

Gibraltar 2008
12th Inter Island Public Health Forum

**Going Smokefree?
 - I wouldn't start from here!**

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Liam Mullone



Civil Rights
 Response
 Unit



Overall Compliance in Month 1

Cumulative Table for the period between 1st July and 31st July

	Total number inspected	Identified as compliant - no smoking		Identified as compliant - signage	
		Number	%	Number	%
East Midlands	11,121	10,818	97.3%	8,897	80.0%
East of England	15,334	14,973	97.6%	12,066	78.7%
London	21,077	20,865	99.0%	17,858	84.7%
North East	11,297	11,070	98.0%	10,214	90.4%
North West	27,912	26,979	96.7%	23,951	85.8%
South East	23,680	23,181	97.9%	18,446	77.9%
South West	19,603	18,767	95.7%	15,288	78.0%
West Midlands	11,227	11,107	98.9%	8,787	78.3%
Yorkshire & Humber	13,299	12,731	95.7%	10,783	81.1%
England	154,550	150,491	97.4%	126,290	81.7%

Base: all respondent local authorities and port health authorities (356)

national statistics

News Release

21 June 2007

Majority back curbs on smoking in public places

Coverage: Great Britain
 Theme: Health and Care

Seventy-seven per cent of people agree with legislation to ban smoking in enclosed public places, according to a report* published today by the Office for National Statistics (ONS).

When questioned in 2006, 83 per cent of people strongly agreed with the legislation and 24 per cent agreed. Fifteen per cent of people disagreed.

Eight per cent of adults in England and Wales said they would visit pubs less often when the ban is in force, but 15 per cent said they would go more often.





Caroline Flint

"This is one of the most significant pieces of public health legislation of the last 50 years.

It will create the single biggest improvement in public health for a generation."

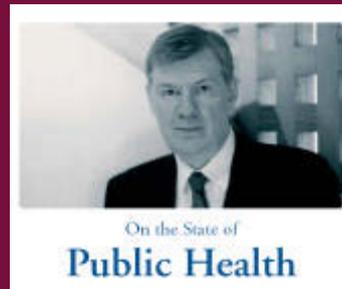
Caroline Flint, Minister of State for Public Health



Liam Donaldson

"A large footprint in the history of public health"

Liam Donaldson
Chief Medical Officer,
Department of Health



Charles Kennedy



Winnie Langley (100 years old)

Smoked for 93 years but "I never inhaled."



Freedom2choose.co.uk



"I do not know who is currently actioning the Judicial Review. The fundamental reason for F2C's existence seems now to be a side show."

Sarah Thornton and her smoke spray



'People do not feel like they have been out unless they go home smelling of stale cigarettes'

Dining out in London

93% of 5000 London diners were in favour of the smokefree legislation

1/3rd said that they are eating out more often since its introduction

Survey for Restaurant Guide ZAGAT



Alfresco Bingo!



Keith Richards



It's only cotton wool - but he likes it!

Daniell Radcliffe



Daniell Radcliffe

"If they are worried about smoking and not about the fact that he's simulating sex with a young girl on stage, it makes me think that they've got their priorities wrong"

David Pugh, Producer of Equus

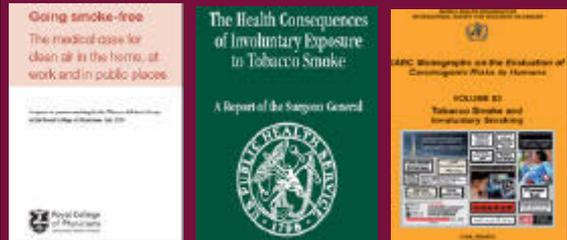


Why so successful?

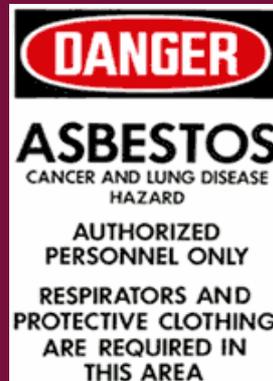
Key messages



Plenty of evidence



Standing Committee on Tobacco and Health

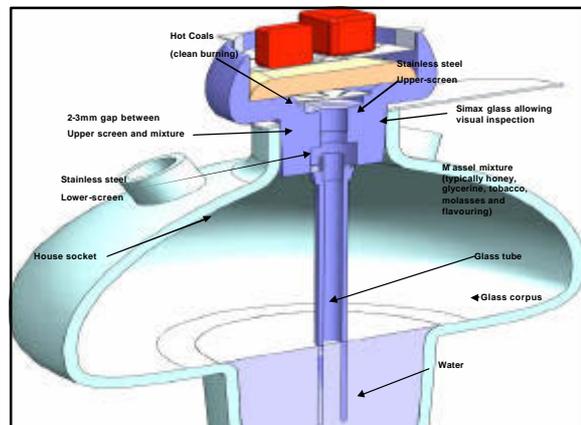
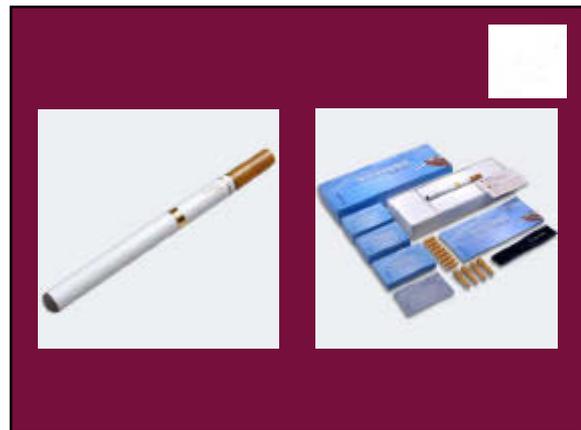


How can the law regulate tobacco use

- Health & Safety Principals
 - Duty to protect health of workers
 - General duty of care to employees and public
- Human Rights Principals
 - Rights of the smoker are secondary to rights of workers to have health protected
 - Right to smoke in your 'own home'

Key Message No 1

Be clear about what smoking is

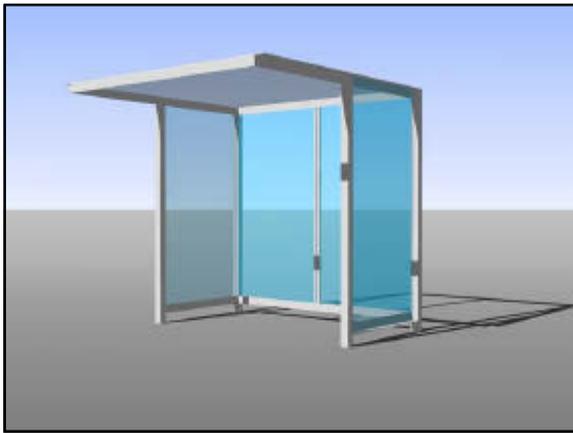


Key Message No 2

Be clear about where you cannot smoke

Enclosed/substantially enclosed

- Key principle 1:
If 50% or more of the walls are present then it is substantially enclosed and it is not legal to smoke in it



Enclosed/substantially enclosed

- Key principle 2:
If it can be enclosed then it is considered as enclosed



Key Message No 3

Signs work

A5-Area premises sign



In a prominent position at every entrance

← The international no-smoking symbol

← Which of these two words can you not understand?

← Which law?



Smokefree motor vehicles

- Key principle 3:
Smokefree vehicles must be smokefree at all times





Key Message 4

Be clear about where you can smoke







Hotels



National chains like Travelodge have gone completely smokefree in all bedrooms

Others reporting huge savings on sheets, duvets and pillowcases

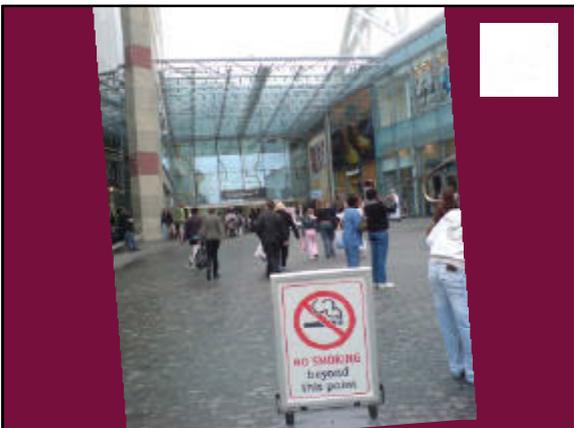


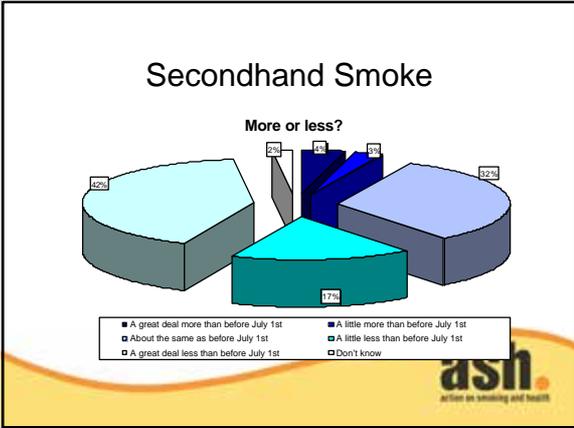
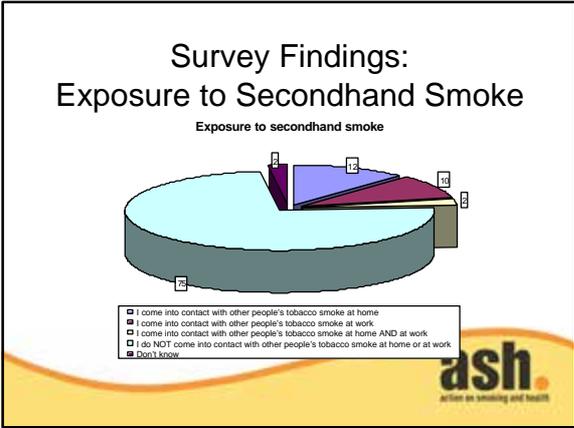
Football Ground

Brunton Park



Season-long banning order on smoking supporter





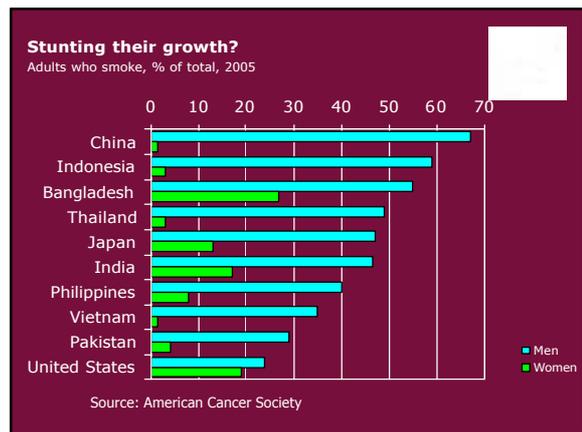
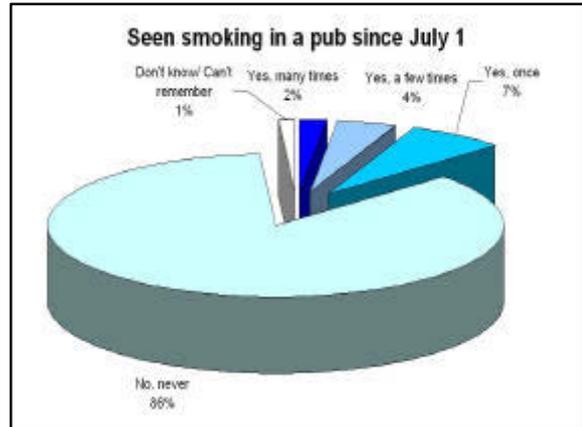
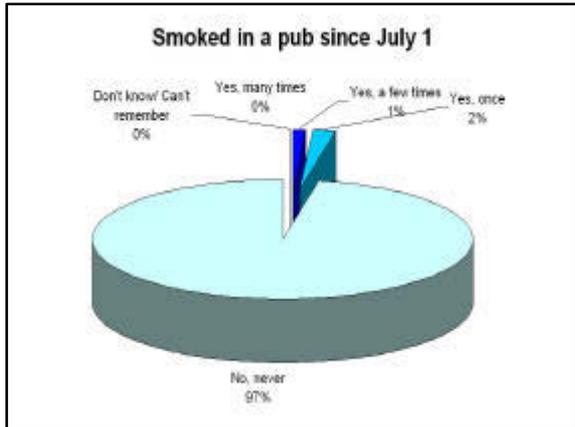
New Highway Code

The OFFICIAL
HIGHWAY CODE

"Avoid distractions when driving . . . such as smoking"

98% Compliance – Why?

- Law is clear on where you can and cannot smoke
- Majority of public support law and will challenge offenders
- Managers have legal duty for compliance by staff and public
- Enforcement is last resort



Questions?

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