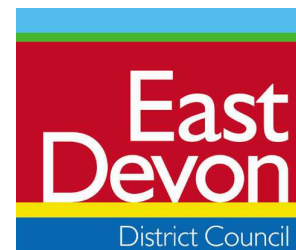




INVESTOR IN PEOPLE



# News Service

**8 June 2007**

COUNCIL AIMS TO TAKE THE PAIN OUT OF NEW SMOKING LEGISLATION

## **Going smoke-free doesn't have to be a drag**

ON 1 July, East Devon joins the rest of England in going smoke-free. And EDDC is doing its bit to ensure that the change is as painless as possible for all concerned by offering help for smokers and local businesses.

A number of services within the Council have been working together with the Devon Primary Care Trust in the run-up to the new legislation that will make most social establishments and workplaces smoke-free.

As a result of collaboration between Environmental Health, Licensing, Planning and StreetScene, it has been possible for EDDC and the PCT to take a common-sense approach to the issue through a number of initiatives:

- Help for smokers who want to kick the habit
- Advice for businesses and employers on what the legislation means for them
- Information for pubs, clubs and taxi operators
- "Stub it and bin it" containers for unwanted cigarette butts to reduce litter

Devon Primary Care Trust's Health Improvement Specialist, Solveig Sansom, formerly East Devon's Smoking Education Officer, has been offering advice to employers and individuals who want to kick the habit.

### **Educating and informing**

Now EDDC has appointed Russ Fairclough as Smoking Education Officer. In the run-up to 1 July, Russ is visiting organisations that will be affected by the smoke-free legislation to help them to understand and comply with the new regulations.

Russ said: "We believe in educating and informing people about changes such as this. We want to help people through this transition period. Only in extreme cases will we resort to enforcement. The carrot is better than the stick".

In this vein, a range of messages on the front of the Council's cigarette stub containers have a humorous tone. The containers are sited at around 50 EDDC locations, but they are also available at a competitive price to food and catering establishments.

Meanwhile, EDDC's Licensing team have been working to ensure that pubs, clubs and other licensed premises, as well as the Taxi trade are aware of how they will be affected by the smoke-free legislation.

For more local information about smoke-free East Devon, telephone 01395 571 579 or visit:

[http://www.eastdevon.gov.uk/index/council\\_services/environmental\\_health-local/eh-smoking-law.htm](http://www.eastdevon.gov.uk/index/council_services/environmental_health-local/eh-smoking-law.htm)

For general information, you can visit [www.smokefreeengland.co.uk](http://www.smokefreeengland.co.uk)

or call the Smokefree England Information Line on **0800 169 169 7**.

**Caption:**

- **Smoking Education Officer Russ Fairclough with one of the new cigarette butt bins.**

**Ends**

For more information please contact:

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