

Barnsley Healthy Settings Newsletter



Spring/Summer 2011

Second hand smoke is no joke!

If you were to hazard a guess as to how many people in England smoke, what would you guess? We would all probably base our answer on what we witness in our every day life, colleagues, friends, family, at least it would be some sort of educated stab in the dark. Whatever your answer, and however you arrive at your answer, the facts are clear, the majority of people in England choose not to smoke. Nationally the Association of Public Health Observatories report in 2010 an adult smoking prevalence of 22.2%, turn that statistic on its head and what it means is that 77.8% of adults in England are none smokers. Whilst locally the APHO report Barnsley as having a higher adult smoking prevalence at 29.3%, it still illustrates that the majority of adults in Barnsley choose not to smoke.

Despite the majority of people both locally and nationally choosing not to smoke however, it doesn't follow that none smokers are necessarily smoke free.

In a recent survey carried out with yr 10 pupils in Barnsley schools, 27.1% of pupils stated that people on the school bus smoke. It also states that 45.5% of pupils live with adults who smoke, and out of those 45.5% - 68% reported that adults smoke around them (A survey about the health and lifestyle of year 10 pupils attending secondary school in Barnsley - Business Development and Innovation Directorate Nov 2010)

So what of the effects of second hand smoke? On 1st July 2007, the government in England introduced a new law to make virtually all enclosed public places and workplaces in England smokefree. This law has gone some way to protect environments in which we socialize, shop, work etc, but what about around the home, in the car, or indeed on the school bus?

Second hand smoke can be the route cause of many serious health problems, not merely unpleasant side effects such as sore or dry eyes or a tickly cough. Second hand smoke as well as being associated with a number of respiratory conditions and diseases like chronic obstructive pulmonary disease (COPD) can increase a none smokers risk of getting lung cancer by 24% and the risk of getting heart disease by 25%

Secondhand smoke is especially compromising to the health of children and young people. It can cause numerous serious conditions including: childhood respiratory disease, middle ear disease and sudden infant death syndrome or SIDS. Even breathing in second hand smoke during pregnancy can lead to harmful chemicals being passed on to unborn babies.

85% of second hand smoke is invisible and odourless, therefore assuming an enclosed space is smokefree on the basis that no one is smoking at that moment, or that you cannot smell or see smoke can be a falsehood. As a species we are not born smokers, however as adults our behavior can and often does influence the lifestyle choices children and young people make. For example if a child's parents smoke they are three times



more likely to smoke themselves. Research has also shown that advertising tobacco products may encourage children and young people to take up smoking. In one article published by Cancer Research UK it states: 'Even adverts aimed at over 18s are attractive to children who aspire to adult behaviour. Direct cigarette advertising is now banned in the UK.'

As professionals, we too can influence the lifestyle choices that children and young people in our care make. Preventing the uptake of tobacco in the first instance is a priority area locally. Currently the multi agency Smoke Free Barnsley Children and Young People's sub group, together with the Healthy Schools Team are working collectively to support schools and other settings in developing robust policies that encourage a whole school approach to tackling the issue of tobacco. Having a smoke free building and grounds is not nearly enough, ensuring the children and young people in our care are armed with the knowledge, information, and confidence to make positive and lasting lifestyle choices is intrinsic to what we are striving to achieve...healthier, safer and happier communities.

The National Institute for Health and Clinical Excellence (NICE) states in their guidance, 'NICE public health guidance 23':

Recommendation 1:

Organisation-wide or 'whole-school' approaches

What action should they take?

Develop a whole-school or organisation-wide smokefree policy in consultation with young people and staff. This should include smoking prevention activities (led by adults or young people) and staff training and development. The policy should take account of children and young people's cultural, special educational or physical needs. (For example, large-print versions of information may be needed.)

The full document can be accessed here:

<http://guidance.nice.org.uk/PH23/Guidance/pdf/English>

If your school or setting would like to know more about the Barnsley Smoke Free Alliance, Young People's Sub Group, and the work it does as part of the Healthy Schools agenda, if you would like support on developing your own whole school policy then please contact:

Jeff Platts - Smoke Free Lead For Children and Young People

Barnsley Healthy Schools Scheme

Email: jeffplatts@barnsley.gov.uk Tel: **01226 720301**

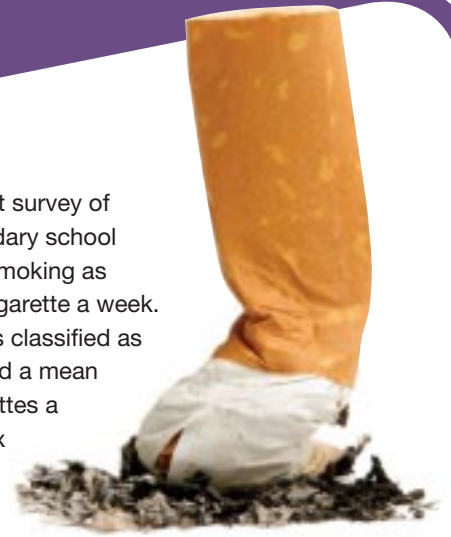
Despite a significant decline in smoking since the introduction of the smoking ban, smoking is still the largest single cause of preventable illnesses in the UK and teenage smoking remains widespread

Children, Young People and Smoking prevalence:

Children become aware of cigarettes at an early age. Three out of four children are aware of cigarettes before they reach the age of five whether or not the parents smoke.

1 Experimentation is an important predictor of future use: two out of three regular smokers say they started smoking before the age of 19. 2 In 2008, 68% of pupils aged 11-15 said they had never tried smoking. This is higher than at any time since the young people's smoking survey began in 1982.3 The proportion of pupils who had tried smoking at least once (32%) represents a long term decline since 1982, when 53% had tried smoking.

The annual Government survey of smoking among secondary school pupils defines regular smoking as smoking at least one cigarette a week. However, in 2008 pupils classified as regular smokers smoked a mean (average) of 39.3 cigarettes a week, approximately six a day. Occasional smokers smoked a mean of 3.9 cigarettes a week. These averages have remained at similar levels since 2004.3

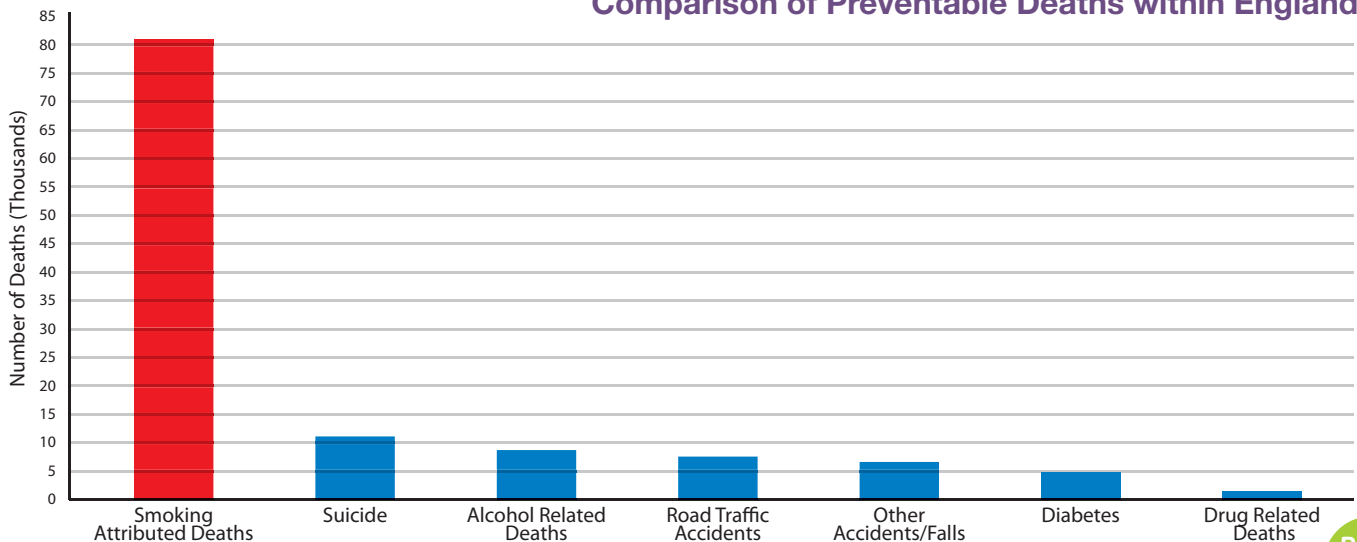


As in previous years, girls are more likely than boys to have ever smoked. This contrasts with the results of regional studies of children's smoking habits during the 1960s and 1970s which showed that more boys smoked than girls and that boys started earlier.4 In 1982, the government commissioned the first national survey of smoking among children and found that 11% of 11 - 16 year olds were smoking regularly.5

Ref:

- 1 Teenage Smoking attitudes in 1996. Office for National Statistics, 1997
- 2 Goddard, E. General Household Survey 2006: Smoking and drinking among adults 2006. Office for National Statistics, 2008.
- 3 Smoking, drinking and drug use among young people in England in 2008. The Information Centre for Health and Social Care, 2009
- 4 Bewley B.R, Day I, Ide L. Smoking by children in Great Britain. MRC Social Science Research Council, 1972.
- 5 Dobbs J, Marsh A. Smoking among secondary schoolchildren. HMSO, 1982.

Comparison of Preventable Deaths within England



What is Barnsley Healthy Early Years Award?

Barnsley Healthy Early Years is a scheme for all childcare settings which introduces young children and their families to a healthy and ecologically friendly lifestyle. The scheme is run by Barnsley Early Childhood Services in partnership with NHS Barnsley.

The scheme monitors how effectively pre-schools, Children's centres, day nurseries and registered childminders support children in their care in each of the following areas:

- **Whole setting approach**
- **Emotional health & wellbeing**
- **healthy eating**
- **physical activity**

Childcare providers who demonstrate that they meet the requirements of the Healthy Early Years scheme will be awarded HEY accreditation and issued with a plaque to display in their setting. All childcarer's who receive HEY accreditation will be supported and monitored by representatives from both the Health Service and Children's Services, to ensure that they continue to meet the standards of the scheme.

We want every child in Barnsley to have the best possible start towards a healthy lifestyle. Children who are encouraged to make healthy choices in their earliest years are more likely to continue with a healthy lifestyle throughout the rest of their lives.

What is expected from a Healthy Early Years setting

Emotional Health

Children will feel safe and secure and their culture will be respected so that they develop a positive self-image. Children will learn about the importance of relationships, and how to respect themselves and others. They will also develop a positive attitude to learning and be given opportunities for problem solving. Children's child's emotional well-being will be addressed through appropriate everyday activities. All staff within the childcare setting will be well trained, valued and supported.

Healthy Eating

Childcarers in a HEY-accredited setting will take positive action to encourage healthy eating. Children will learn to enjoy foods and the reasons why some foods are healthy and some are not.



This is done by providing healthy snacks and meals, by encouraging children to become involved in helping to prepare food, and through everyday activities that encourage children to make healthy food choices. Children are also taught about food-related hygiene, for example, washing their hands before eating. The childcare setting will have a healthy eating policy which will involve all staff, children and parents.

Physical Activity

The physical activities in a HEY-accredited childcare setting are safe, well planned and well resourced. Children are active, and staff will build on children's interests to encourage that activity. Children have opportunities for regular physical activity both indoors and outdoors (where possible). The childcare setting will regularly offer opportunities for movement, such as action songs, music and props. Children are taught how to move and climb safely. They are also provided with a range of small objects in order to develop fine motor skills. Children are encouraged to look after their bodies, for example, hygiene, sun safety and resting after exercise.

Whole setting approach

The childcare setting has robust policies and procedures in place to support the implementation of the standards of the scheme. The ethos is embedded across the whole setting and includes and supports not just the children, but the staff, parents and the wider community.

The HEY scheme is currently in its pilot phase and is due to be officially launched at the QIP event on 26th Sept 2010. Training and support will be available to settings whilst undertaking the scheme and evidence based guidance will be produced to help settings meet the criteria.

For further information and to register your interest in undertaking the award from Sept 2010 please contact Cathy Utley Healthy Early Years Coordinator on 01226 775977 or email cathyutley@barnsley.gov.uk

Healthy Settings Newsletter Submissions

To submit articles for the Barnsley Healthy Schools Scheme newsletter complete the proforma and email to

joannebirkett@barnsley.gov.uk

We welcome brief (50-100 words) articles/ information/updates and photographs which celebrate achievements, demonstrate good practice and provide useful information for schools and partner agencies.

The newsletter is a great medium for sharing your ideas and showcasing your work.

Thank you for your contributions.

Name:

Contact number(s):

Details:

Please return your submission by::