefree Places Fund

In October 2016, the North Yorkshire Smokefree Places Fund was launched. The Smokefree Places Fund aims to increase the number of smokefree places across North Yorkshire, through the provision of small amounts of funding to organisations responsible for public places. Increasing the number of smokefree places across the county will promote the normalisation of a smokefree lifestyle. Young people in particular consistently over-estimate how many people smoke and therefore perceive it to be 'normal'. Cigarette related littering will be reduced, which will reduce the risk of very young children eating cigarette butts, and reduce unsightly litter.



Becoming smokefree will reduce the opportunity and convenience to smoke, meaning smokers may smoke less. It will also help to change community norms, reducing the visibility of smoking, thereby making smoking appear less socially acceptable, particularly to children and young people. Parents/carers and other adults will provide positive role models to children and young people by not smoking. Increasing the number of smokefree places will also mean that fewer children in North Yorkshire will be exposed to second hand smoke, which is extremely harmful. Smokefree places and accompanying community engagement will also help promote the FREE local Stop Smoking Service, which can help those who wish to quit smoking.



Smokefree Workplaces – North Yorkshire County Council

North Yorkshire County Council continue to develop their approach to a smokefree workplace. Responses to the refreshed smokefree policy, launched in January 2017, have been monitored. In recognition of their popularity as a quitting aid, a separate e-cigarette policy was established. This permits staff to vape on site during break times. The refreshed smokefree policy takes a more supportive approach to helping smokers quit, by permitting the use of flexi time to attend stop smoking appointments. An intranet poll was conducted to identify how many staff would use the new policy to attend stop smoking appointments with their flexi time. 63% of respondents said that they would do so. During Stoptober, the Wellness on Wheels van visited County Council workplaces to help encourage employees to quit smoking.

Any organisation who is responsible for public space(s), and who are permitted to allocate places as smokefree, can apply to the fund. Smokefree places could include smokefree play areas; school gates; town/village squares; parks; beer gardens; sports clubs or beaches. Funding will be used for signage, events and community engagement.

Successful applicants will launch their projects in spring/summer of 2018.



Priority 3 – reduce illegal tobacco

Illicit tobacco insight work in North Yorkshire

Fresh North East conducted insight work across West and North Yorkshire to inform the development of the *Keep It Out* campaign (more details below). This included focus groups in Selby and Ryedale. The insight work showed that most people wouldn't report the sale of illicit tobacco in their community, but that if individuals were selling tobacco to children they would be more likely to report them. Many participants categorised illicit tobacco into two categories; either 'duty free' or 'fake' tobacco. Individuals selling 'duty free' tobacco, who participants said were probably selling cigarettes they had purchased on "a few days away" to make some extra cash, were viewed as "just your average Joe". There was little awareness of the relationship between the sales of illicit tobacco and more serious criminal activity. Retailers who participated in the insight work said that penalties for selling illicit tobacco were not tough enough. Retailers had a more accurate perception of the wide scale operations of illicit tobacco smuggling than individuals did – "it's not just a suitcase." The insight informed the refresh of the *Keep It Out* campaign.

Keep It Out campaign

The 2016 NEMS survey showed that 19% of smokers in North Yorkshire were classified as illicit tobacco buyers, with significant variation between districts (39% in Selby, 11% in Harrogate). Illicit tobacco makes up 9% of the tobacco market in the county, and 16% of smokers reporting being "comfortable" with the sale of illicit tobacco.

Reducing levels of comfort towards illicit tobacco is integral to reducing demand for the product, and tackling the supply through reliable intelligence. Lower levels of comfort with illicit tobacco were related to higher reporting rates in communities. In 2017, North Yorkshire County Council joined forces with West Yorkshire and Hull local authorities

to launch a campaign against illicit tobacco, created by Fresh North East, called *Keep It Out*.

The target audience is the general public who purchase illicit tobacco or who are aware of the sale of illicit tobacco in their community, and retailers who may sell illicit tobacco or know of those who do. The campaign targets buyers who are already less comfortable with illicit tobacco, rather than the "hardcore buyers" whose opinions are harder to change.

During the insight work, the target groups reported sales to children and links to crime as the biggest prompts for individuals to report the sales of illicit tobacco. Links with crime on a local level also prompted increased discomfort with the purchasing of illicit tobacco. Therefore, these are the two key messages of the campaign.

The aims of the campaign are:

- to highlight the problems of illicit tobacco
- encourage individuals to report intelligence through a single telephone line for the region, reduce demand by making buyers think twice
- engage with retailers
- generate intelligence to inform enforcement activity.



Illicit tobacco Facebook sales

In February/March 2017, as part of the action plan to reduce illicit tobacco prevalence across the county, Trading Standards undertook a period of monitoring of Buy Sell Swap Facebook pages. 29 groups were accessed over a three week period and during this time 264 posts offering illicit tobacco were observed. All those people identified were warned that to sell illicit tobacco constitutes a criminal offence and those who continued to ignore the warnings became subject to ongoing criminal investigations with subsequent prosecutions highly likely. This monitoring initiative will be repeated early in 2018 with a zero tolerance approach to persistent suppliers.

District	Number of groups	Number of posts
Selby	3	116
Ryedale & Scarborough	9	68
Richmondshire	4	28
Harrogate	6	35
Craven	4	16
Hambleton	3	1

Total number of group members across the 29 groups – 249,951.

Seizures of illicit tobacco

The act of selling illicit tobacco constitutes a criminal offence and since the strategy took effect Trading Standards have investigated and prosecuted a number of people for selling illegal product either as an individual, online or through retail premises. This activity has involved seizures of illicit tobacco, equalling 119,599 cigarettes and 1,848 pouches of 50g hand rolling tobacco, all of which equates to a high street value of approximately £75,042.

Priority 4 – Supporting smokers to quit and reducing smoking in pregnancy

Extended Treatment Programme for smoking in pregnancy

In May 2017, Smokefreelife North Yorkshire launched a pilot for pregnant smokers in Scarborough. Developed in partnership with the North Yorkshire Public Health team and Scarborough and Ryedale CCG, the pilot draws on evidence which indicates that for some women, more intensive support for longer is required. For particularly vulnerable women, quitting over a period of extended treatment may be more successful. The pilot will run for two years and includes a dedicated Smoking in Pregnancy specialist advisor. Initial results from the pilot are encouraging, with the proportion of women setting a quit date and successfully quitting being substantially higher than those women who receive the standard treatment programme. The pilot is being evaluated by the Smokefreelife North Yorkshire service.

Smoking in Pregnancy Rapid Review - Scarborough and Ryedale Clinical Commissioning Group

Scarborough and Ryedale CCG commissioned Improving Performance in Practice (iPIP) to undertake a rapid review of smoking in pregnancy in the locality using NHS England awarded funding to help CCG’s improve rates of smoking at time of delivery (SATOD). Scarborough and Ryedale rates of SATOD remain stubbornly high at 18.7% in 2016/17 compared to 10.5% in England.

The review focused on the commissioning and delivery of services within Scarborough and Ryedale CCG area. This includes the identification and referral of pregnant women who smoke, as well as the services provided to help women quit, stay quit and protect themselves and their unborn child from the effects of second-hand smoke. The review compares the locality against the latest evidence and guidance and provides all partners across the system

with recommendations for future improvements. The report is to be presented to all partners in January 2018 where the recommendations will be discussed and a plan agreed for future coordinated activity to reduce smoking in pregnancy within Scarborough and Ryedale.

Tees, Esk and Wear Valley NHS Foundation Trust (TEWV) - update two years on

From 9 March 2016 (National No Smoking Day) all Trust premises including in-patient gardens and courtyards became totally smokefree, meaning service users, staff and visitors are no longer able to smoke tobacco on any trust premises. The Trust wanted to reduce harm to patients, staff and everyone else who visits, creating an environment that promotes health. As an NHS organisation there is a duty to protect and care for both the mental and physical health of patients, this includes supporting smokers to stop smoking. People with mental health problems are more likely to smoke and to smoke more heavily than the general population. The decision to go smokefree is in line with The Health Act (2006) and The National Institute for Health and Care Excellence (NICE 2013) guidelines which state that all hospital sites, including mental health hospitals should be completely smokefree.

Key achievements

- Over 2,800 staff trained in varying levels to identify a smoker and offer support
- All wards have a supply of appropriate nicotine replacement therapy
- Disposable and rechargeable e-cigarettes available for use across the Trust
- Discharge pathways established for onward referral, further work required to ensure these are being followed
- Recording of smoking status on electronic system (PARIS)
- Annual audits carried out to monitor smoking prevalence of staff and patients

- Nicotine management policy in place and under review
- Delivered a national conference for other Trusts to learn from TEWV

CQUINS (Commissioning for Quality and Innovation)

Tees, Esk and Wear Valley submitted plans and are working on several CQUINS, those relevant to North Yorkshire:

- Preventing ill health – tobacco (9a, b and c)
- Cardio metabolic assessment – future smoking reduction in EIP services (3a)

Supporting smokers to quit

The North Yorkshire Public Health team continue to fund the delivery of a FREE Stop Smoking Service for anyone living or working in North Yorkshire, aged over 12 years. The service is delivered by Smokefreelife North Yorkshire and offers a range of support, including face to face appointments, group clinics, telephone/online support and free of charge access to a range of medications to help people quit.

Service testimonials

“After being a smoker of at least 20 a day for most of my 70 years I am now smoke free. No one can make you stop smoking, you have to do it for yourself, but to have someone say you are doing well and to see the positive readings of the carbon monoxide analyser is a huge help. Thanks Dennis and thanks Smoke Free Life North Yorkshire. I now breathe easier, enjoy better taste, don’t smell of smoke and no longer get twitchy when I visit people who don’t smoke” – Bill, Selby.

“I genuinely never thought I would stop smoking, tried so many times before and just never had the willpower or been able to. Thanks to my Stop Smoking advisor I am now 3 months smokefree after 10+ years of smoking!” – Trish, Scarborough.

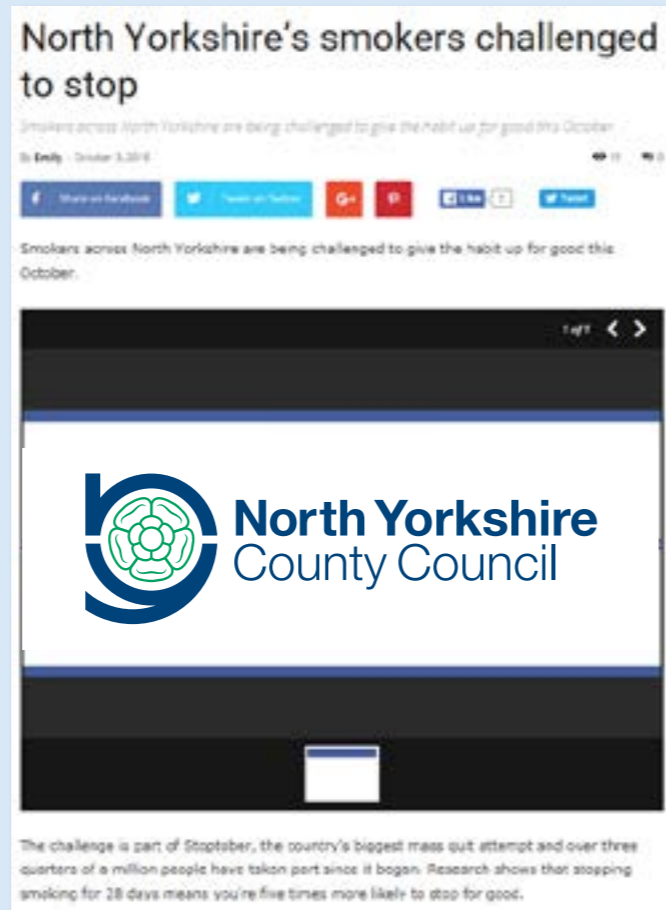
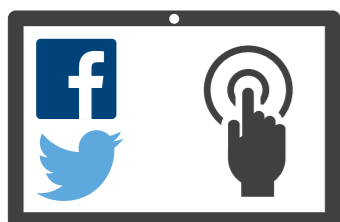
Priority 5 – marketing and communications

The North Yorkshire Tobacco Control Partnership continues to carry out marketing campaigns across the county to increase quit rates and raise awareness of the harms of tobacco. The Partnership has a Communications Plan, and partners share content and news to maximise exposure.

This year, in addition to the *Keep It Out* illicit tobacco campaign, the North Yorkshire Tobacco Control Partnership has promoted:

- *Stoptober*, the nation's biggest mass quit attempt. Communications included social media posts, press releases, and increased presence of the Wellness on Wheels van at key sites across the county.
- *World No Tobacco Day* highlighted the global issue of smoking and poverty
- *10 years of smokefree legislation* marked the 10 year anniversary of the Health Act which made all workplaces smokefree. Social media posts encouraged people to share their stories of how their workplace had changed since the law was enacted.

Trading Standards use Twitter and Facebook to promote their work and raise awareness of issues within our communities such as the prevalence of illicit tobacco and under age sales. Additionally, the service regularly appears in the local media via radio and the written press in order to promote new initiatives or to relay court results as a deterrent for others who are willing to engage in illegal activity.



Upcoming priorities 2018/19

- Develop a smoking in pregnancy brand and campaign
- Continue to work in partnership across the region to tackle illicit tobacco
- Maintain high profile of the *Keep It Out* campaign
- Deliver and embed smokefree places across the county
- Continue to focus on reducing smoking in pregnancy rates across the county working closely with partners
- Reduce the inequality gap between the general population and routine and manual groups
- Establish how we will locally implement the new national tobacco control plan for England
- Re-commission the North Yorkshire Stop Smoking Service

This report was written on behalf of the North Yorkshire Tobacco Control Steering Group by:

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The logo for 'Breathe 2025' features the word 'BREATHE' in a light blue, sans-serif font, arched over the year '2025'. The year '2025' is rendered in a large, bold, dark blue font with a white outline. The background of the page is a soft, light blue gradient with stylized white and light blue clouds on the right side, and a green tree silhouette at the bottom right.

BREATHE 2025

INSPIRING A SMOKEFREE GENERATION

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