



e-Newsletter - 23/08/2016 15:30

## First standardised packs to prevent smoking by children spotted in Leeds

The first cigarettes on sale in new, standardised packaging have been spotted in Leeds.

New laws which came in to force in May gave manufacturers up to a year to switch to drab green packs, with bigger health warnings, designed to make smoking less appealing to children and young people. Although it was believed stockpiles of old packs would last for some time, just three months in the first packs are starting to be seen in Leeds.

### **Councillor Rebecca Charlwood, chair of Leeds Health and Wellbeing Board, said:**

“We have seen some encouraging signs from Australia since they introduced standardised packs in 2012 with the number of young people who have never smoked rising. I hope, with the sight of the new packs we can also look forward to a similar effect in Leeds - which is great news for the future health of thousands of young people who won't be tempted to smoke and can be the basis for a smokefree generation.”

Social media is being used to report sightings of the new packaging and add to a 'Track the Pack Map.' Anyone spotting a pack can Tweet an image and the location using the hashtag #trackthepack.

It's an idea from Breathe 2025, Yorkshire and Humber's collaborative tobacco alliance. To track the packs, visit [www.breathe2025.org.uk/track-the-pack](http://www.breathe2025.org.uk/track-the-pack) Tweet to @breathe2025

In Leeds around one in ten 15 year olds smoke, while around one in five adults smoke.

### **Dr Ian Cameron, Leeds City Council's Director of Public Health, said:**

“If you do smoke, now's a great time to quit. There's lots of support available to help you to succeed and information to help on the One You Leeds website. Smoking causes the death of half of those who smoke, so it is a major preventable cause of death and ill health in the city.”

More information on help to stop smoking is available at: <http://www.oneyouleeds.org.uk/>

**Breathe 2025** is the overarching campaign brand for work and aspirations to eliminate tobacco-related harms and health inequalities across Yorkshire and The Humber. The vision is to see the next generation of children born and raised in a place free from tobacco, where smoking is unusual. For more information visit [www.breathe2025.org.uk](http://www.breathe2025.org.uk)

**Local tobacco statistics** are at [Local tobacco control profiles](#)

The new regulations are The Standardised Packaging of Tobacco Products Regulations 2015 and The Tobacco and Related Products Regulations 2016. [More information at Breathe2025.org.uk](http://www.breathe2025.org.uk)

Two thirds of adult smokers began smoking before the age of 18 Smoking and drinking among adults, 2010. [General Lifestyle Survey 2010. ONS, 2012.](#)

In March 2016 the [Australian Government](#) published its post implementation review. Findings included:

- a “statistically significant decline in smoking prevalence of 0.55 percentage points over the post-implementation period, relative to what the prevalence would have been without the packaging changes. This is expected to increase with time
- a statistically significant increase in the number of 12-17 year old students who have never smoked; a significant decline in a range of tobacco use indicators among young people since a previous survey in 2011, before the introduction of plain packaging, consistent with the tobacco plain packaging measure working as intended, particularly in relation to young people.
- declines in the volume of tobacco sales
- decline in household income spent on tobacco
- studies finding no change in smokers’ reported use of unbranded illicit tobacco, no evidence of increases in use of contraband cigarettes, low levels of use of cigarettes likely to be contraband, and no increase in purchases of tobacco from informal sellers

A systematic review of plain tobacco packaging was carried out before the introduction of the new legislation. Moodie, C Angus K, Stead M and Bauld L. [Plain Tobacco Packaging Research: An Update](#). Stirling, Scotland: Centre for Tobacco Control Research, Institute for Social Marketing, University of Stirling, Sept. 2013



**Register now for Leeds Children's Hospital Conference - Friday 14th October**

The Leeds Children’s Hospital multidisciplinary conference entitled 'Aiming High, Delivering the Best' will focus on patient engagement, clinical outcomes and research across the child health community, and is being held in partnership with Leeds University.

It aims to bring together key child health and education professionals from Leeds, Yorkshire and the Humber and from further afield in an event designed to educate, support and inspire.

The first conference, held in 2015 to celebrate five years of the Leeds Children’s Hospital, was a great success, with over 200 delegates from all professional groups. This year there is a fantastic programme lined up with plenary sessions addressing key issues in child health, and afternoon concurrent sessions and symposia showcasing the great work being done here in the Leeds Children’s Hospital, and by our academic partners.

**Keynote speakers include:**

- Anne Longfield OBE, Children’s Commissioner for England
- Professor Jane Coad; Coventry University
- Dr Catherine Penrose, Leeds Children’s Hospital
- Dr Cheryl Travers; Senior Lecturer Loughborough University
- Mark Wilkinson, Managing Director, Mosaic North
- The Leeds Teaching Hospitals NHS Trust Youth Forum

## Symposia and Concurrent Sessions:

- Introduction to genomics: What it is and why it matters
- Improving patient experience and transition for young people
- Achieving Best Clinical Outcomes through Safe and Effective Care: implementing the 'S.A.F.E.' programme
- Involving children, young people and families in their care
- The Children's Hand Surgery Service -a multidisciplinary team approach to service development and improving outcomes

To register for the event [please email](#).

Download a registration form [here](#).

For full conference details including programme information for the day, session schedule, speaker bios, exhibitors and sponsors you can also download the guidebook app on a smart phone from your app provider and search for 'aiming high'. [Link to the app here](#) or download the guidebook via a web page using [this link](#).

## Public consultation on mandatory reporting of child abuse and neglect

The Government's proposals for mandatory reporting of child abuse are now open to consultation until 13 October.

Documents for the consultation can be viewed [here](#).

This consultation sets out the government's wide-ranging programme of reform to provide better outcomes for vulnerable children. It seeks views on the possible introduction of one of two additional statutory measures:

- a mandatory reporting duty, which would require certain practitioners or organisations to report child abuse or neglect if they knew or had reasonable cause to suspect it was taking place
- a duty to act, which would require certain practitioners or organisations to take appropriate action in relation to child abuse or neglect if they knew or had reasonable cause to suspect it was taking place.

## Urogynaecology Physiotherapy referrals

In LTHT urogynaecology physiotherapy we are still getting a number of paper referrals through for women.

We want to ensure women access our service as easily as possible and are concerned that paper referrals take longer to get to us and process and are at risk of being lost.

Could medical staff please be reminded to use the choose and book system to request urogynaecology physiotherapy.

## Tragic death of Dr Simon Newell from the Leeds Neonatal Unit

The LTHT neonatal team are extremely saddened to announce the tragic and unexpected death of our dear friend and colleague, Dr Simon Newell.

Simon was one of the fathers of Leeds Neonatology and made a huge contribution to neonatal medicine in the UK.

He took every opportunity to share his extensive experience and knowledge and had an unrivalled passion for teaching.

Simon was a true gentleman and treated everyone he worked with, and cared for, equally.

His boundless energy and enthusiasm, great wisdom, sense of humour, and bow ties will be greatly missed.

Our thoughts and prayers are with his family and everyone who knew him at this difficult time.

Sharon English and Cath Harrison,  
on behalf of the Neonatal team

## Hearing and Balance Centre Newsletter

Welcome to the latest edition of the Hearing and Balance Centre Newsletter at the Leeds General Infirmary.

Please [click here](#) to view.

We hope that you find this newsletter helpful. If you have any specific subject you would like to cover in future newsletters, please contact [francesca.routh@nhs.net](mailto:francesca.routh@nhs.net).

## Entrepreneur patient raises profile of Cystic Fibrosis

Ben Wolfenden, a patient who is cared for by the adult Cystic Fibrosis team at St James's, has been raising the profile of the condition and showing how the condition can be no bar to a successful career.

Ben was filmed by Made in Leeds TV on the ward this week talking about his gratitude for the amazing care and support he receives at LTHT as well as the challenge of living with the condition and balancing a career and fatherhood.

A past winner of the Stelios Award for Disabled Entrepreneurs, Ben is a remarkable person who shows that with the right support patients with life-limiting conditions can make the very most of opportunities.

Read more [here](#)

## Key child safeguarding issues

The Department of Health (DoH) has produced information to help tackle Female Genital Mutilation (FGM) and Child Sexual Exploitation (CSE).

During the summer school holidays children and young people are exposed to a heightened risk of two very different safeguarding issues – being taken outside of the UK for FGM procedures and experiencing Child Sexual Exploitation or Abuse.

To tackle this, the DoH has produced resources for health practitioners. Please take a few minutes of your time to read this information, watch the videos and consider undertaking the CSE one-hour e-learning (more details below).

The DoH have launched a new short film to help raise awareness of the severe health implications of FGM for those living in UK who are members of communities affected by FGM. You can view the video called 'FGM: The Facts' on NHS Choices as well as other helpful resources at – [www.nhs.uk/fgm](http://www.nhs.uk/fgm). Alongside the film, DoH have produced some short social media videos which are being distributed via Facebook and the CCGs in Leeds will be supporting.

In Leeds, local charity Black Health Initiative has also produced this video which features interviews with local young women who have experienced FGM. Click [here](#) to watch (warning: this film contains graphic references to FGM procedures)

Practitioners can find information and guidance on the mandatory reporting procedure for FGM on the LSCB website [here](#).

One in 20 children in the UK has been sexually abused. Many of these young people wanted to disclose their abuse at the time - but didn't feel like they could. Sadly, too often the signs that children and young people are being sexually abused or exploited are being missed because healthcare professionals don't know what to look for. The DoH and national charity, The Children's Society, have developed an engaging and interactive eLearning course designed to enable all healthcare workers to spot the signs of child sexual abuse and exploitation, and help them create an environment where young people are more likely to disclose.

The hour long course will help healthcare workers be more aware of what to look for when they come into contact with a child or young person. Applying the learnings from the course means staff will be able to help create a widespread change in the way children and young people experience health settings.

Taking the course is easy, just visit [www.seenandheard.org.uk](http://www.seenandheard.org.uk). Once staff have completed the eLearning module, you can also sign up to become a Seen and Heard champion and spread the word about the course to others.

To more information or to take the course, visit [www.seenandheard.org.uk](http://www.seenandheard.org.uk)

## Leeds Teaching Hospitals NHS Trust Annual General Meeting

The LTHT AGM will take place on Wednesday 28 September, between 14:30 - 16:00 at the Thackray Medical Museum.

It is a great chance to hear about the Trust's achievements over the last year and plans for 2016/2017.

Entry to the Thackray Medical Museum is free for those attending and parking costs £2.

[Click here](#) for more details.

## Leeds West CCG holds its AGM

NHS Leeds West CCG is holding its AGM on Wednesday 31 August at Leeds Beckett University (Headingley Campus)

All are welcome to attend. Find out more [here](#)