

Tobacco  
Advisory Group  
Third Report  
April 2007 –  
March 2009

*Together we will beat cancer*

# Foreword



It is my pleasure to introduce the third biennial report of the Tobacco Advisory Group (TAG). This has been a period of considerable activity and achievement for tobacco control in the UK and internationally. Smokefree legislation throughout the UK has been successfully consolidated, and the Department of Health's consultation on tobacco control policy, informed by the ASH/ British Heart Foundation/Cancer Research UK report 'Beyond Smoking Kills', has resulted in important proposed legislation including a ban on point-of-sale display of tobacco products. The international negotiating body of the WHO Framework Convention for Tobacco Control (FCTC) is currently negotiating for a protocol on illicit trade, which will be of major importance to this and other countries. The FCTC extends its influence now to 161 participant Member States, and has recently adopted guidelines for protection of public health policy from the commercial interests of the tobacco industry and other bodies, as well as guidelines for banning tobacco advertising, promotion and sponsorship and for the packaging and labelling of tobacco products.

TAG has been instrumental in the success of these policies by supporting the research and development necessary to inform them. Given the new strategic direction of the charity, it will no longer support international tobacco control research, but TAG has already pump-primed much important work at international level, including some key projects such as the Africa Tobacco Control Regional Initiative. Much international work is now being taken on by the large international funders, the Bloomberg and Gates Foundations. Closer to home, with our European partners, we have helped to underpin the EU health objectives for tobacco taxes, highlighted the EU's obligations under the FCTC, and exposed the tobacco industry's interference in policy-making. TAG supports many of the key tobacco control advocates and researchers in the UK including ASH, and has supported, amongst others, its work assessing the costs of smuggling to the EU and 'Beyond Smoking Kills'.

Despite the reduction in initiation and impressive advances in smoking cessation, one in five UK adults still smokes and risks the fatal consequences of cancer and cardiovascular and lung disease, and health inequalities are still increasing. There are new developments to be addressed, evidence to be updated, continuing monitoring and vigilance required; meanwhile, the industry expands its profits and makes strides in lower-income countries. We are hugely grateful to Cancer Research UK at this time for its continuing support for TAG's unique programme of work.

Very special thanks and congratulations go to the TAG team run by Jean King and Elspeth Lee, for their steadfast dedication, achievements and influence, which are quite out of proportion to the small size of their team. I should like also to thank Lesley Owen, who recently left the TAG committee, for her valuable contribution to its work.

**Professor Joy Townsend,**  
Chair of the Tobacco Advisory Group

# The Tobacco Advisory Group

The Tobacco Advisory Group (TAG) is both a funding and a policy-setting committee that meets twice a year. Since its inception in 2002, TAG has supported a wide range of internationally recognised work that is having a major impact on the UK and abroad. In 2007/08 and 2008/09, the TAG budget was £1.5m and £1.3m respectively. This report documents the notable impact and far-reaching influence of the research, organisations and partnerships that TAG has funded in 2007-2009.

The committee membership is made up of external experts on tobacco control and Cancer Research UK staff.

## Tobacco Advisory Group Membership

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### Chair

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<b>Professor Joy Townsend</b> BSc, MSc, PhD	Emeritus Professor London School of Hygiene and Tropical Medicine
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### Vice Chair

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<b>Dr Linda Bauld</b> BA, PhD	Reader in Social Policy University of Bath
<b>Dr Tim Coleman</b> MD, MRCP	Director of General Practice Undergraduate Education Unit and Senior Lecturer in General Practice University of Nottingham
<b>Mr Richard Davidson</b> BA, MA	Director of Policy and Public Affairs Cancer Research UK
<b>Ms Fiona Godfrey</b> BA, Dipl. LLM	EU Policy Advisor European Respiratory Society
<b>Mr Paul Hooper</b> MCIEH	West Midlands Regional Tobacco Policy Manager Tobacco Control Collaborating Centre, Warwick
<b>Ms Jean King</b> BSc, MSc	Director of Tobacco Control Cancer Research UK

### Secretary

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<b>Ms Elspeth Lee</b> MA, MSc	Head of Tobacco Control Cancer Research UK
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# Progress in tobacco control in the UK and worldwide

## Recent trends in the UK

2007 figures show further declines in smoking rates in the adult population as a whole, particularly in routine and manual workers and, most encouragingly, in 14- to 15-year-olds. In England, Professor Robert West's Smoking Toolkit Study has shown that the introduction of the 2007 smoking ban in enclosed places has accelerated progress.

Over the past two years, some significant progress has been made:

- In 2006/07, smokefree workplaces were introduced across the UK in almost all enclosed work and public places. Compliance has remained high and public support has increased even after the measure's introduction. The V.A.T. on nicotine replacement therapy (NRT) products was also reduced to help smokers trying to quit, and this reduction has continued.

- In 2007, the age at which retailers could sell tobacco products to young people was raised from 16 to 18. In February 2009, the Scottish government also announced their intention to introduce a registration scheme for all retailers who sell tobacco.
- In 2008, further progress on tobacco smuggling was made, including the launch of a joint HMRC/UK Borders Agency strategy and further progress at the international level. However, cheap illicit tobacco is still readily available and is particularly used by those on lower incomes, including young smokers. Stretching targets and adequate resource commitments are still needed.
- In 2008, hard-hitting pictorial health warnings were also introduced on all tobacco products produced for UK markets. However, we know that tobacco companies are still using packs to develop brand relationships with young people and therefore the issues surrounding the introduction of plain packaging need to be given serious consideration. The Scottish government intends to remove point-of-sale tobacco displays and tobacco vending machines to protect young people from tobacco marketing, and the rest of the UK is currently considering these important measures.

Despite this success, 8.5 million people across the UK still smoke (~21% of all adults) and one in two who smoke long-term will die due to this lethal addiction. Tobacco use is not only related to social disadvantage but is the primary reason for the gap in life expectancy between rich and poor. In the lowest social groups, those who have never smoked have better survival rates than smokers in even the highest social groups.

The harms suffered by children and young people are also immense. Smoking during pregnancy is the largest preventable cause of neonatal and infant ill health and death. 17% of mothers still smoke during pregnancy (29% in routine and manual groups), and it is likely that this is significantly under-reported. Exposure to secondhand smoke causes asthma attacks and other respiratory diseases in infants and children, and thousands are still exposed to smoke at home and in cars. Eight out of ten smokers start before the age of 19 and one in seven 15-year-olds is already a regular smoker.

One hundred million people were killed by tobacco in the 20th century. Unless effective measures are implemented to prevent young people from smoking and to help current smokers quit, tobacco will kill 1 billion people in the 21st century

Smoking is still engrained within many communities. Tobacco is widely available and is still seen by some as a form of social activity. Many people, particularly the young, estimate tobacco use to be more common than it really is, which gives it false normality. Yet we know that the public support recent tobacco control measures and support further measures to help protect the young from starting to smoke and to help adults who want to quit. More needs to be done and faster. It is therefore important that the UK nations develop comprehensive, well resourced and well evaluated tobacco control strategies that aim to protect young people from being tomorrow's victims of tobacco and further help today's smokers to stop smoking for good.

### Progress in international tobacco control

The past two years have seen impressive steps taken towards stemming the global tobacco epidemic. The third Conference of the Parties (COP) to the World Health Organisation Framework Convention on Tobacco Control (FCTC) was held in November 2008, when

over 160 countries had ratified and become Parties to this first ever global public health treaty. At the second COP held in July 2007, strong guidelines on smokefree public places were agreed, thanks in no small part to the campaigning of the non-government organisations (NGOs). Even greater progress was made at the third COP, when strong guidelines were passed on: packaging and labelling; advertising and promotion; and tobacco industry interference. Some progress was achieved on monitoring, but little on financial assistance for low-income countries to implement the treaty.

The fourth COP in 2010 will consider guidelines on education, progress on product regulation and, hopefully, a protocol (which is legally binding on all Parties) on illicit trade. In order to ensure continuing progress, the NGO community must persist in developing evidence and effective policy recommendations, and in persuading governments to meet their treaty obligations. The opportunity exists now to prevent millions of deaths, but only if the global community acts decisively to bring in effective policies and to counter the obstructive tactics of the tobacco industry.



The Point of Sale Display of Tobacco Products report, written by academics at the Centre for Tobacco Control Research

## TAG policy research funding: UK

### Cancer Research UK Centre for Tobacco Control Research

TAG continues to support the Centre for Tobacco Control Research (CTCR) at the Institute of Social Marketing – a collaboration between the University of Stirling and the Open University. Led by Professor Gerard Hastings, the CTCR examines tobacco marketing and the impact this has on young people's inclination to start and continue smoking. The CTCR continues to monitor young people's awareness and involvement with tobacco marketing, alongside their smoking knowledge, attitudes and behaviour, through the Youth Tobacco Policy Study (YTPS), which was initiated in 1999. The CTCR also monitors the tobacco industry's marketing activities as a complementary strand to the YTPS.

In England in 2007, nearly 200,000 children aged between 11-15 years of age were regular smokers. These children are three times more likely to die of cancer due to lifelong smoking than someone who starts in their mid-20s

In 2008 TAG commissioned Professor Hastings and his team to explore the issues around point-of-sale display of tobacco marketing and the promotion of tobacco accessories. The subsequent report was submitted with Cancer Research UK's response to the Department of Health's consultation on the future of tobacco control in September 2008. The report was extremely well received and had a clear impact on the government – in a written statement announcing new tobacco control legislation, the Secretary of State for Health, Alan Johnson, cited evidence from the report that, since a ban on tobacco advertising, tobacco in retail environments has become the primary source of tobacco marketing for young people.

<http://www.cancerresearchuk.org/pointofsalereport>

### UK arm of the International Tobacco Control Policy Evaluation Project

The International Tobacco Control Policy Evaluation Project (the ITC Project) is the first-ever international cohort survey of tobacco use. It is designed to assist policy-makers in the implementation of strong evidence-based tobacco control policies and evaluates the impact of the policies of the Framework Convention on Tobacco Control (FCTC) as they are being implemented in many countries throughout the world. The ITC project now consists of parallel annual surveys being conducted in 14 countries. In 2008 TAG agreed to fund the next three waves (2008/09 – 2010/11) of the UK arm of the ITC Four-Country Survey, a seven-year cohort survey of over 8,000 adult smokers. This project will help to ensure that UK policy development is informed by international experience, and that the UK experience of policy progress contributes to the international evidence base for comprehensive tobacco control policy implementation.

### UK Centre for Tobacco Control Studies

The UKCTCS was established in 2008 as one of the five UK Public Health Centres of Excellence funded by the UK Clinical Research Collaboration, of which Cancer Research UK is a member. The Centre is a strategic partnership of seven UK universities in England and Scotland involving leading tobacco control researchers from a range of disciplines. The objective of the Centre is to improve the science base underpinning the understanding, development and implementation of methods to prevent the uptake of smoking, and to promote smoking cessation and harm reduction.

To help coordinate activity between the seven universities and the rest of the tobacco control research community, TAG has funded a communications and research network manager. The manager will build links with a range of partners, develop a range of public engagement activities, build a UK tobacco research network, organise events and conferences and build effective pathways for knowledge transfer and dissemination of research findings.

<http://www.ukctcs.org>



Lead researchers at the UK Centre for Tobacco Control Studies

The tobacco industry needs to recruit over 100,000 new smokers every year in the UK to replace those that quit or die

#### **Smokeless tobacco in the UK**

In 2008 TAG funded Professor Ann McNeill at the University of Nottingham to investigate the use of smokeless tobacco in the UK. There has been little research into smokeless tobacco in the UK (particularly chewing tobacco) - the forms in current use, how they are viewed, and how they are used. Understanding these issues is essential to develop a rational, public health driven regulatory framework for smokeless tobacco. The project, which finished in May 2009, aims to describe the nature and scale of the problem, identify gaps in knowledge and make policy recommendations for its control.

## **TAG policy research funding: International**

#### **Tobacco industry influence on European Union policy-making**

In 2007 Dr Anna Gilmore was awarded a TAG grant to examine the strategies and tactics the tobacco industry uses to influence European Union tobacco control policy-making and the extent to which the development of effective health policy has consequently been undermined. The findings from this research will be used to challenge the involvement of tobacco companies in EU policy-making through widespread dissemination to MEPs and Commission officials.

## **TAG advocacy projects: UK**

#### **ASH: 'Beyond Smoking Kills'**

TAG continues to be a major funder of Action on Smoking and Health (ASH), the campaigning public health charity that works to eliminate the harm caused by tobacco. In addition to providing core support for ASH, TAG also co-funded the report 'Beyond Smoking Kills'. The report reviews progress made over the last 10 years and provides strong evidence-based recommendations for future action by the government and civil society. Further details on 'Beyond Smoking Kills' can be found on page 10.

*<http://www.ash.org.uk>*

#### **The Tobacco Control Collaborating Centre**

The Tobacco Control Collaborating Centre (TCCC) was set up in 2004 to facilitate the implementation of tobacco control policies adopted by the Department of Health, and to explore tobacco control development opportunities to further reduce smoking prevalence in England. TAG has provided funding to the TCCC for tobacco control initiatives that supported the implementation and monitoring of the Smokefree Workplace and Public Places legislation.

Unless dramatic steps are taken to control tobacco, about 6.3 trillion cigarettes will be produced in 2010 - more than 900 cigarettes for every man, woman, and child on the planet

## TAG advocacy projects: International

### The WHO Framework Convention on Tobacco Control (FCTC)

Cancer Research UK, through TAG, has played a key role, with its partners, in the progress of the FCTC. It has supported guideline and protocol development, NGO involvement in treaty negotiations and capacity building in key low-resource regions and countries. Although this international funding programme has now terminated, in line with the charity's five-year strategy (2009–2014), the achievements of the past few years have helped establish a strong treaty and a cadre of experts worldwide. Through the International Tobacco Control Funders' Forum, we have argued strongly for international agencies to take the lead, and major funds are now available, particularly from the Bloomberg and Gates Foundations. Cancer Research UK will continue to play an important advocacy role in promoting strong measures in the FCTC, which both the government and the EU are obliged to enact. We will also continue to push for tobacco control to be on the poverty and development

agenda, so that levels of funds appropriate to the scale of the problem can be tapped. The following is a summary of TAG funding in this area over the past two years.

### FCTC Advocacy Grants

With its partners the American Cancer Society, the Framework Convention Alliance and the International Union Against Cancer, TAG initiated and funded the FCTC Advocacy Grants Programme. Initially providing a number of small two-year grants, the third (and for Cancer Research UK final) round of awards (2008–2010) also included two larger regional grants and some one-off special opportunity grants. Awarded to tobacco control advocates across all six WHO regions by an international panel of experts, these grants have supported a range of activities to promote the FCTC, including the development of coalitions, websites, campaigns, briefings, legislation, and training for journalists and decision-makers.

[http://www.cancer.org/docroot/AA/content/AA\\_2\\_5\\_5x\\_FCTC\\_Advocacy\\_Second\\_Round.asp](http://www.cancer.org/docroot/AA/content/AA_2_5_5x_FCTC_Advocacy_Second_Round.asp)

### The Africa Tobacco Control Regional Initiative (ATCRI)

The ATCRI was developed as a special project by the CEOs of Cancer Research UK and the American Cancer Society, recognising that no major funds had been earmarked for Africa even though the tobacco companies saw the continent as a key area of expansion.

In 2010, tobacco will kill 6 million people, 72% of whom reside in low and middle-income countries



The launch of ATCRI in Durban, November 2008

The ATCRI grant was awarded to the Environmental Rights Agency in Nigeria and launched at the third COP. Its aims are to coordinate information, share experience and build capacity across sub-Saharan Africa, especially bringing together the main language groups. All materials are in French and English with Portuguese to be included shortly. Cancer Research UK support will end after the initial three-year grant, by which time ATCRI aims to have won significant other funding.

<http://www.atcri.org>

“There is a fundamental and irreconcilable conflict between the tobacco industry’s interests and public health policy interests”

WHO FCTC guidelines on Article 5.3

#### **The Framework Convention Alliance**

The FCA is an alliance of 350 NGOs based in over 100 countries. From the outset it has played a major part in FCTC negotiations, including training health experts, briefing delegates and monitoring progress, to ensure that WHO and governments work as effectively as possible on the treaty. TAG has provided support to FCA, in recognition that the treaty will have an impact on our national policies and on the tobacco companies that still actively obstruct public health in the UK.

<http://www.fctc.org>



SFP Director Florence Berteletti-Kemp at the European Respiratory Society congress in Berlin, in 2008

#### **The European Smokefree Partnership (SFP)**

This has been a very busy and productive period for the SFP, and its achievements belie its small staff of only two. The SFP, a partnership between Cancer Research UK, the European Respiratory Society, the European Heart Network, the Institut National contre le Cancer and the International Union against Tubercular and Lung Disease, has come to be recognised as a key authority on tobacco control by Commission officials, health attachés and MEPs. The EC Green Paper on Smokefree Public Places cites SFP data, the SFP Director is invited to key EC public health meetings and events organised by the SFP are well attended.

SFP workshops were held in Leuven on harm reduction (2007) and on tax and smuggling (2008). The latter resulted in the EC Tax Directorate organising and funding a conference in 2009 for health and finance delegates from all 27 EU countries using speakers from the SFP workshop. Over the past two years, several major reports and consultation responses have also been disseminated, including four briefings on the FCTC (two launched in the European Parliament), a consensus report on harm reduction and an advocacy toolkit on tobacco tax. The SFP Director was the NGO observer on the governmental working group that drew up the FCTC guidelines on tobacco

industry interference. SFP also organised numerous delegations to meet with key MEPs and senior Commission officials, including the Commissioner for DG Sanco, who agreed not to meet with the tobacco industry. The activities and outputs of SFP can be found at

<http://www.smokefreepartnership.eu>

### Smoking cessation and advocacy training in China

Smoking kills about one million people in China each year and the death toll is increasing rapidly. However, awareness of the health hazards of smoking and the benefits of cessation is low in health care settings. Smoking cessation services are virtually non-existent and health professionals have no training in smoking cessation. They also play a minimal role in tobacco control advocacy. A TAG-funded project, led by Professor KK Cheng at the University of Birmingham, aims to develop and promote smoking cessation policies, provide cessation support to health professionals and officials who smoke and build capacity for advocacy among health workers in two major cities in China - Beijing and Guangzhou.

### Global Smokefree Partnership

The Global Smokefree Partnership is a multi-partner initiative formed to promote effective smokefree air policies worldwide. It has funding from NGO and commercial partners, including Cancer Research UK. In 2007 the Partnership launched the Global Voices: A Smokefree World campaign focused on securing the adoption of strong FCTC smokefree guidelines. By collecting signatures, the Global Voices campaign received support from 548 organisations from over 100 countries, including several global federations, many national smokefree coalitions, and several hundred local and regional organisations involved in smokefree issues around the world. In addition to these, over 750 individuals signed up to support the Global Voices campaign. The result was the unanimous adoption at the FCTC Conference of the Parties of strong Article 8 smokefree guidelines that will serve as a model for smokefree initiatives around the world.

<http://www.globalsmokefree.com/gsp/>

### Other funding

Over the past two years TAG has also supported bursaries for the 13th World Conference on Tobacco or Health held in Mumbai, India, in March 2009.

Currently, over 300 million men in China - equivalent to the entire population of the US - are smokers

## Capacity building

Training the next generation of tobacco control researchers is crucially important to maintain the current high level of research in this area. To this end, TAG has funded a number of studentships in tobacco control.

### Lynn McFadyen Studentship in Tobacco Control

In 2008 Dr Andy McEwen was awarded the Cancer Research UK Lynn McFadyen Studentship in Tobacco Control. This four-year studentship will assess the effects and implications of the government's strategy to reduce the supply of illicit tobacco upon smokers' purchasing behaviour.

### Studentship in tobacco control

Dr Kate Pickett at the University of York received funding from TAG for a four-year

studentship to investigate whether smoking in pregnancy causes behavioural or intelligence problems in children. The project will also explore how pregnant smokers understand risk in pregnancy and whether guidelines and treatments for pregnant smokers incorporate the latest research.

### Smoking prevention in the Balkans

Following on from research undertaken as part of a PhD, which was funded by TAG, Professor Richard Eiser at the University of Sheffield has been provided with funding to study young people's smoking intentions and adults' attitudes to restrictions on public and workplace smoking in the Balkans. As part of the project two doctoral students have been recruited to join the research team.

### Smoking in Ghana

Professor John Britton from the University of Nottingham was awarded funding from TAG to study incidence, prevalence and risk factors for smoking in Ghana, as well as monitoring tobacco industry activity. The study formed the basis of a PhD thesis, training and developing a local researcher to engage in tobacco control activity in Ghana in the future. The project also helped to secure a large international grant from Canada. This grant, led by academics from Ghana, will hopefully build capacity for further tobacco control research in the region.

## Health promotion projects

### No Smoking Day

TAG continues to part-fund 'No Smoking Day', which has helped over 1.5 million smokers quit for good since 1984. 2008 saw the 25th No Smoking Day with 1.2 million people taking part in the campaign. 20% of smokers who were aware of the campaign made an attempt to quit on No Smoking Day - the highest rate recorded in its history.

### QUIT smoking and mental health

In 2007 TAG provided funding to the stop smoking charity, QUIT, to develop and test specialist stop smoking support for smokers with mental health problems. The project provides a specialist telephone counselling

service to support 1,000 smokers with mental health problems and free resources for motivational support. It also provides free training for over 200 health care professionals working with smokers with mental health problems.

## Cancer Research UK campaigning activities

### Response to the government consultation on the future of tobacco control

A full response was submitted to this key consultation in September 2008, which included new research on the impact of point-of-sale displays on young people and researchers, with current smokers showing that very few use displays to inform their purchasing decisions.

<http://www.cancerresearchuk.org/consultation/tobcontrol>



The report, 'Beyond Smoking Kills', published by ASH in October 2008



Helen Mary Jones, Welsh Assembly Member for Llanelli, taking part in a Welsh Tobacco Control Alliance event at the Welsh Assembly

### Pushing for comprehensive tobacco control strategies across the UK

In England, TAG co-funded and was represented on the editorial board of a major report that looked at progress in tobacco control over the past 10 years, since the Government White Paper 'Smoking Kills' was published. The report, 'Beyond Smoking Kills', concluded that, while much has been achieved, a broad package of measures is still needed to ensure that smoking rates continue to fall. In particular, it called for a long-term commitment to: protect children; reduce inequalities; fully regulate tobacco; enhance quitting services and look for better alternatives to smoking; and the adoption of challenging targets. The report was launched in the House of Commons in October 2008. Together with Smokefree Action partners, Cancer Research UK is pushing for implementation of the recommendations through legislative and other measures.

[www.ash.org.uk/beyondsmokingkills](http://www.ash.org.uk/beyondsmokingkills)

In Wales, we worked with our partners in the Welsh Tobacco Control Alliance, to call for a national strategy to strengthen community action for tobacco control, ensure access for all smokers to effective and equitable cessation services and products, encourage people to make their homes smokefree, and for greater investment in training, research and monitoring.

Welsh Assembly Members supported these measures as part of National No Smoking Day in March 2009.

The Scottish government launched a tobacco strategy – Scotland's Future is Smoke Free: A Smoking Prevention Action Plan – in May 2008. Along with colleagues from other organisations, Cancer Research UK met with Shona Robison MSP, Minister for Public Health, to congratulate the government and to lend its support to implementing the strategy.

### 'Out of Sight, Out of Mind' campaign

In May 2008, Cancer Research UK launched a campaign to further protect children from tobacco marketing. Its three key demands are: a complete ban on point-of-sale displays; a ban on vending machines; and introduction of plain packaging. 55,000 supporters across the UK signed up to the campaign and a further 10,000 responded to the government consultation. 3000 emails were also sent to MPs and 5500 emails to MSPs.

<http://info.cancerresearchuk.org/cancercampaigns/tobacco/>



### Health Bill (Westminster) and Tobacco and Primary Medical Services Bill (Scotland).

In October 2008 the government announced that it would bring in legislation to ban point-of-sale displays, together with measures to restrict access to vending machines, and would also consider the evidence on plain packaging. These measures would affect England, Wales and Northern Ireland. In response, Cancer Research UK with its Smokefree Action partners mounted a vigorous campaign to alert politicians to the need for further measures; to raise public awareness and support; and to rebut misleading stories from tobacco industry-funded groups. <http://www.cancerresearch.org.uk/westminsterhealthbill> and <http://www.smokefreeaction.org.uk/>. To date, three briefings for peers on behalf of Smokefree Action have been produced to support the debate in the House of Lords,

together with a Cancer Research UK 'Facts not Fiction' briefing. Meetings have been held with Parliamentarians and speaking notes provided for different committee stages. A reception was also held in the House of Commons in March, which the Rt. Hon. Dawn Primarolo MP addressed.

Media stories have been generated based on research among young people at the CTCR. Adverts in a major newspaper and a Parliamentary journal also sought to refocus the arguments back on health. Cancer Research UK volunteer ambassadors and researchers contacted key peers, and Cancer Research UK also enlisted support from the National Children's Bureau.

In February 2009, the Scottish government announced in its 'Tobacco and Primary Medical Services Bill' that it intended to end point-of-sale displays of tobacco products; prohibit vending machines; and introduce a national register of tobacco retailers and introduce a regime of fixed penalty notices for breaches of the law to make it easier for trading standards officers to prevent sales of tobacco to children and young people. Cancer Research UK has worked closely with SCOT (the Scottish Coalition On Tobacco) to support the passage of the legislation.

<http://www.cancerresearchuk.org/scotlandhealthbill>

### **'Breathe' youth-led campaign**

In 2008 Cancer Research UK teamed up with Channel 4's 4Talent, with funding from the Department of Health, to run an innovative filmmaking initiative called 'Breathe'. This sought to encourage young people to engage with the issues around smoking. Three ideas were made into short viral films which were launched using online blogs and websites aimed at teenagers, resulting in tens of thousands of interactions with the material. One of the three films, entitled 'Slaughterhouse', which portrayed the tobacco industry's disregard for human life, was screened in cinemas in North West England, funded by the Department of Health. Surveys in cinema lobbies showed good

recall and understanding of the message among young people.



An image from one of the short viral films from the 'Breathe' competition - "Slaughterhouse"

### **CR-UK internal tobacco policies review**

Cancer Research UK's internal tobacco policy was reviewed and updated over 2007/08, the first time since its inception in 2003. The revised policy provides fuller guidance to ensure that the charity avoids associations with the tobacco industry as far as possible. The smoking policy was also strengthened and aligned with national smokefree legislation. Guidelines on commissioning external services and on investments were also made more explicit and definitions of tobacco companies further elaborated. It is encouraging that all parts of the organisation are committed to ensuring the policy is implemented effectively.

Over a fifth of the adult population in the UK smokes and smoking remains the largest cause of preventable premature death, killing more people each year than alcohol, obesity, road accidents and illegal drugs put together

# Support for TAG

## The Tobacco Control team

The Tobacco Control team within Cancer Research UK provides the secretariat for TAG and is responsible, through TAG and senior management, for developing and implementing internal and external tobacco control policy for Cancer Research UK.

The Tobacco Control team are:

Jean King *Director of Tobacco Control*

Elsbeth Lee *Head of Tobacco Control*

Helen Haggart *Tobacco Control Officer*

## The Tobacco Steering Group

The Tobacco Steering Group is an internal working group of approximately 15 Cancer Research UK staff that helps to coordinate the organisation's work on tobacco control. The group includes staff from across the organisation, including the Tobacco Control team, Press, Cancer Campaigns, Parliamentary and Public Affairs, Policy Development, Health Information and Public Relations.



Members of the Tobacco Steering Group

# Key publications related to TAG's work

## Internal publications

Cancer Research UK. The facts not the fiction: tobacco control aspects of the Health Bill. March 2009. (<http://www.cancerresearchuk.org/factsnotfiction>)

Cancer Research UK. Second reading briefing for Peers on the tobacco control aspects of the Health Bill. January 2009. ([http://www.cancerresearchuk.org/brief\\_Healthbill](http://www.cancerresearchuk.org/brief_Healthbill))

Cancer Research UK. Submission to the Consultation on the Future of Tobacco Control. September 2008. (<http://www.cancerresearchuk.org/consultation/tobcontrol>)

## Centre for Tobacco Control Research / Professor Gerard Hastings

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Hastings G, MacKintosh AM, Holme I, Davies K, Angus K, Moodie C (2008). Point of Sale Display of Tobacco Products. London: Cancer Research UK, August. <http://www.cancerresearchuk.org/pointofsalereport>

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**Cancer Research UK Health Behaviour Unit /  
Professor Robert West**

(Professor West's research is funded through the  
Population Research Committee)

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Vangeli E, West R (2008). Sociodemographic differences  
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*Tobacco Control*, 17, 410-415.

West R, Townsend J, Joossens L, Arnott D, Lewis S  
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the UK than smuggling of all illicit drugs put together.  
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