

# Campaign: World Environmental Health Day 26 September 2016

Evaluation report October 2016

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## Overview

WEHD is an annual event which is intended to highlight environmental health, promoting health and wellbeing across the world. This year's theme is 'tobacco control- a response to the global tobacco pandemic' as smoking and tobacco use remains a major environmental and public health issue worldwide.

To contribute to this international theme CIEH set out to celebrate the achievement of smoke free environments and the contribution of environmental health professionals in reducing smoking prevalence over the last 30 years. In addition CIEH chose to focus attention on the need to develop policy initiatives to protect children and young people from smoking. This report summarises the activity that CIEH undertook as part of this campaign.

## CIEH's involvement in tobacco control and smokefree campaigning

The introduction of the prohibition on smoking in all enclosed workplaces and public places as well as public transport and work vehicles, in England in July 2007, is one of the most significant public health measures the country has ever seen. The CIEH played a major role in securing and developing comprehensive smokefree legislation and continues to work to ensure its effective implementation.

CIEH is supporting the implementation of the **Smoke-free (Private Vehicles) Regulations 2015** which makes it an offence in England and Wales to smoke in a private motor vehicle when a child, under 18, is present. The CIEH has carried out a project to demonstrate compliance measures in controlled locations and to assess levels of compliance and understanding of the legal requirements.

The Government has stated its intention to publish a new Tobacco Control Plan for England. The publication date is awaited.

## CIEH Media Campaign

Following analysis of the relevant metrics, the CIEH media campaign for WEHD was considered to be successful. CIEH prepared a national press release based on the findings of the You Gov and CIEH surveys and which was complemented by further regional releases in London, Wales, North-West, North-East and West Midlands.

Media coverage was secured in a national broadsheet and tabloid. It was also the first time in recent years that CIEH had one of its reports discussed on live TV as part of a proactive campaign like World Environmental Health Day. There was a considerable amount of impact

made on social media. Positive support came from CIEH's extensive stakeholder network and included a broad range of perspectives suggesting that we made an impactful statement that incited robust debate.

### **CIEH local authority and You GOV surveys**

CIEH commissioned a You Gov survey to assess people's attitudes and behaviours in protecting children and young people from second-hand smoke in the home, in private cars and in outdoor public places.

The key findings from this survey were promoted as part of the CIEH media campaign and highlights include:

- 89% all adults support smoking ban in children's play areas and 57% would support similar ban in public parks
- 56% of British adults think more should be done to raise awareness of the need for "smokefree" public spaces
- Parents who smoke in front of their children are more likely to do so when they are away from the home in pub gardens (45%) and public spaces e.g. parks and playgrounds (42%) compared to when they are at home (27%) or in the car (13%).
- Parents 55+ are more likely to smoke at home (50%), in the car (29%) compared to the other age groups
- 80% of smokers said they would support a smoking ban in children's play areas but only 26% would support a ban in all public parks, which compares to 71% of non-smokers who would support a ban in all public parks

CIEH also undertook a survey of the CIEH Environmental Health Managers Network which found:

- Just under half of the environmental health managers responding stated they had policy positions or programmes related to smokefree environments.
- 60% of respondents supported the extension of smokefree environments to children's play areas
- Almost 1/4 of respondents were involved in advising programmes in smokefree hospitals and mental health settings.
- One third of respondents reported they were working on or developing innovative programmes and activities related to smokefree environment children and young people

### **Examples of practice**

To raise the profile of the current activity and innovative practice being undertaken in protecting children and young people from smoking, CIEH has started to collect together examples of practice and these can be found on:

<http://www.cieh.org/world-environmental-health-day.html>

### **Working with partners**

CIEH continues to work with its partners to ensure that the public health regulatory framework providing protection from the harm from tobacco remains high profile, relevant and strong.

CIEH is a founding member of the [Smokefree Action Coalition](#) which is a group of organisations committed to reducing the harm caused by tobacco. Other local partnerships

include Tobacco control alliances, usually organised within local authority boundaries, working on effective local activity to reduce smoking rates and tackle health inequalities

### **Taking this forward**

Tobacco control and smokefree campaigning remains one of the key policy priorities for CIEH and we will continue working with our partners to ensure that the public health regulatory framework, providing protection from the harm from tobacco, remains high profile, relevant and strong.

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#### **More information**

CIEH WEHD activity: <http://www.cieh.org/world-environmental-health-day.html>

CIEH Smoke free environments: [http://www.cieh.org/policy/smokefree\\_workplaces.html](http://www.cieh.org/policy/smokefree_workplaces.html)

CIEH Tobacco control: [http://www.cieh.org/policy/tobacco\\_control.html](http://www.cieh.org/policy/tobacco_control.html)