

**Response to Question on E-cigarettes  
Raised at the council meeting of 22<sup>nd</sup> October 2014**

The Director of Public Health supports the position adopted by the World Health Organisation in seeking regulations on the promotion of e-cigarettes.

In response to the specific questions:

- Opportunities have been taken in the past to make the public aware of the dangers associated with the use of e-cigarettes including pieces in the Oldham Chronicle and literature made available to the public and staff for National No Smoking Day and International Tobacco Free Day. Such efforts will be stepped up.
- The council currently commissions effective smoking cessation treatments and support services for Oldham residents. In 2013/14 over 1200 Oldham residents set a quit date following support from smoking cessation services and the service is on course to pass the target for 2014/15.

Other activity includes working with secondary schools and commissioning a Health Bus, that includes smoking cessation, to visit a town centre location in Oldham a minimum of six times per year. During October 2014 we have worked with partners in Oldham Athletic Football Club and ASDA in Chadderton to promote smoking cessation and this followed similar work tailored to Muslim residents during Ramadan in August. Finally, Oldham Council commissions a voucher incentive scheme as part of a Greater Manchester initiative, to encourage pregnant women to stop smoking.

- A move has been made to recruit Council employees to become community health champions to help take messages on smoking cessation to colleagues and the public, and the health trainer service that performs a similar function is being incorporated into the council's Early Help and Service Reform programme.

Smoking prevalence in Oldham now stands at 24.5% of the adult population. This is higher than the national figure of 20% but is the lowest figure on record for Oldham and represents a significant but not yet complete achievement.