

02-31



Smoking Matters Service
Garden Hill Primary Care Centre
2 Garden Hill Road
Castle Douglas
DG7 3EE

Date 27th February 2007

Your Ref
Our Ref TG/SD

Enquiries to Trish Grierson

Extension
Direct Line 0845 602 6861

Scottish Executive
Health Department
Public Health and Substance
Misuse Division
Regent Road
EDINBURGH
EH1 3DG

FAO John Glen

Dear Sir

Please find enclosed a copy of our responses to the consultations on:-

Smoking, Health and Social Care (Scotland) Act 2005. (Variation of Age Limit for Sale of Tobacco Purchase and Consequential Modifications Order 2007)

And

Consultation on the Report "Towards a Future without Tobacco"

We look forward to hearing the outcome of these consultations and please contact me if I can be of further assistance.

Yours faithfully

Trish Grierson
Smoking Matters Co-ordinator

Consultation Paper 2

"Towards a future without tobacco"

This document was considered to be very comprehensive in terms of the breadth of issues it seeks to address in relation to young people and tobacco use. The layout and progression through the document is easy to follow and the background research has very obviously been extensive.

Targets

In the absence of there being definite tried and tested interventions in relation to young people and smoking cessation, the Group recommends that the target proposals should be reconsidered. This point is relevant to all targets that have been set by the Scottish Executive in relation to smoking cessation and groups where we lack firm evidence on effective interventions, for example -young people, pregnant women, those in disadvantaged circumstances and those with a mental health problem. If a target must be set, then we believe they should be reviewed annually with NHS Boards and their partners.

Media Campaigns (Chapter 4)

With reference to media campaigns we would request that any media campaigns are targeted in areas of greatest need rather than a wide spread media campaign. We would also request that there is greater use of negative campaigning as seen in some NHS Health Scotland campaigns.

The Group also suggests that role models (as in the case of advertising with generic smoking cessation services) are used more widely with young people.

We would also suggest that those working with young people are encouraged to consider how they themselves can have an impact on the choices young people make.

Smoking in Films and TV

The Group considers that the portrayal of smoking in Film and TV shows can influence young peoples attitudes. We would request therefore that further consideration is given to how these effects may be reduced. One example could be to require a health warning in these films or programmes, as has been introduced in India.

Education

The Group considers it important to integrate tobacco education into a wide range of other health topics, for example drugs and alcohol and to ensure that tobacco work along with other health topics is incorporated into the Health Promoting Schools agenda. The Group also considers that early intervention work and the curriculum which covers from 3-18 years of age give opportunities to integrate tobacco education. All work in relation to young people and preventative work in tobacco education should be developed with a multi-agency approach that takes a holistic approach to health topics.

The Group also believes that more emphasis should be put on 16-24 age group as this is a time of key transition. The Group would like to see more *pilot work in prevention and cessation for this group.*

In relation to education the Group requests that Eco-friendly messages are incorporated into preventative programmes.

The Group believes that more emphasis should be put on retailers in relation to their role with young people and tobacco. In addition, contraband tobacco should be considered as an important point of discussion in smoking prevention.

Finally the statements made at the top of page 49 in relation to young people are key to taking forward this important work in smoking prevention and the Group would suggest that they should feature in the introduction of this document.

Smith L (Lee-Anne)

02-31

From: Glen J (John)
Sent: 28 February 2007 10:29
To: Smith L (Lee-Anne)
Subject: FW: Consultation response



27.02.07 John TG Scottish
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JOHN GLEN
Tobacco Control Team
Public Health & Substance Misuse Division
Area 3 E
St Andrew's House
EDINBURGH
EH1 3DG

-----Original Message-----

From: Grierson Patricia (NHS Dumfries and Galloway) [mailto:trish.grierson@nhs.net]
Sent: 27 February 2007 14:56
To: Glen J (John)
Subject: Consultation response

This email has been received from an external party and has been swept for the presence of computer viruses.

Please find enclosed a response from NHS Dumfries & Galloway in relation to the consultation papers

with kind regards

Report .

Trish Grierson
Tobacco Control Coordinator

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