

COMMUNITIES ENCOURAGED TO HELP SMOKERS QUIT

Despite the circulation of a photograph of Kate Moss sashaying down a Paris catwalk, cigarette in hand, throughout the UK media, on this year's No Smoking Day, Health Secretary Andrew Lansley announced new ambitions to tackle the substantial public health harms from tobacco.

The Government has published *Healthy lives, healthy people: a tobacco control plan for England* which sets out how tobacco control will be delivered over the next five years.

Local communities will take a leading role in reducing smoking rates. The plan confirms action to end eye catching tobacco displays in shops which encourage young people to start smoking.

'Over eight million people in England still smoke and it causes more than 80,000 deaths each year,' said Mr Lansley. 'We want to do everything we can to help people to choose to stop smoking and encourage young people not to start in the first place. We will help local communities to take a comprehensive approach to reducing smoking so we can change social attitudes to smoking.' By the end of 2015 the Government hopes to reduce smoking rates from 21.2% to 18.5% or less among adults.

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<http://www.nature.com/bdj/journal/v210/n6/pdf/sj.bdj.2011.214.pdf>