

Smith L (Lee-Anne)

02-48

From: Glen J (John)
Sent: 01 March 2007 10:10
To: Smith L (Lee-Anne)
Subject: FW: CONSULTATION ON SMOKING PREVENTION WORKING GROUP REPORT "TOWARDS A FUTURE WITHOUT TOBACCO"

JOHN GLEN
Tobacco Control Team
Public Health & Substance Misuse Division
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EH1 3DG

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

From: Sharon Duncan [mailto:Sharon.Duncan@hnb.scot.nhs.uk]
Sent: 28 February 2007 17:53
To: Glen J (John)
Subject: CONSULTATION ON SMOKING PREVENTION WORKING GROUP REPORT "TOWARDS A FUTURE WITHOUT TOBACCO"

 This email has been received from an external party and
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Hi John

Please see attached from Cathy Steer.

thanks

sharon

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02-48



John Glen
Scottish Executive Health Department
Tobacco Control Division
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EH1 3DG

Your Ref:
Our Ref:
Date: 28 February 2007

Dear John

**RE: CONSULTATION ON SMOKING PREVENTION WORKING GROUP REPORT
"TOWARDS A FUTURE WITHOUT TOBACCO"**

Please find attached a joint response from NHS Highland and the Highland Council Education, Culture and Support Service on the above consultation.

A signed hard copy is in the post.

Yours sincerely

Donnie MacDonald
Acting Director of Education
The Highland Council

Dr Eric Baijal
Director of Public Health
NHS Highland

**CONSULTATION ON SMOKING PREVENTION WORKING GROUP
REPORT 'TOWARDS A FUTURE WITHOUT TOBACCO'.**

**JOINT RESPONSE FROM NHS HIGHLAND AND THE HIGHLAND
COUNCIL DEPARTMENT OF EDUCATION CULTURE AND SPORT**

Recommendations 1 - 4

NHS Highland and the Highland Council Department of Education Culture and Sport welcome the introduction of targets for the age group outlined in these recommendations. Monitoring and reporting of these targets should be in line with existing mechanisms within organizations or through existing joint processes. The target is ambitious, but we believe could be achieved if continued support is given to a wide tobacco control agenda and services providing support to this agenda are well resourced, e.g enforcement officers, smoking cessation services, education initiatives etc.

We agree that further research needs to be carried out on knowledge attitudes and behaviour relating to the use of tobacco alcohol and drugs as identified in recommendations 3.

Recommendations 5 – 19

We agree that greater emphasis and support should be given to enforcing the legal age of purchase of tobacco products. This should include provision of resources for enforcement and communication and media work.

We support strengthening of measures to reduce the influx of smuggled and imported cigarettes. We welcome the recommendations to do further research on the impact of selling packs of ten cigarettes and introduction of licensing schemes, and would support both measures should the research show that they will be effective and cost effective.

In terms of supporting culture change in relation to tobacco use we would support measures to strengthen the ban on tobacco advertising and promotion, particularly through the medium of television and fully support the recommendation to restrict displays at point of sale.

Recommendations 20 – 29

We welcome the suggestion that media campaigns should be further targeted to sub groups of young people, particularly young girls. We would support the use of a variety of media to do this including the internet sites that are frequently used by this age group e.g. MSN messenger, BEBO, My Space etc.

We would support a joined up approach with drug and alcohol misuse prevention and education work, and would welcome further guidance on delivery of education programmes in schools through the curriculum and using the Health Promoting Schools approach.

We agree with the importance of parents' influence on whether children smoke and would support measures to provide parents with information about tobacco, alcohol and drugs. We need to ensure that this recommendation is able to reach those who do not engage with the education system and that any information to parents includes information on how to talk to their children about these issues.

We are totally in agreement with recommendation 23, there is still very much an issue around professionals being confident and competent to tackle issues around smoking with parents / carers. More training should be provided in working positively to negotiate behaviour change holistically.

Point 28, again there have been no disagreements However, in practice this action requires more training and education for youth leaders etc to be confident and competent to engage with young people regarding implementation of policies. WE support the recommendation to engage with all organizations working with young people to look at smoking policies. Approaches to supporting community and voluntary organizations, as well as further education and training establishments to support the tobacco agenda should be resourced in terms of training of youth workers and others to talk with young people about tobacco and support smoking cessation efforts.

Recommendations 30 & 31

We agree wholeheartedly with these recommendations.