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# 14<sup>th</sup> World Tobacco OR Health Conference, Mumbai, 2009

# **Securing Compliance with Smokefree Legislation – what have we learnt?**

Ian Gray, FCIEH  
CIEH Principal Policy Officer

# London Smog 1952



**English Pub  
prior to 1<sup>st</sup> July 2007**

SMOKE



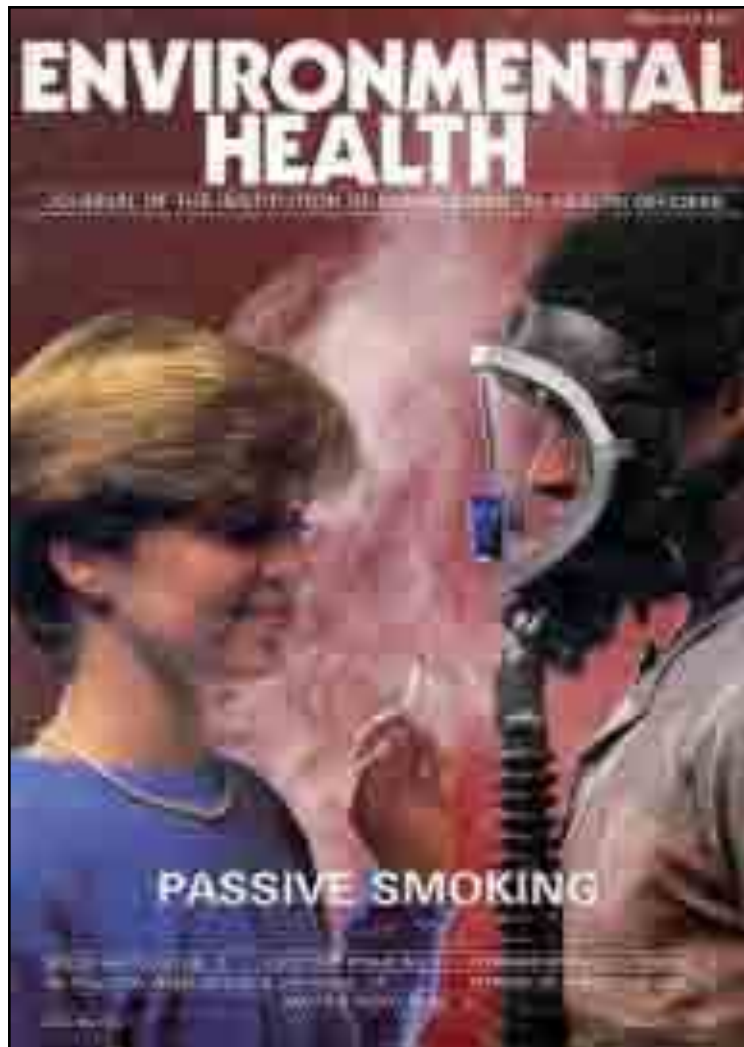
ROOM



1986

2007

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# Compliance in 1<sup>st</sup> Month

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	14,873	97.5%	12,066	78.7%
London	21,077	20,865	99.0%	17,858	84.7%
North East	11,297	10,970	97.2%	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 & Humberside	13,299	12,731	95.7%	10,783	81.1%
England	154,550	150,491	97.4%	126,290	81.7%

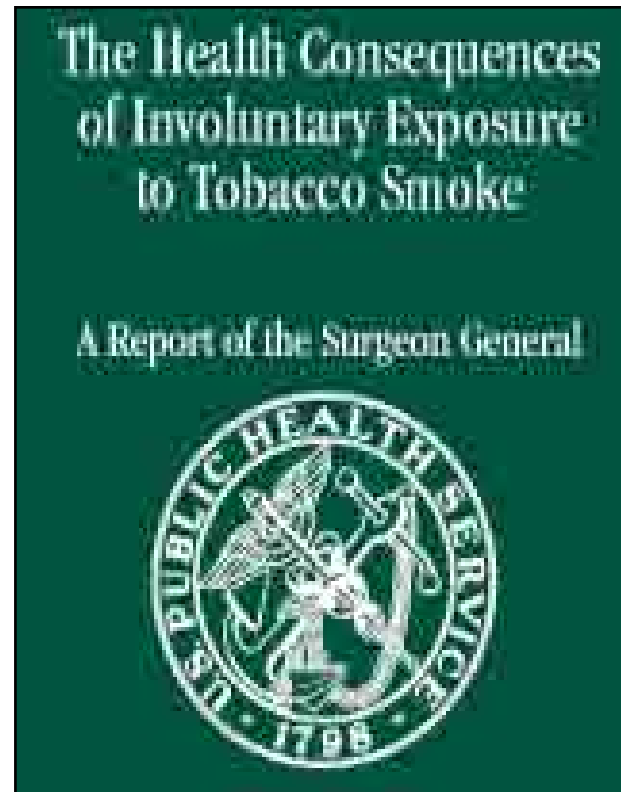
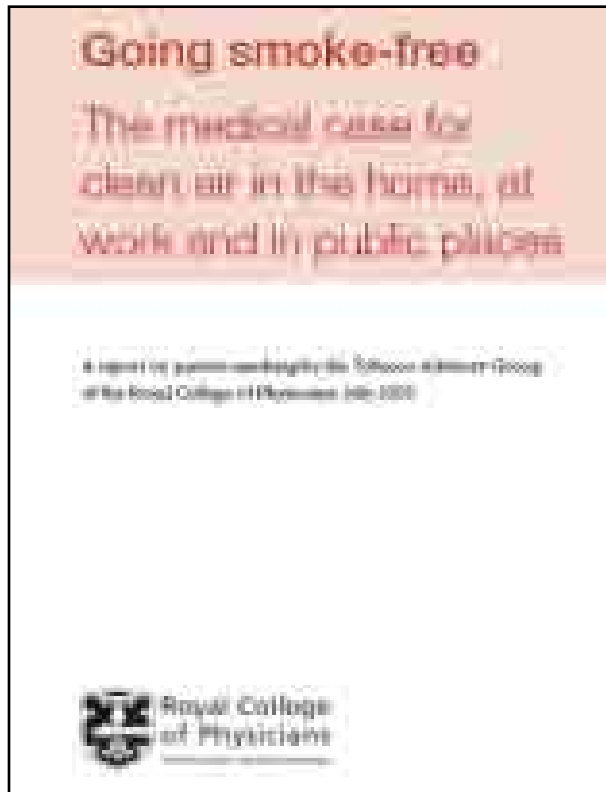
# In 15 Minutes:

- **8 Learning Points**
- **Our approach to securing compliance**

# Learning Point 1

- Use the evidence to justify your legislation

# There is plenty of evidence





Scientific Committee on Tobacco  
and Health (SCOTH)

Secondhand Smoke: Review of  
evidence since 1998

Health Protection Agency, London



# Scientific Committee on Tobacco and Health

## **Learning Point 2**

- There is no safe level of exposure



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**DANGER**

**ASBESTOS**

**CANCER AND LUNG DISEASE  
HAZARD**

**AUTHORIZED  
PERSONNEL ONLY**

**RESPIRATORS AND  
PROTECTIVE CLOTHING  
ARE REQUIRED IN  
THIS AREA**

**No safe level  
of exposure**



PLEASE DO NOT  
SMOKE IN THIS AREA  
SMOKING IS PROHIBITED  
BY LAW



## Learning Point 3

- What is smoking?

or,

there is no smoke without fire!

# What is smoking?

**Smoking refers to smoking tobacco or anything which contains tobacco or smoking any other substance**

Includes being in possession of

- lit tobacco or anything lit which contains tobacco, or
- being in possession of any other lit substance in a form in which it can be smoked

This includes smoking cigarettes, cigars, herbal cigarettes and pipes (including shisha)

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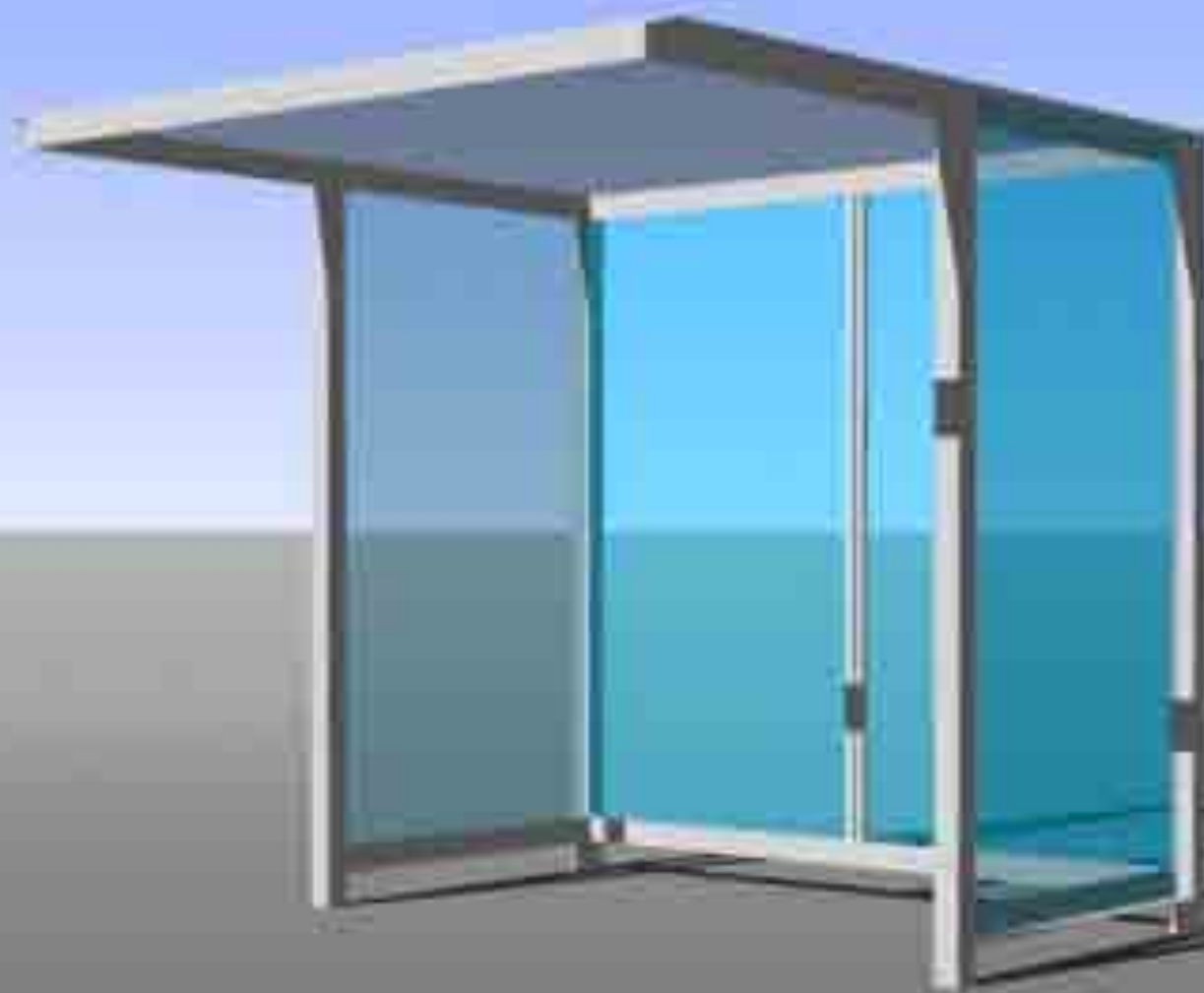
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# Learning Point 4

- Where can people smoke

*Substantially enclosed, or not  
substantially enclosed, that is the  
question!*



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

THE BAGEL BAR

THE bagel BAR

THE BAGEL BAR







It is against the law to  
smoke in this bus shelter  
from 1 July 2007

0121 214 7323



# Learning Point 5

- Signs work



# The international no-smoking symbol



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**NO SMOKING**

**Which of  
these two  
words are you  
not able to  
understand?**



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**NO SMOKING.**

**It is against the law to  
smoke in these premises**

**In a  
prominent  
position at  
every  
entrance**



**NO SMOKING.**

It is against the law to  
smoke in these premises



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OLD WAVERLEY



Smoke-free and proud

Lathian



SCANIA

230



## Learning Point 6

- Keep exemptions to a minimum and based on principles



**NO SMOKING.**

It is against the law to  
smoke in the common  
parts of this building



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**In a  
designated  
prison cell**

# Learning Point 7

- There will be consequences
  - some negative
  - some positive





Help Point



No  
Smoking



# Football Ground





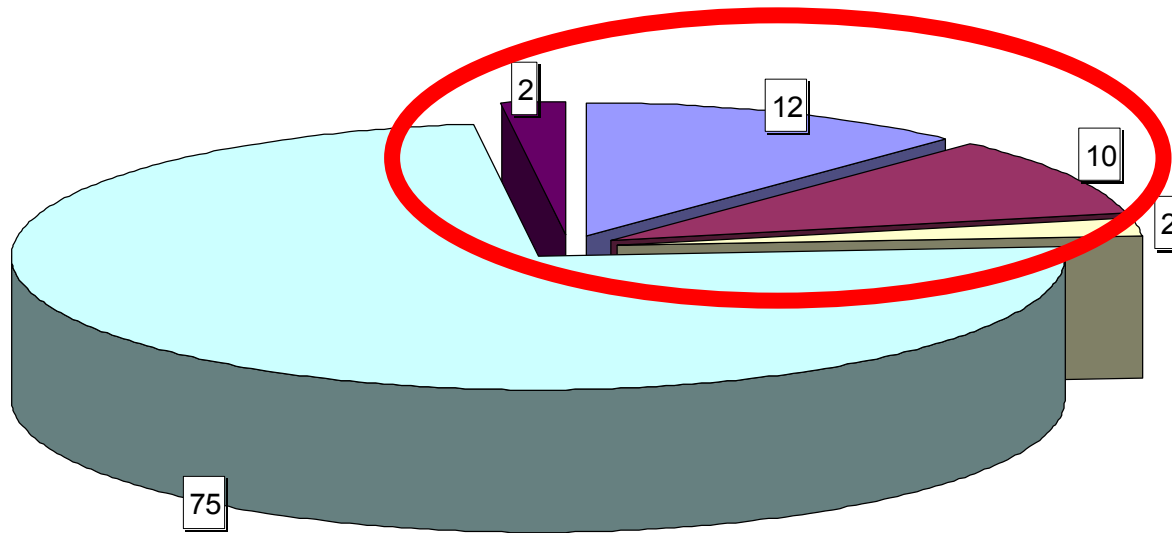
NO SMOKING AREA

# Learning Point 8

- You cannot please everyone

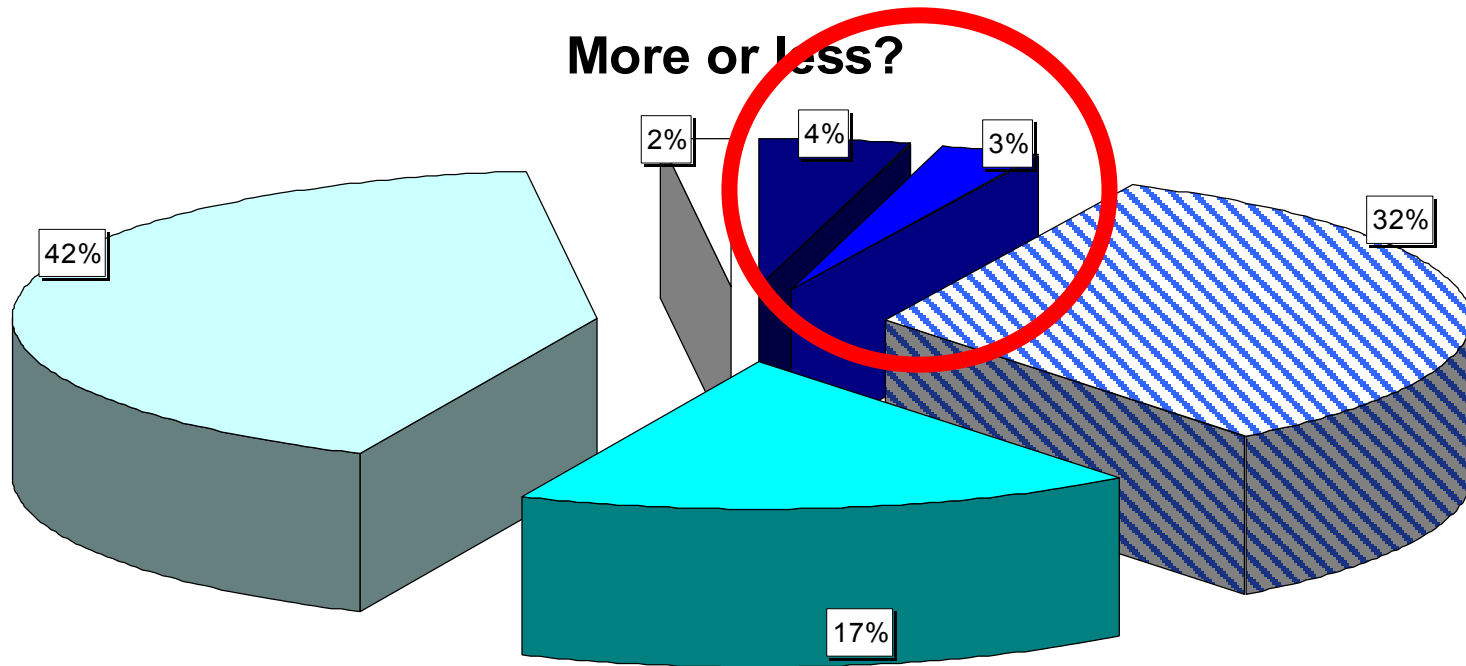
# Survey Findings: Exposure to Secondhand Smoke

Exposure to secondhand smoke



- I come into contact with other people's tobacco smoke at home
- I come into contact with other people's tobacco smoke at work
- I come into contact with other people's tobacco smoke at home AND at work
- I do NOT come into contact with other people's tobacco smoke at home or at work
- Don't know

# Secondhand Smoke



■ A great deal more than before July 1st

▨ About the same as before July 1st

■ A little less than before July 1st

■ A little more than before July 1st

■ A little less than before July 1st

□ Don't know



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# Prestwick Airport

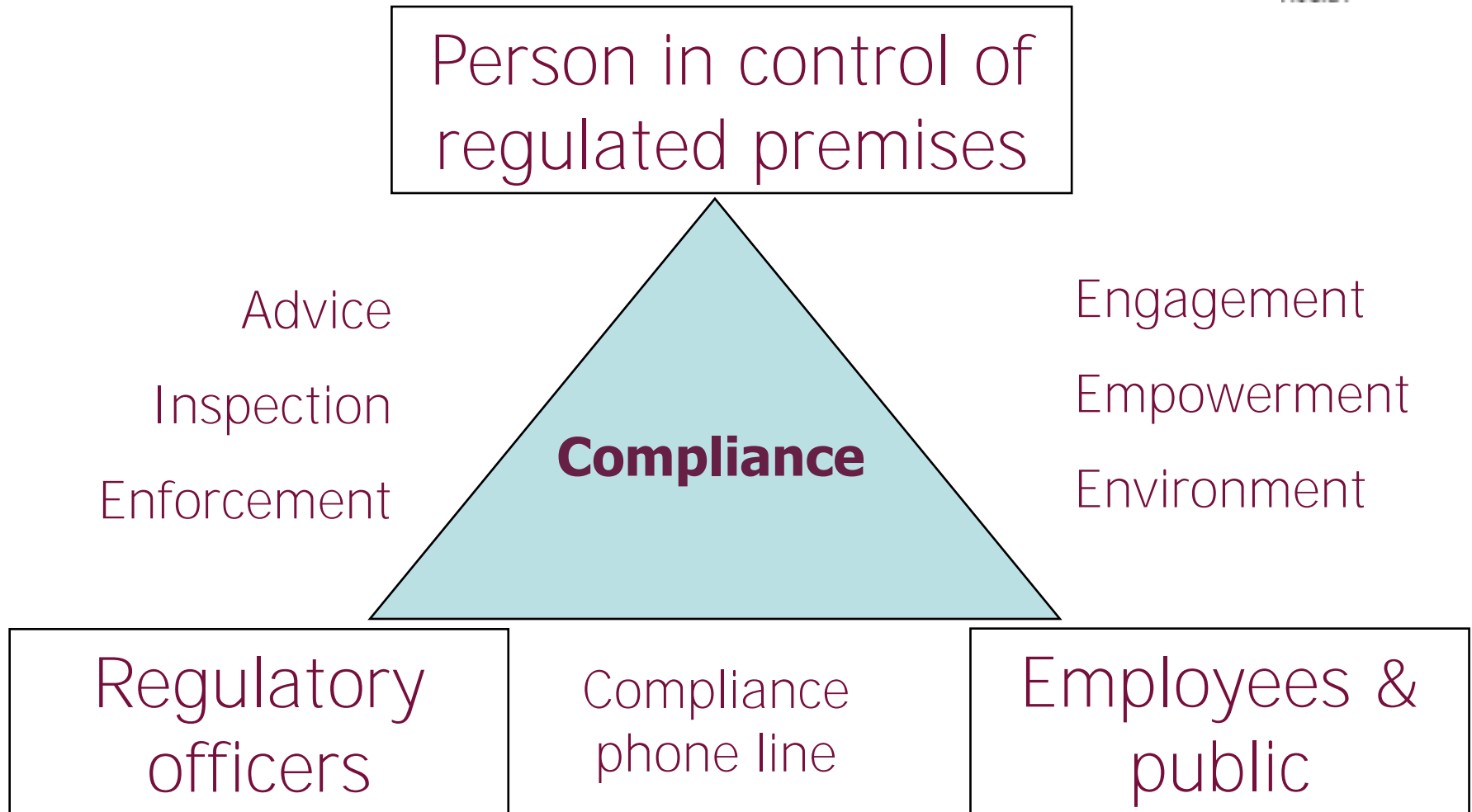


**Designated Smoking Area**

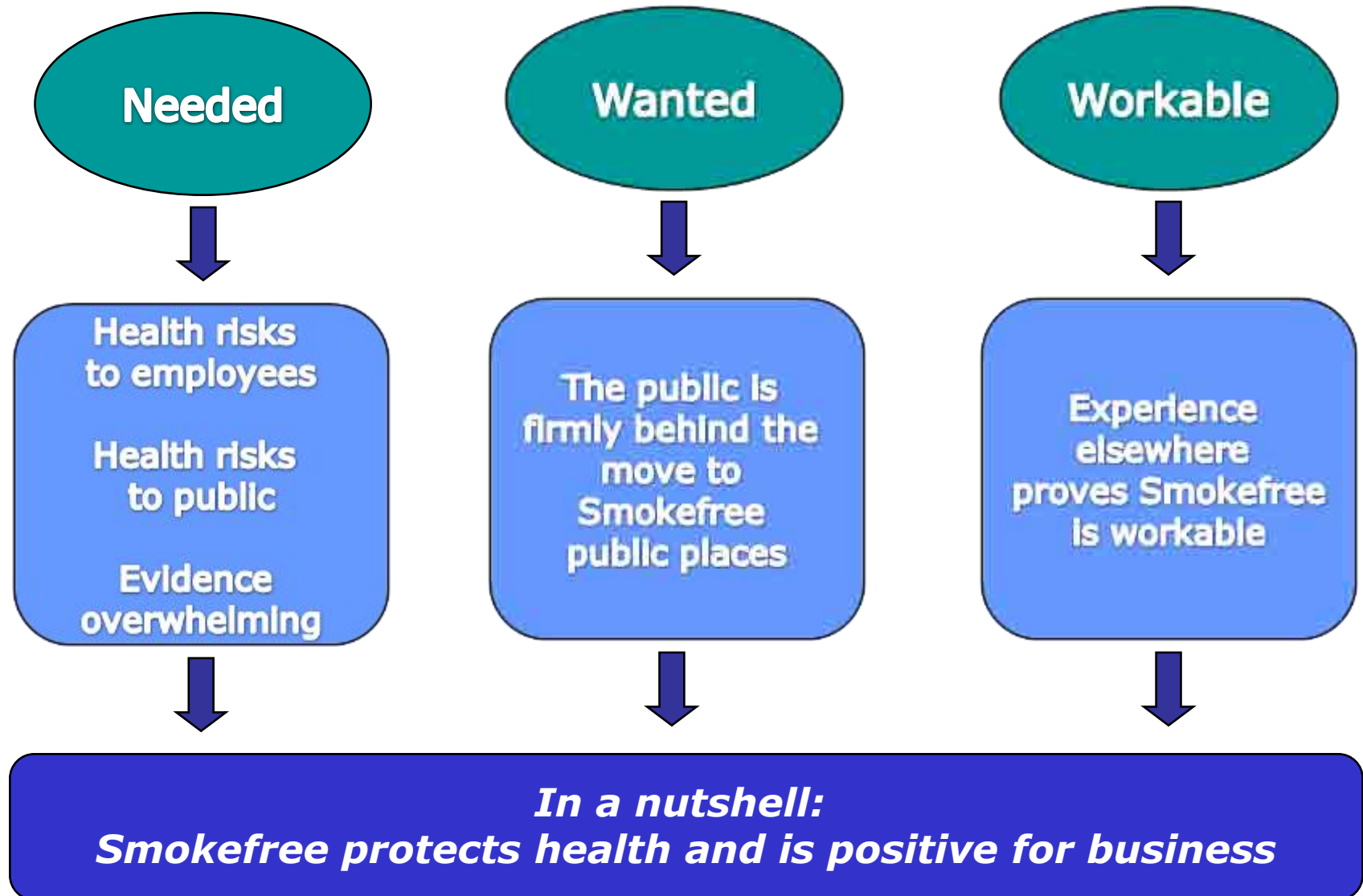
# The Learning Points

- 1 – Use the evidence
- 2 – No safe level of exposure
- 3 – Define ‘smoking’ carefully
- 4 – Identify smokefree areas accurately
- 5 – Signs work
- 6 – Keep exemptions to a minimum
- 7 – There will be consequences
- 8 – You cannot please everyone

# Co-production of Compliance: Regulators, Regulated, Citizens



# England: Key Government messages



England is now  
**smokefree**

Enjoy the smokefree air!

**Every Country**

is now

smokefree

Enjoy the smokefree air!

# Smokefree England

# Smokefree Materials Available



# My business card

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