



## Nottingham City Health and Wellbeing Board 27<sup>th</sup> July 2016

### Director of Public Health Update

#### **Be Clear on Cancer campaign**

The new national Be Clear On Cancer campaign, launched on the 14 July, aims to raise awareness of the symptoms of the following conditions: Lung cancer, other lung disease, and heart disease – all leading causes of death in England. Around 1.7 million people could be living with undiagnosed lung cancer, lung disease or heart disease.

This is the first time that PHE has run a national campaign looking at all the three conditions. The campaign will focus on the symptoms of a persistent cough and inappropriate breathlessness. Promotions include TV, radio, press, online and out of home advertising and a programme of supporting PR activity. The campaign will run for an extended period of fourteen weeks. For more information, access the [campaign resource centre](#).

#### **Public health England guidance on the use of E-Cigarettes in public places and workplaces; a five point guide**

Public Health England have issued the following advice on the use of e-cigarettes, designed to advise policy makers within local organisations.

<https://www.gov.uk/government/publications/use-of-e-cigarettes-in-public-places-and-workplaces/e-cigarettes-in-public-places-and-workplaces-a-5-point-guide-to-policy-making>

1. Make a clear distinction between vaping and smoking
2. Ensure policies are based on evidence of harm to bystanders
3. Identify and manage risks of uptake by children and young people
4. Support smokers to stop smoking and stay smokefree
5. Support compliance with smokefree law and policies

This is likely to support but not necessarily cover more specific and detailed plans eg for providers implementing smoke free measures in secondary care.

Board members are reminded that as part of the Nottinghamshire declaration on tobacco control, of the support available when developing local policies on tobacco through the Nottingham City Strategic Tobacco Group and Public Health team.