

*Public Health Directorate*

# Protecting Children from Second-hand Smoke

**Martin Knight**  
**Head of Health Improvement**  
**June 2015**

States  
of Jersey

# States of Jersey Tobacco control Strategy

**Protecting our children  
from second-hand smoke**



**A Key aim is to protect  
families and communities  
from tobacco related harm<sup>1</sup>**

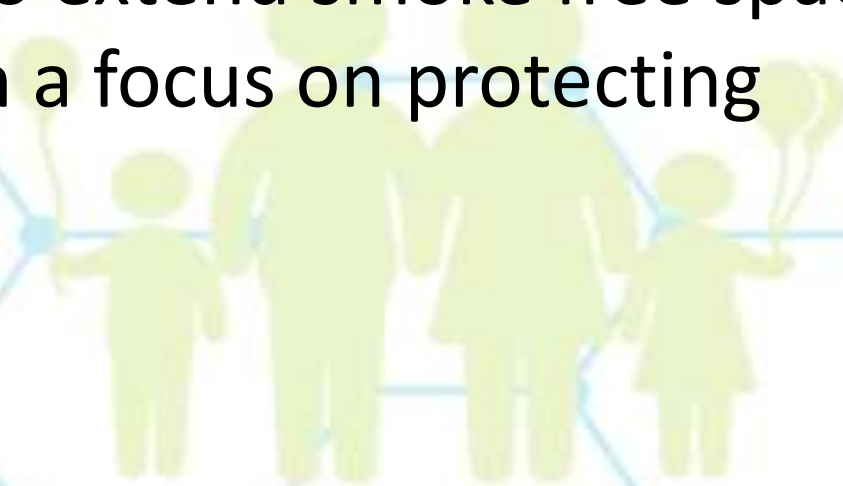


# Health Intelligence – what we know

- 2012 - 16% of babies recorded as being at risk of passive smoking in their six week check. 1 in 6 of all babies born in 2012 were living in a household where they were likely to be exposed to tobacco smoke<sup>2</sup>
- Estimates based on self reporting of exposure in cars suggest approximately 10% of under 18s in Jersey are exposed to second-hand smoke in cars on a weekly basis<sup>3</sup>
- This could be as many as 1800 children

# Public consultation

To gauge public opinion about taking additional steps to extend smoke free spaces on the island with a focus on protecting children



# Consultation Methods

- **Commenced** 5<sup>th</sup> August to 31<sup>st</sup> October 2013
  - Paper questionnaire(English, Portuguese and Polish)
  - Electronic survey at Gov.je
  - Focus Groups
  - Field work – surveys conducted in parks, playgrounds, food festivals
  - Other methods -Email responses, social media comments



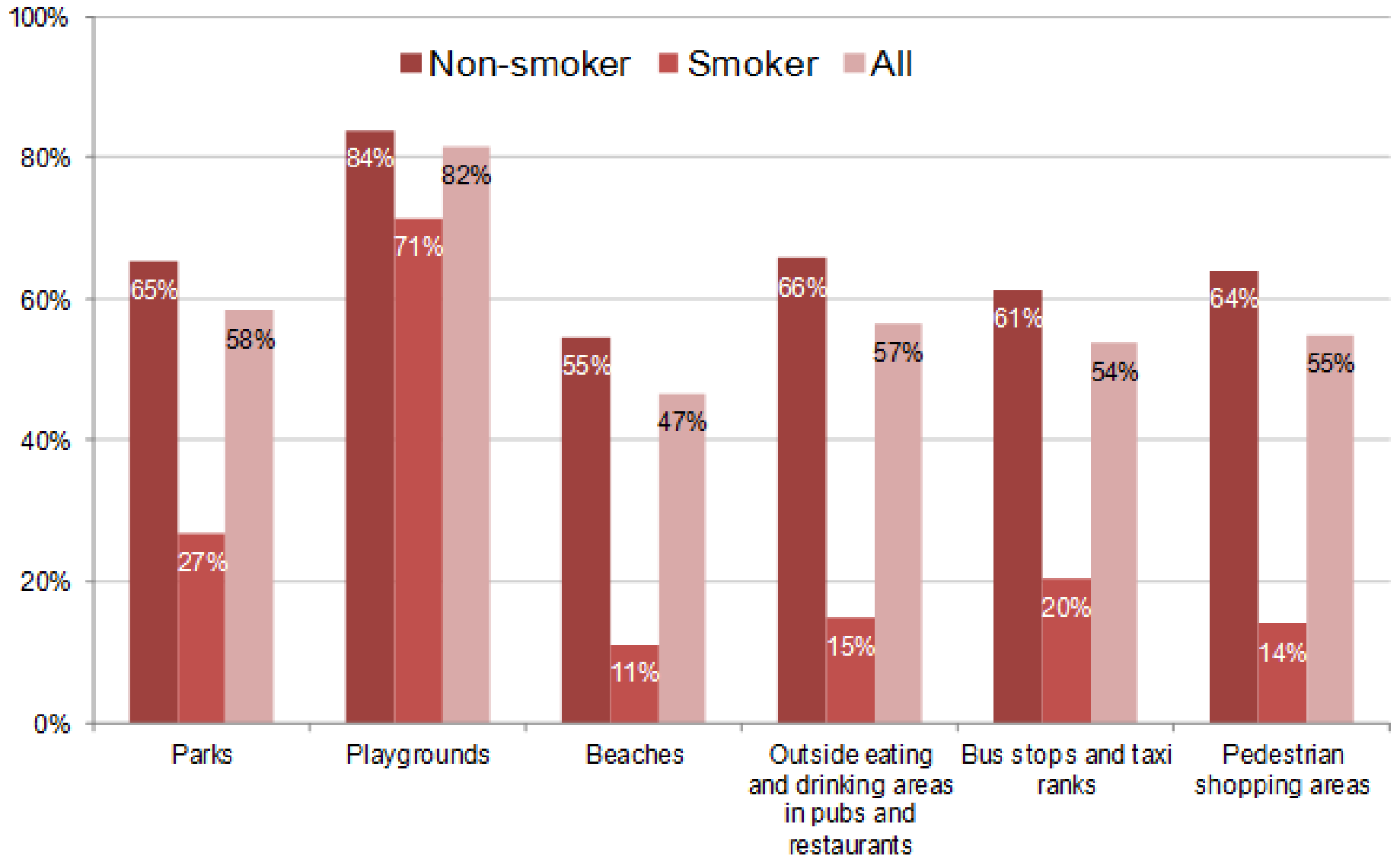
# Consultation Findings<sup>4</sup>

- 2996 responses
- 87% of Islanders agree government should stop children being exposed to second-hand smoke
- 76% say they would support a law in Jersey to stop smoking in cars carrying children. 53% of smokers say they are in support compared to 81% of non-smokers

# Consultation Findings

- 82% thought smoking should be stopped in playgrounds
- Support for smoke free approaches reduces with age
- Men are less supportive than women







# Conclusions

- A majority of respondents are in favour of supporting the protection of children from SHS
- The findings of this consultation suggest a readiness in the community to commence approaches towards extending smokefree environments where children are present.

# Next Steps

- Primary law changed June 2014 to enable drafting of regulations
- Very high political support
- Smoke free Cars regulations debated 2 June 2015
- Smoke free cars campaign

# Smokefree Cars Campaign

- Multi pronged campaign to compliment enforcement
- Underpinned by protection motivation theory (severity, probability, vulnerability, effectiveness of action)

## 1. To create new social norms

Early adopters – sign up in advance – visual acceptance

## 2. To increase awareness of harms

Raise perceived vulnerability & susceptibility

## 3. To increase awareness of implementation date

Posters, Banners, Case Studies



# The truth about smoking in cars with children



**01**  
September  
2015

From 1st September it will be against the law to smoke in cars carrying under 18s.

**81%**

People in Jersey want to protect their children's health.  
81% of people support smoke free cars.



Children are more vulnerable to second-hand smoke, their lungs are less developed and they breathe faster than adults, so they breathe more in.



Children who breathe in second-hand smoke are more at risk of serious health problems including:

**asthma attacks, bronchitis and meningitis.**



**There is no safe level of second-hand smoke, even with the windows rolled down.**

Children have little control or choice over breathing second-hand smoke.



**35x**

The pollution levels caused by smoking in a car can be 35 times greater than levels considered safe by the World Health Organisation.



**1800**

Estimates suggest up to 1800 young people under the age of 18 in Jersey may be exposed to second-hand smoke in cars on a weekly basis.

# Tobacco Strategy 2016 - 2021

- Extending smokefree
  - Smokefree playgrounds
  - Smokefree eating and drinking
  - Smokefree pedestrian shopping sites
- Voluntary codes and policy v regulation
- Small steps approach....pace with shifting public attitude and culture



# Acknowledgements

- The second-hand smoke consultation was a collaborative effort involving colleagues from across Public Health

**Protecting our children  
from second-hand smoke**



# References

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- States of Jersey (2014) Health Profile for Jersey, Health Intelligence Unit, Public Health Directorate
- States of Jersey (2014) A Picture of Health, Health Intelligence Unit, Public Health Directorate
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