

# “Not Around Us” (NAU)

Towards a Tobacco/Vape free Clare

**AIM: Reduce Smoking/Vaping in Co. Clare by Signposting to QUIT’s Smoking Cessation Service**

**Towards a Tobacco Free Generation**  
...together we can do it!

hi Healthy Ireland

Healthy Clare

Lough Derg

Childcare

Pregnancies & Parenting

Playgrounds

Schools

Youth Centres

Sports Clubs

Universities

Health Care

For more information contact Healthy Clare  
healthyclare@clarecoco.ie | @healthyclare

CLARE COUNTY COUNCIL

GREENER CLARE

LCDC

HE

QUIT  
Phoneline 1800 201 203

Clare Youth Service

COINNIGH UAINN É  
NOT AROUND US

Clare Community na nÓg  
Young Voices, Local Issues

CYPSC

Rialtas na hÉireann  
Government of Ireland

CLARE SPORTS PARTNERSHIP

BY STOPPING CLAR NAU & TOBACCO, TOWARDS A TOBACCO FREE CLARE



# Overview

1. About the campaign
2. Key Stakeholders
3. Implementation Plan



# Key Purpose of the NAU Campaign

1. To help **protect** children and young people from second hand smoke
2. To contribute to the **denormalisation** of smoking for children and young people
3. To **reduce environmental nuisance** of tobacco products - the cost of cleaning and damage that discarded tobacco products create
4. To **sign post** to the HSE - **QUIT** Services
5. **Raising Awareness** and support amongst all stakeholders in Clare on the Tobacco Free Ireland policy document, in particular chapter 7
6. This is **NOT** an anti-smoker initiative but rather a desire to change our approach to the use of tobacco across society





# Policy: Tobacco Free Ireland

Goal less than 5% smoking prevalence by 2025



Link to policy [here](#)

## PART 2

### CHAPTER 7

#### TACKLING THE PROBLEM

##### PROTECTING CHILDREN

The key area of concern is how best to prevent young people from starting to smoke. Given that about 2% of smokers quit and 5,200 smokers die every year, it is estimated that the tobacco industry needs to recruit at least 50 new smokers every day just to maintain the smoking rates at their current level; and since approximately 80% of smokers start when they are children, most of these new smokers are actually children.

#### RECOMMENDATIONS

- Denormalisation must be a complementary underpinning theme for all of the initiatives within the policy.
- Develop and introduce legislation to prohibit smoking within the campuses of primary schools, secondary schools and child care facilities.
- Promote tobacco free campuses for all third-level institutions in consultation with key stakeholders.
- Promote tobacco free campuses for all health care, governmental and sporting facilities in consultation with key stakeholders.
- Further develop the tobacco free playgrounds initiative in conjunction with the local authorities by voluntary measures or by the introduction of bye-laws.
- Promote tobacco free environments and in particular parks and beaches in conjunction with the local authorities by voluntary measures or by the introduction of bye-laws.
- Evaluate the tobacco free environment initiatives with a view to the introduction of legislation if required.



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# Key Stakeholders

- Healthy Clare working group
- HSE HP&I – QUIT Mid-West team
- Clare Youth Services – Youth work Ireland
- Comhairle na nÓg – Co. Clare
- CYPSC
- Greener Clare
- Clare Sports Partnership
- Healthy Ireland





# HSE **QUIT** Service

Contact details:

W| [www.quit.ie](http://www.quit.ie)

P| 1800 201 203

Freetext| QUIT to 50100

- Sign up to a **FREE**, personalised QUIT plan to help you stop smoking
- Option to receive **SUPPORT** via email and text message
- Can set up a personalised webpage to track your **PROGRESS**
- One-to-One support from a **TRAINED ADVISOR**
- TIPS** from people who've successfully stopped smoking

[@HSEQuitTeam](https://twitter.com/HSEQuitTeam)

[#QuitandWin](https://twitter.com/QuitandWin)

[#TheLastStop](https://twitter.com/TheLastStop)



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# HSE QUIT MID WEST Service

Local Tobacco Cessation Support in County Clare



**QUIT MID WEST - MEET THE TEAM**

QUIT MID WEST – “WE ARE HERE TO HELP” for FREE support call: 065 6865841



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COMHAIRLE CONTAE AN CHLÁIR  
CLARE COUNTY COUNCIL

hi  
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Ireland

COINNIGH  
UAINN É  
**NOT  
AROUND  
US**  
I NTRIO CLÁR SAOBH Ó THOBAC  
TOWARDS A TOBACCO FREE CLARE

**DISPOSE OF YOUR  
CIGARETTE BUTTS  
RESPONSIBLY!**

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CLARE

**58%** FIFTY EIGHT PERCENT  
of all litter in Clare comes  
from cigarette litter

Cigarettes are **PLASTIC BASED**  
and do not biodegrade in  
the natural environment

It can take up to **10 YEARS**  
for a cigarette butt to  
breakdown in the ocean

**HARMFUL CHEMICALS**  
from cigarettes pollutes  
soils and waters

Tossed cigarettes  
can **CAUSE FIRES**

Plastics, micro plastics and  
chemicals from cigarette butts  
are **HARMFUL TO WILDLIFE**  
on land and in water

Cigarette butts **ENTER DRAINS**  
and from there make their  
way into our streams, rivers,  
beaches and oceans

Keep  
Clare  
**CLEAN**

BEOLINE BRUSCAR FRITH - ANTI LITTER HOTLINE: 1800 606 706 | 065 6846331

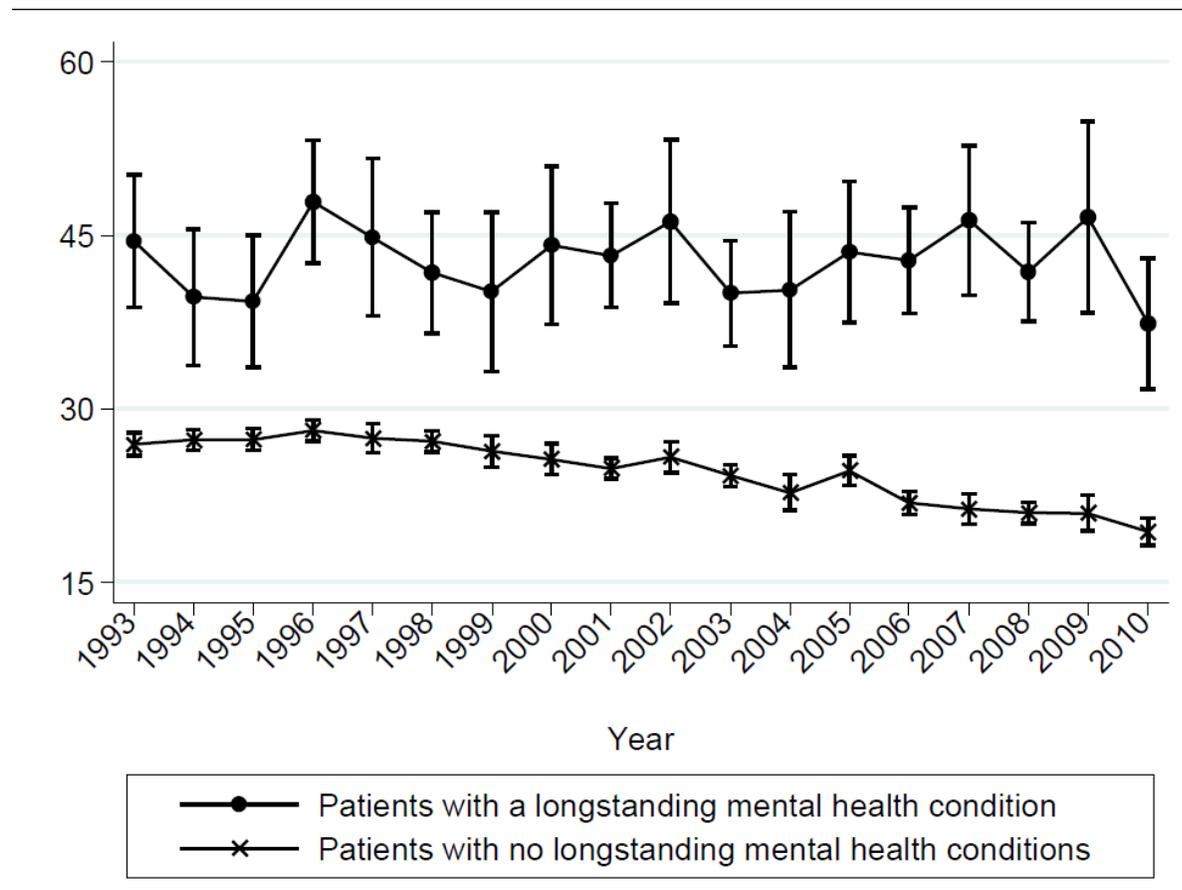
enviroff@clarecoco.ie www.clarecoco.ie @GreenerClare

# Greener Clare Cigarette Butts Anti-Litter Campaign

- Launching National No Smoking day
- Partner in the Not Around Us campaign



# Smoking & Mental Health



The High rates of smoking in this population exacerbate health inequalities  
 42% of tobacco sold in UK → People with mental health issues

# Why County Clare?

## Clare Survey, 2018

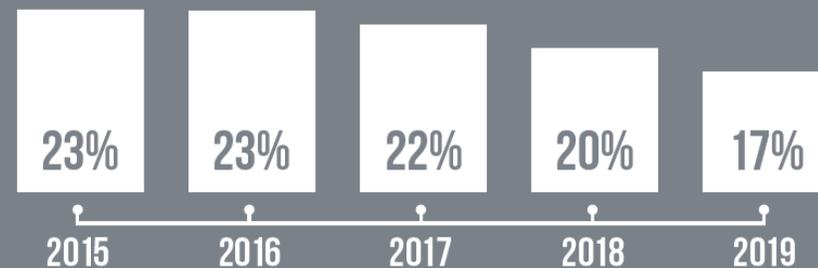


23% of Clare adults smoke

## Healthy Ireland, 2018

### SMOKING

Prevalence of smoking (2015-2019)



2018, Clare was **3% ABOVE** the National Smoking Average

# Target Places

(where children and young people are likely to be)



Playgrounds, Libraries, Clare Youth Centres, Primary schools, Sports Facilities, Festivals, Arts & Cultural Centres – Glór, Local Education and Training Board, Family Resource Centres, Beaches

# Benefits to organisations that sign up

- Families appreciate businesses, groups or organisations that **support positive health**
- Smoking / Vape free environments are easy and of **No-Cost** to implement
- Your business, group or organisation gets **recognition** via ongoing promotion through various media
- Smoke free areas are **environmentally friendly**



# Implementation of the Not Around Us Campaign in County Clare

**LAUNCH DATE: ASH Wednesday - 17<sup>th</sup> February 2021**

- Press release on Ash Wednesday – 17<sup>th</sup> February 2021
- All information will go live on the Healthy Clare webpage
- HSE-QUIT hosting a webinar on Tobacco Free Ireland for National No Smoking day
- Greener Clare starting to promote their Tobacco Butts campaign in conjunction with Healthy Clare's Not Around Us campaign
- Actively encouraging organisations to sign up before World No Tobacco Day – 31st of May 2021
- Organisations that sign up will be given the choice to display a 300mm x 400mm sign or A5 window sticker at their premises
- Aim: OFFICIAL LAUNCH on World No Tobacco Day



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# COINNIGH UAINN É



For more information contact **Healthy Clare**  
e: [healthyclare@clarecoco.ie](mailto:healthyclare@clarecoco.ie) | @healthyclare

### Expression of interest in Tobacco/Vape Free Clare signage with commitment.



On behalf of \_\_\_\_\_ (organisation/group), I can confirm that:

1. We are a not-for-profit organisation/group or an Early Childhood Education and Care Service in County Clare outside space(s) where children and young people are likely to be.
2. We are committed to promoting Tobacco/Vape free outdoor spaces to help provide an environment where it is easier for those who smoke to quit and stay quit and to help de-normalise smoking for the next generation.
3. We would like to have Tobacco/Vape Free Clare sign or window sticker for the following property: (Please specify what and how many you would like) \_\_\_\_\_

\_\_\_\_\_ (give organisation/group name, address, and postcode)

4. We commit to securely attaching the signage in the following locations on this property (eg, in carpark/ outside front and back entrance doors/ on school gates/ on the railing inside the public playground near the two entrances or on a front window):  
\_\_\_\_\_

If there is more than one property, please give details for each.

5. We agree that we are responsible for all signage located on our property and their secure fixing by a suitably qualified person. Clare County Council and its partners are not responsible for any injury or damage caused by inadequate installation or maintenance of the signage on our property.

#### Signage spec:

- Permanent, sized 300mm by 400mm, 12-gauge aluminium, reflective with pre-drilled holes for rivet-fixing OR
- A5 window sticker

\*\* Please read the Clare County Council - [Privacy Notice](#) - Healthy Clare Not Around Us Campaign - Feb 2021

[<https://www.clarecoco.ie/services/community/healthy-clare/>]

I consent to provide the data below to Clare County Council  YES  NO

Signed on behalf of Group/Organisation \_\_\_\_\_

Date \_\_\_\_\_

Please print name \_\_\_\_\_

Group/Organisation name \_\_\_\_\_

Group/Organisation's Telephone \_\_\_\_\_

Group/Organisation's Email \_\_\_\_\_

Please complete and return via email to [healthyclare@clarecoco.ie](mailto:healthyclare@clarecoco.ie); or by mailing it to Healthy Clare, Rural Development Dept. Áras Contae an Chláir, New Road, Ennis, Co. Clare, V95 DXP2. Signage is subject to availability. Distribution will be on a first come first served basis. If there is strong enough interest, there may be funding available in the future for more signage. For more information call 065 684 6339





# Download Clare's Not Around Us Campaign Videos

Password: clare

Playground - <https://vimeo.com/396489179>

Sporting Event - <https://vimeo.com/396490859>

School - <https://vimeo.com/396490819>

Festival - <https://vimeo.com/396489111>

Healthcare - <https://vimeo.com/396499375>

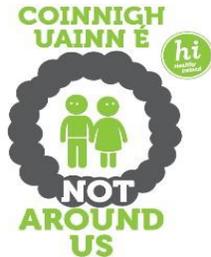
Beach - <https://vimeo.com/396425778>



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# “Not Around Us”, (NAU)

Towards a Tobacco/Vape free Clare



**LAUNCH DATE: ASH Wednesday - 17<sup>th</sup> February 2021**

## The Healthy Clare Team

Áras Contae an Chláir, New Road, Ennis, Co. Clare, V95 DXP2

T: 065 684 6489 | E: [healthyclare@clarecoco.ie](mailto:healthyclare@clarecoco.ie) | W: [www.clarecoco.ie](http://www.clarecoco.ie)

Form can be downloaded on the Healthy Clare webpage: <http://www.clarecoco.ie/services/community/healthy-clare/>

Follow us on Social Media: Facebook @HealthyClareIRL / Twitter @healthy\_clare / Instagram @healthyclaireireland

**Reduce Smoking/Vaping in Co. Clare by Signposting to QUIT's Smoking Cessation Service**