



Tobacco Free Ireland Partners Conference Mobilising communities towards a Tobacco Free Ireland

#TFIconf #NoTobacco

This year for World No Tobacco Day (31st May), the Tobacco Free Ireland partners will come together to mobilise and empower community action at a conference at Farmleigh. The event will support the drive towards achieving the government's Tobacco Free Ireland 2025 goal of less than 5% smoking prevalence in Ireland.

Much progress has been made in reducing smoking prevalence in Ireland but we face new challenges. Making Ireland tobacco-free requires game-changing approaches and determination.

The conference is an opportunity to mobilise individuals, organisations and communities to rise to the challenge of making Ireland tobacco free and to share and learn from our international colleagues.

It is also an opportunity to encourage people who smoke to join the growing community of quitters by sharing the cessation message.

Overarching message

There are now more quitters than smokers in Ireland but we all have a role to play working together in achieving the Tobacco Free Ireland goal of less than 5% smoking prevalence by 2025. Mobilising community action is vital to bringing Ireland to a tobacco endgame since we need to work together to develop new approaches and build broad-based support.

Target audience

This message is relevant to

- Organisations, communities and, individuals who have a role to play in making Ireland tobacco-free
- People who smoke who can be motivated to quit by the momentum that there are now more people who have quit than people who smoke in Ireland

Key research findings

Minister Catherine Byrne T.D. will launch the State of Tobacco Control in Ireland – 2018 Report and three pieces of secondary analysis research at the conference:

- A Special Analysis of the Healthy Ireland Survey and Adult Smoking
- An Analysis of Smoking among Older People through the Irish Longitudinal Study on Ageing (TILDA) and
- A Special Analysis of Youth Smoking using data from the Health Behaviour in School Aged Children (HBSC) Study at the conference.

Embargoed copies are supplied with this partner pack but we ask that you please do not share the reports or the findings before Thursday 31st May. These reports will be available on www.hse.ie/tobaccofreeireland on the morning of the conference.

Key messages from the research:

*Tackling smoking is still the **single** greatest opportunity to protect and improve health in Ireland.*

- Every week smoking causes 100 deaths and over 1,000 hospital episodes.
- 1-in-5 deaths are due to smoking; 4-in-10 respiratory disease-related deaths and 3-in-10 cancer-related deaths are due to smoking.
- If we achieved a Tobacco Free Ireland today, 5% (34,000) of in-patient hospital episodes and 2% (22,000) of day-patient hospital episodes could be avoided.
- In the general population in Ireland, people who smoke are 43% more likely to report poor health.
- Current smokers (aged 50+years) were 62% more likely to report attending a GP in the previous 12 months compared to those who never smoked and ex-smokers.
- The estimated annual cost of smoking to the State including welfare costs is €10.7 billion.

Smoking prevalence has not reduced equally across the population.

- The amount of people aged 15 years and older who smoke has reduced from 29% in 2007 to 22% in 2017.
- Smoking is more prevalent among men than women (24% current smokers compared to 21%) and in the 25-34 year old age group. Men who smoke are more likely to be engaged in other risky health behaviour; males experience a greater toll of smoking-related death and hospitalisations; and the use of smoking cessation services to quit is lower among males.
- Current smokers were over 70% more likely to report distress indicative of probable mental health problems, compared to non-smokers, independent of age, gender and social class.
- A social gradient in smoking is clear, with smoking less common among those from more affluent groups (13% to 16%) compared to those from less well off groups (27% to 33%). People who smoke from more affluent groups and with higher levels of education are the most likely to quit. Differences in smoking behaviour are the leading cause of inequalities in health across society. It has been estimated, for example, that half of the difference in mortality between the highest and lowest social strata is due to differences in smoking behaviour.
- Pregnant women and people with mental health issues can be successful in quitting but may require greater support in smoking cessation. The effectiveness of quit attempts by all those who smoke could be increased 2-3 fold if smokers were encouraged to access evidence-based supports.
- Occasional smoking, which includes what is sometimes referred to as “social” smoking, is also an emerging challenge. 4% of smokers in Ireland smoke occasionally or ‘socially’. Occasional smokers are more likely to be younger and more affluent.

Decline in youth smoking but later smoking initiation

- There has been a decline in youth smoking (10-17 year olds) from 28% in 2010 to 16% in 2014. However, across age groups, smoking is now most common among young adults, suggesting that the age of smoking initiation is increasing in Ireland and people are starting smoking at an older age.
- The special analysis of youth smoking using data from the Health Behaviour in School Aged Children (HBSC) Study shows that children and young people who smoke report poorer health, wellbeing and life experience.

Campaign activity

- National press release
- Social media campaign, live tweeting and sharing conference videos online on the day
- Quit radio and TV advertising and media partnerships with Balls.ie and Joe.ie and Her.ie to support World No Tobacco Day Quit messages

How you can help:

Please share tweets and Facebook posts from @HSEQuitTeam and @HSELive, <https://www.facebook.com/HSEQuit>.

Please consider incorporating key research messages and signposts to Quit services into your media activity around World No Tobacco Day.

- Freephone 1800 201 203
- Freetext QUIT to 50100
- Get started on www.QUIT.ie
- Find local HSE QUIT support groups on <https://quit.ie/I-Want-to-Quit/Support-Services/> or by calling the QUIT team
- Tweet the QUIT team @hseQUITteam
- Join the QUIT Facebook page www.facebook.com/HSEquit

Social media

The HSE will be tweeting and promoting posts on their [Facebook](#) & Twitter channels for World No Tobacco Day on Thursday 31st May. Please share and retweet messages from the Tobacco Free Ireland partners using the #TFIconf.

We have also provided some sample social copy below for partners who would like to post/tweet these messages on the day.

| Social Posts @HSEQuitTeam @HSELive | Images/Link |
|--|--|
| There are now more quitters than smokers in Ireland however smoking prevalence has not reduced equally across the population. That's what we're discussing at today's Tobacco Free Ireland Partners Conference in Dublin. #TFIconf #NoTobacco | www.hse.ie/tobaccofreeireland see graphics |
| While lots of progress has been made, smoking remains the leading preventable cause of ill-health, death and disability in Ireland. It accounts for over 100 deaths | www.hse.ie/tobaccofreeireland see graphics |

| | |
|--|--|
| and over 1,000 hospital admittances each week. #TFIconf #NoTobacco | |
| Tobacco Free Ireland has set a target that less than 5% of the population will be smokers by 2025. How can we get there? That's one of the main questions we're addressing at the Tobacco Free Ireland Partners Conference #TFIconf #NoTobacco | www.hse.ie/tobaccofreeireland see graphics |
| "Social smokers" are on the agenda at today's Tobacco Free Ireland Partners Conference. Social smoking still puts you at risk of tobacco related illness. Quit social smoking today #TFIconf #NoTobacco | www.quit.ie see graphics |
| We all have a role to play in creating a Tobacco Free Ireland. What can you or your organisation do to help? Sign the Tobacco Free Ireland Charter and show your support. #TFIconf #NoTobacco | www.hse.ie/tobaccofreeireland see graphics |
| Every week, we support over 5,000 people who smoke with online, telephone and face-to-face smoking cessation support services. Find out how you can quit today #TFIconf #NoTobacco | www.quit.ie see graphics |

As part of the conference, the Tobacco Free Ireland partners ran a photography competition asking people to submit photos answering the question "What does a tobacco free life mean to you?" [Here](#) is a link to Facebook album with 6 shortlisted finalist entries. The photos with the most likes/shares by Wednesday at 12 noon will be 1st place winners. If your organisations can share or promote the competition in any way also please do.

The shortlisted entries are in the appendix and can also be shared through your social media channels on the day of the conference.

Images for social media







Contact:

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**Thank you very much for your help
Appendix**

What does a tobacco free life mean to you? Please see the shortlisted entries in the Tobacco Free Life Photography competition below. The winning entry in each category will be announced on Wednesday 30th May.

[Here](#) is a link to Facebook album with 6 shortlisted finalist entries. The photos with the most likes/shares by Wednesday at 12 noon will be 1st place winners. If your organisations can share or promote the competition in any way also please do.

Please feel free to share these photographs on your social media networks on the day of the conference.

10-15 years category



Family Goldsmith:
We want to be Tobacco Free
To enjoy fresh air by the sea

Without picking up cigarette
butts
That really does drive us nuts.

We like having lungs that work,
And hearts that tick like
clockwork.
We want to be able to jump and
run
And live actively until life is
done.



The Wannabees:
A Tobacco Free Life means that I can sit in my mum's car without the smell or population of cigarettes, that there is actually no ash tray in her car anymore and I am not stinking of cigarettes after I get out of the car. As a result of my mum not smoking she can actually afford a newer car that does not have an ash tray in it.

16- 24 years category



Andrew Farrell

I want to live a tobacco free life because it will allow me to have a healthier future for myself and those around me. This photo represents the natural and clean life without tobacco that provides me with more opportunities. I believe that the suffering and loss caused by tobacco worldwide to individuals and families is unnecessary and preventable. There is no benefit to smoking and there are far more positives as I found in my journey quitting smoking, the financial benefit along with the positive impact on your mental and physical health. A world without tobacco is a world better off.



Amplify Sligo

A tobacco free life means that I can cycle a bike, go jogging, go to the gym and go on nature walks with my friends, all without becoming out of breath.

Living a tobacco free life means that we can look after our mental and physical health and save our money for the thing that really matter.

25+ category



June Walsh:

A tobacco free life means we get to smell the wild bluebells on a warm summer's day.



Heidi Kerrigan:

A Tobacco Free Life means that I can have twice as many wishes for the future.