

## Press Release

21 September 2007

MPHDS 02

### **Guess the age change and win an iPOD!**

Students across the city will have the opportunity to win an iPOD in a competition being run by Manchester Stop Smoking Service. It is part of the drive to inform students that from 1 October 2007, it will be illegal to sell tobacco products to under 18s, in England and Wales.

The stop smoking service will be distributing leaflets from today (21/09/07), to schools and 6th form colleges. The leaflets have a tear-off slip where students can enter the competition by choosing the right answer to the question from a list of options. The school or college will then post the slips back to the Manchester Stop Smoking Service; the closing date is 12 October 07. The competition is open to students in years 10 and 11 and to 6th form students. The winner will be presented with an iPOD in their school or college.

The new government legislation has been introduced to encourage young people to remain smokefree and for those who do smoke cigarettes to quit and give themselves the best chance of avoiding the serious health conditions related to smoking later in life.

Young people will be asked to show official identity, such as proof of age card, passport, driving licence or pass card to prove their age when purchasing cigarettes. No other form of identity will be accepted.

For students who want to stop smoking Manchester Stop Smoking Service provides free, confidential advice to anyone no matter what age. The service provides the practical support that can make all the difference, alongside discounted/free nicotine replacement therapy (NRT) if required.

Students can call the service on 0161 205 5998 or text the word "young" plus their name to 81025 or visit the website at: [www.stopsmokingmanchester.co.uk](http://www.stopsmokingmanchester.co.uk).

– Ends –

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## Notes to editors

- Manchester Stop Smoking Service is provided by Manchester PCT. It offers specialist support from trained professionals, to help the people of Manchester to quit smoking or discourage them from starting. The service is available for people of any age living or working in Manchester.
- The service will distribute 15,000 leaflets across schools and 6<sup>th</sup> form colleges in Manchester.
- The raising of the minimum age for buying tobacco from 16 to 18 will be effective from 1 October 2007.
- The legal age for the purchase of tobacco products has been 16 since 1908. The current law controlling the sale of tobacco to children under 16 is set out in the Children and Young Persons Act 1933 as amended by the Children and Young Persons (Protection from Tobacco) Act 1991.
- The Smoking, Drinking and Drug Use Among Young People in England Survey 2004 showed that nearly 70 per cent of 11 to 15 year old smokers say they buy their cigarettes from small shops such as newsagents and corner shops. The decision to increase the age from 16 to 18 follows a public consultation summer 2006. The consultation document can be found here: <http://www.dh.gov.uk/assetRoot/04/13/67/33/04136733.pdf>
- More than 80% of smokers take up the habit as teenagers.  
*ASH facts at a glance [www.ash.org.uk](http://www.ash.org.uk)*
- 77% of all smokers would like to stop smoking.

Percentage of smokers answering they would like to stop smoking.

	Mancs 2006 Secondary		Mancs 2006 Primary	
	Yr 8	Yr 10	Yr 5	Yr 6
Boys	75	78	0	67
Girls	82	74	33	29

*Secondary Survey Report – May 2006 Schools Health Education Unit*

- Website information for retailers [www.tobaccoagechange.co.uk](http://www.tobaccoagechange.co.uk)
- Website information for young people [www.tobacco18.co.uk](http://www.tobacco18.co.uk)