

# Tobacco Control

ITEM 6



# Introductions and outline

- Emma Davis, Health Improvement Manager, Public Health
- Andy Robson, Head of Section (Business compliance)

15 minute presentation on tobacco control

Questions and answers

# North Yorkshire Tobacco Control

- North Yorkshire Tobacco Control Steering Group
- Led by Public Health
- Partners – internal and external
- 10 year strategy with associated action plan
- Action across 5 priorities
  - Prevention for children and young people
  - Normalising a smokefree lifestyle
  - Tackling Illicit tobacco
  - Helping people to quit
  - Communication and marketing

# The launch – Tobacco Control Strategy





# Mass media - 16 Cancers



Smoking causes 16 cancers.

If one doesn't kill you...

...then you'll have to live with it.

Quitting is the one clear way to reduce your risk.

Supported by  
CANCER RESEARCH UK

Get support and advice at [quit16.co.uk](https://quit16.co.uk)

#Quit16

BREATHE  
2025  
INSPIRING A SMOKEFREE GENERATION

# Stoptober

HOW WILL YOU QUIT?

Find the support that's right for you.  
[Search Stoptober.](#)



# Legislation

**IT'S ILLEGAL TO SMOKE IN A  
VEHICLE WITH ANYONE  
UNDER 18**





# Plain packs #seizethemoment

There's never been  
a better time to quit

#seizethemoment

quitnow.smokefree.nhs.uk



# Smokefreelife North Yorkshire



# Smokefree playgrounds



# Trading Standards and control group functions

- Action across 5 priorities
  - **Prevention for children and young people**
  - Normalising a smokefree lifestyle
  - **Tackling Illicit tobacco**
  - Helping people to quit
  - Communication and marketing

# Test purchasing statistics

- Tobacco
  - 5x formal test purchases attempted, 1x sale, (20%)
  - 0x informal test purchases attempted, 0x sale (0%)
  - Total: 5 test purchases, 1x sale (20%)
- E-cigarette/Nicotine Inhaling Products
  - 8x formal test purchases attempted, 3x sales. (38%)
  - 26x informal test purchases attempted, 5x sale (19%)
  - Total: 34x test purchase, 8x sales (24%)
- Total test purchases attempted: 39 with 9 sales occurring (23%)
- (N.B. Formal test purchasing occurs following a formal complaint and has repercussions if sales take place, e.g. prosecution, licensing reviews. Informal test purchasing is pro-active to survey an area of concern and the retailers ability to refuse underage sales.)

# Proxy sales – first prosecution in England under new legislation



# The Northern Echo

 Darlington 10°C

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## When does 10 cigarettes cost £200? When you buy them for a child



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- 1 Watch: Newton Aycliffe takeaway



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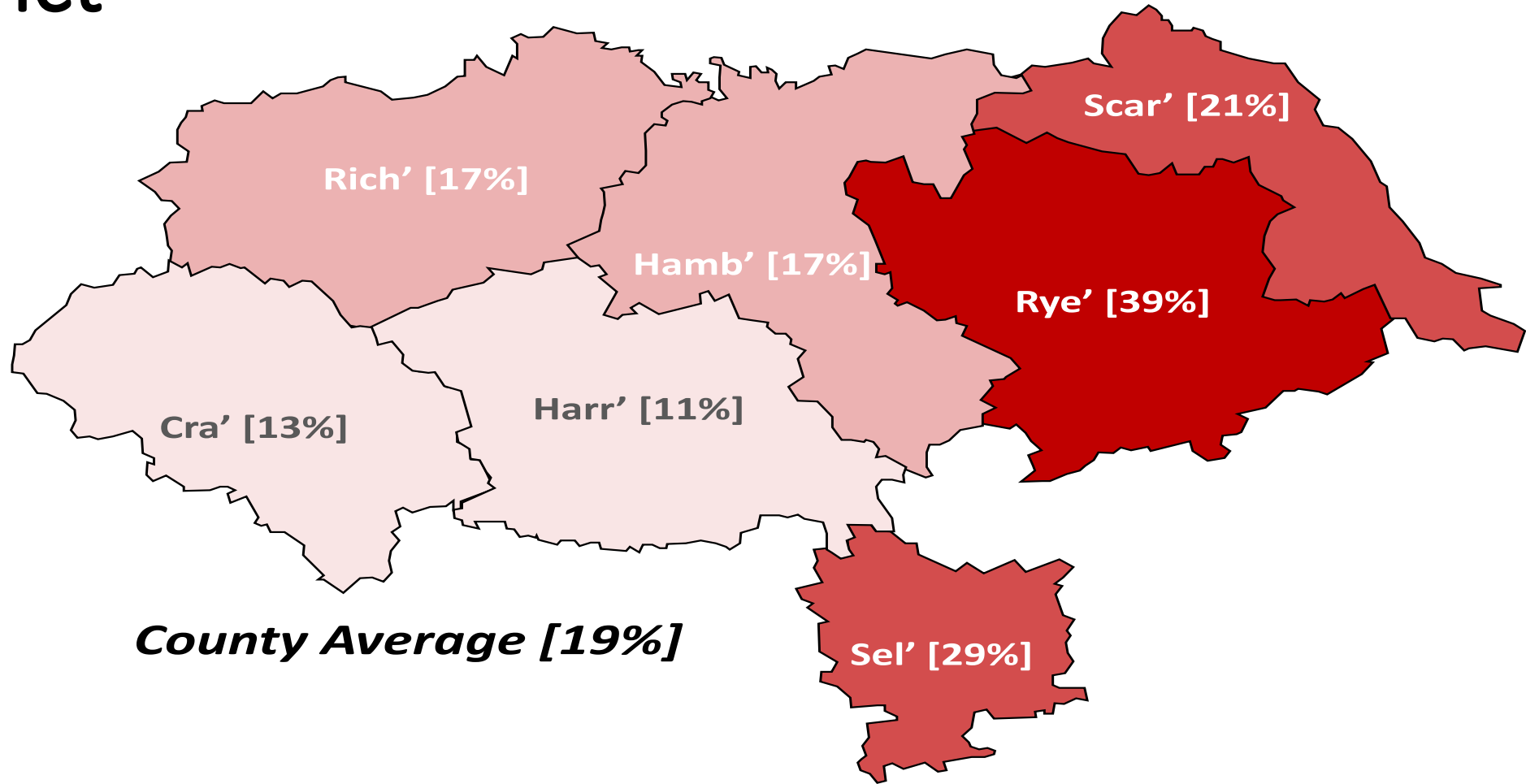
**2.9% APR**  
finance  
representative

# Illicit tobacco seizures





# NEMS survey – Illicit Tobacco Prevalence by District



# Operation Henry



# Illicit tobacco seizures



# Radio York

## 1:59 Listen: Illegal tobacco-selling operation uncovered



An investigation is to be carried out after **BBC Radio York** uncovered what's believed to be an illegal tobacco-selling operation.

We have been following an online chat room for several months and discovered that thousands of tobacco products are being sold online.

We passed the information to David Miller, a Trading Standards officer in North Yorkshire:



In April 2016, North Yorkshire County Council commissioned a survey evaluating the prevalence of illicit tobacco in the county. The survey indicated that in North Yorkshire:

- A total of 31% smokers have tried illicit tobacco
  - Illicit tobacco makes up 9% of the tobacco market
  - A total of 18% of non-smokers and 48% of smokers have encountered the sale of illicit tobacco
  - A total of 16% of smokers are comfortable with the sale of illicit tobacco
-

# Key partners

- Locally
  - Police cadets – test purchasing
  - District authorities – alcohol and substance misuse groups, Night time Economy Groups
  - CCTV operators
  - Police Licensing Officers
  - Schools
- Regionally
  - North Yorkshire Licensing Practitioners forum
  - Tobacco Focus Group (NTS)
- Nationally
  - National Age Restricted panel

# Key prosecutions in 2016/17

- Mr Steven Ingles, Harrogate, sold cigarettes to an 11 year old child from his home.
- Mr James Pugh, first 'proxy sale' (adult buying on behalf of a minor) prosecution in England.
- Mr Steven Purves, sold an e-cigarette to a minor, led to a mini test purchasing project which identified the sector as being an area of concern for under age sales.
- Mr Rzgar Hamasaleh, a local business, supplying illicit tobacco to his customers.

# Growing Up in North Yorkshire survey headlines

- Year 10 pupils (age 14/15) who have ever tried smoking is in decline, from 18% in 2014 to around 4% in 2016
- Year 10 pupils who smoke regularly (more than one a week) has remained the same at around 3% compared to a national figure of 5.5%
- Year 10's are more likely to have at least tried electronic cigarettes (23% in 2014 vs 27% in 2016)
- Regular use of e-cigarettes remains low 3% year 10 girls and 6% for boys

# Any questions?

