

## Awareness news

Responding to the need to raise the profile of our service out in the community; most notably in the areas of high smoking prevalence, we have been out running a series of awareness events throughout the county. We have had a presence alongside the PCT at large public events, but in the main have organised our own engagements in supermarkets, weekend markets, town centres, Children's Centres, RCHT and other venues.

These continue to be good opportunities to engage with the public, surprising numbers of whom do not know about our service and how it works, or that NRT and Champix are on prescription. Our intention is to extend our programme in the future, linking awareness to local groups and 'drop-ins', particularly in the run-up to Christmas and the New Year.



## A Fantastic Victory! cont'd ...

Ending sales from vending machines will prevent thousands of children each year from making unchallenged purchases." "MPs also voted 288 to 180 to keep the ban on point of sale display in the bill. This takes us another step closer to helping create a world in which tobacco no longer doubles the difference in life expectancy between richest and poorest. Due to all our hard work fewer children will take up smoking. Everyone involved should be proud of this achievement." "We will now be moving forward to focus on the regulations published yesterday which define the detail of the point of sale legislation. This is a new stage of the process where we no longer need members of the public to write letters but strong organisational responses dealing with the detail of these new regulations." "Thanks for all your support throughout the campaign and I look forward to working with many of you in the coming months as we await the new tobacco control strategy."

## Dates for your Diary

### Forthcoming Training Dates

Call Carl on 01209 215666 to book or for further information.

### Prior booking is essential.

All following courses are based at the Health Promotion Service building, Wilson Way, Pool, Redruth, TR15 3QE

Please ask for a location map or directions when booking.

**Update training:** Monday 21 December 2009  
09:30 - 4:00pm

One full day of update training for advisors. It is strongly recommended that trained advisors attend updates to maintain knowledge and skills in line with current developments.

**Cannabis/drugs:** Monday 30 November 2009  
09:15 - 1:00pm

A half day training course focussing on Cannabis and other drugs use in relation to smoking with tips and information exchange on how to support patients who wish to quit smoking and have other drug related issues.

### Working with Young People:

Thursday 21 January 2009  
09:30-1:00pm

A half day course dealing with the specific issues of helping young people who wish to stop smoking.

## Welcome ...

We welcome **Katie Vallance** to the core team, who is responsible for the development of training courses and materials for the service. Katie is also a fully trained Stop Smoking Service advisor.



### Contact us:

Stop Smoking Service  
The Kernow Building  
Wilson Way  
Pool, Redruth  
TR15 3QE

Tel: 01209 215666  
Fax: 01209 314491  
Email: [smokefree.sornwall@ciospct.cornwall.nhs.uk](mailto:smokefree.sornwall@ciospct.cornwall.nhs.uk)  
Website: [www.quitforcornwall.com](http://www.quitforcornwall.com)



Autumn 2009

Stop Smoking Service ... Smokefree Cornwall ... Tobacco Control ...



# Smokefree Cornwall

Stop Smoking Service ... Smokefree Cornwall ... Tobacco Control ... Stop Smoking Service ... Smokefree

## Welcome

Welcome to the Autumn 2009 issue of Smokefree Cornwall. Your input is always welcome. Just call 01209 215666 to speak to a member of the team or email us at: [smokefree.cornwall@ciospct.cornwall.nhs.uk](mailto:smokefree.cornwall@ciospct.cornwall.nhs.uk)

## Stop Press ... Stop Press ...

### A Fantastic Victory!

(From Hazel Cheeseman, Senior Policy and Campaigns Officer of Action on Smoking & Health, dated 12 Oct 2009.)

"Congratulations to everyone! Last night Parliament voted to end the display of tobacco and ban vending machines now. This is fantastic news and due to all the hard work the people have put in throughout the summer and through the Lords stages."

"Achieving a ban on vending machines is particularly impressive as it truly had cross party support and went through unchallenged. Everyone who wrote to MPs on this issue helped to make this happen as it was not a Government amendment and was not supported by the opposition front bench."

"MPs had a free vote and that's when all your work really paid off."

**Continued on back page ...**

### In this issue:

- Tobacco display and vending machines banned
- Mobile trailer
- 4-week quitter results
- Smokefree Cornwall
- Sharing information
- Request for Case Studies
- Face to Face
- New Service Website
- Dates for your Diary
- Contact us

## Trailer helps Service to get mobile

Funding won by advisor Kerry Johns and supported by fellow advisors Nina Brenton and Russ Hanson through a Regional Dragon's Den style event, has enabled the service to meet the cost of hire of, and display materials for, a mobile trailer which will be a prominent part of community involvement and awareness across the county over the coming months.



## How are we doing?

### A snapshot report of 4-week quit results

This report gives a snapshot of 4 Week Quit results for the period from 1 January 2009 to 6 August 2009. In this period, 3266 people have accessed the Cornwall & Isles Scilly Stop Smoking Service with the total number of people who have quit after four weeks being 1848 (56.58%). 578 (17.70%) did not quit after 4 weeks and 840 (25.72%) were lost to contact within the month. This data assumes that all lost patients did not quit after 4 weeks.

Out of the 3266 people who have accessed the service during this period NRT and support from a stop smoking advisor was the most popular quitting mechanism.

2366 people (72.44%) had a quit attempt using NRT, whilst 549 (16.81%) used Champix and 34 people (1.04%) used Zyban. In addition to this 18 (0.55%) had a quit attempt with only stop smoking support.

Clearly, along with any strategy agreed between patient and advisor, will-power and support are the main ingredients in any successful quit attempt.

### Thank you

Thanks to everyone for their hard work in helping the Stop Smoking Service to achieve its targets in quarter one of 2009/10. If you would like the figures for surgery or own quit rate etc, please let us know and we would be happy to do that for you.

## Smokefree Cornwall

### The Phoenix from the Ashes!



Smokefree Cornwall Tobacco Control Alliance reconvened on 29 September 2009 at the Penventon Hotel in Redruth. There were representatives from Cornwall Council, the Stop Smoking Service and Health Promotion Service.

Two guest speakers attended the meeting: Melissa Cullum (Smoke Free South West Campaigns and Communications Manager) and Lisa Peters (SWERCOTS - South West of England Regional Co-ordination of Trading Standards).

Ultimately, through partnership it is hoped that the Alliance will help:

- Reduce smoking prevalence;
- Reduce availability of tobacco products;
- Address the issue of illegal tobacco (smuggled and counterfeit);
- Reduce exposure to second hand smoke;
- Reduce the negative effects of smoking on the environment, businesses and communities (including fires, litter, reduced productivity and increased absence of staff, etc).

For more information about Smokefree Cornwall and Smoke Free Homes, please contact Gareth Walsh on (01209) 215666 or e-mail: [Gareth.Walsh@ciospct.cornwall.nhs.uk](mailto:Gareth.Walsh@ciospct.cornwall.nhs.uk)  
Or visit our website: [www.quitforcornwall.com](http://www.quitforcornwall.com)

## Sharing information

It has come to light that some advisors who perhaps did not initially train here, have been slogging away without the help of the really useful information folder, like those given out after initial training. We are currently working on the content of these folders to make sure that all the information and advice is up to date. If you would like an updated folder please let us know.

We are also making many of the commonly used resources available to advisors online. If anyone has any ideas for additions to the content of the folder, or have good resources that they have added to their own file, please get in touch.

## Case studies

We are compiling a database of case studies which are used for newspaper and radio activity - some of you have already submitted some that have been used by the Department of Health in their newspaper advertisements. A case study could be someone who has quit after smoking a long time, after trying many times to stop, stopping for a specific reason (they are about to become a parent/grandparent, want to save for something specific etc), anything that would make a really good story.

## Smoke Free Homes

Since the countywide launch at Lemon Quay, Truro on 7 March there have been an additional 198 families signed up to a



Smoke Free Homes Promise. This puts the number of families signed up to 605. This is a fantastic result as the project is primarily being delivered by Stop Smoking midwives and some Children's Centres.

## ASDA shoppers queuing for lung MOT

Shoppers in Asda at St Austell, on Saturday 10 October, were given the opportunity to sign up for help in quitting smoking. The Face to Face team were supported by Jenny James (local Stop Smoking Advisor) and interest was brisk from the moment the stall was set up. Shoppers were signed up to receive a DVD and information pack, as well as having the opportunity to measure their lung age and carbon monoxide levels.

Jenny was able to signpost potential quitters to a local drop-in or advisor in their area.

By close of play leaflets and information were running low, which is not surprising because 91 shoppers were signed up for help in quitting.

Jenny said, "This was an excellent uptake and demonstrates the effect the credit crunch is having on smokers. Last year the same event only saw 45 takers."



## Tobacco Control News

To get the latest tobacco control news sent to you as a daily via e-mail subscribe to Globalink at <http://www.globalink.org/join>.

Another great source of tobacco control articles is the Tobacco Control website: <http://tobaccocontrol.bmj.com/>

The 10 Most-Frequently Read Articles is a good starting point.

Don't forget our own website for news and info: [www.quitforcornwall.com](http://www.quitforcornwall.com).