Reducing Tobacco Sales to Young People

A collaborative working guide for organisations and agencies who wish to contribute to reducing sales of tobacco to under-eighteens

March 2008
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Introduction

This guide has been produced to enable those public services and organisations with an interest in reducing the sales of tobacco to young people in Scotland to work more effectively together.

Guide contributors, including Trading Standards Officers, health promotion specialists and representatives of retail associations agree that reducing access to tobacco by young people will be a community effort and part of the wider culture change being sought by the Scottish Government to improve Scotland’s health.

Tobacco is a legally available product unrestricted in where it can be sold except for age of purchase. It is a highly addictive product and when used as intended causes early death and chronic illness. Trading Standards Services enforce legislation designed to restrict access to tobacco by young people as part of measures to reduce the harm that tobacco causes to society. Parents, teachers and organisations that care for the health of children have a role to play in tobacco control. The wider community can, and does, support responsible retailers and enforcement agencies upholding the laws governing sale of tobacco and contributes to reducing young people’s access to tobacco through other routes such as black market trading. We can all do more.

The UK is a signatory to the World Health Organisation Framework Convention on Tobacco Control (FCTC). Signatories commit to update and implement effective legislative, executive, administrative or other measures relating to the six major strands of tobacco control within the treaty. One of these strands ‘Reducing availability and regulating supply’ addresses the issue of ‘Sales to and by minors’ and includes:

- restricting the quantities in which tobacco products are sold
- posting signs at retail locations regarding legal age of sale
- prohibiting any visible display of tobacco products
- prohibiting the sale of tobacco to and by minors.

Scotland already enacts much of what the FCTC requires in relation to sales to minors.

Tobacco brands have become household names and a familiar presence on the street, in the media and in our travels. Over a period of many decades, tobacco use has become part of our culture. It is visible and freely available in retail outlets such as supermarkets, newsagents, petrol forecourts and vending machines.

Responsible retailers in Scotland take their role in ensuring the legal sale of tobacco very seriously; many now operate a policy of asking for proof of age if customers are believed to be under the age of 21. Evidence from test purchasing operations carried out by Trading Standards Officers and the results of surveys of school-aged children demonstrate however, that for a variety of reasons, tobacco sale to under-eighteens is not uncommon. The 2006 Scottish Schools Adolescent Lifestyle and Substance use Survey (SALSUS) revealed that 82% of 15 year-old regular smokers buy cigarettes from a shop.

1 www.who.int/tobacco/framework/en/
Trading Standards Services in many areas of Scotland already carry out important educational and awareness-raising work within their communities. This guide aims to strengthen existing programmes by enabling agencies to identify complementary sources of expertise and information that will improve efforts through joint working and intelligence sharing. It also aims to stimulate the identification of good practice in this area and to encourage adoption of successful programmes on a wider scale.

This guide identifies the key stakeholder groups working to reduce the sale of tobacco to young people. The first section describes, for those less familiar with enforcement, the role of Trading Standards Officers and retailers in restricting sale of tobacco. The second section outlines the role organisations may be able to play in relation to reducing the sale to or access of tobacco by young people. Each is listed with a short description of their purpose, relevance to restricting sales of tobacco to young people and contact details.

The third section describes some of the ways in which partnership working may help to enhance enforcement, ideas already being developed and suggestions for future collaborative work.
Restricting access to tobacco by under-eighteens

Trading Standards have an obligation to enforce statutes aimed at protecting young people from tobacco. The Children and Young Persons (Scotland) Act 1937 as amended contains the offence of selling tobacco to someone under the age of 18. The amendment to this Act comes from the Smoking, Health and Social Care (Scotland) Act 2005 (Variation of Age Limit for Sale of Tobacco etc. and Consequential Modifications) Order 2007 and was effective from the 1st October 2007.

The Children and Young Persons (Protection from Tobacco) Act 1991 as amended provides enforcement powers allowing the test purchasing of tobacco to discover if offences are being committed.

Test purchasing is conducted in relation to a code of practice first developed by LACORS (Local Authorities Coordinating Office on Regulatory Services). A new Scottish version is produced under the remit of the Scottish Enforcement Group on Age Restricted Products. Of primary importance under this code of practice is the welfare of the volunteer working with the Trading Standards Officer to make the test purchase.

In order to conduct test purchasing exercises young volunteers are recruited to make the attempted purchases so as to simulate as closely as possible the actual conditions where an under-age person would buy tobacco products. These attempted test purchases are closely supervised by trained enforcement staff.

Sources of volunteers can be found via schools, local authority leisure services and education departments and through youth organisations.

In order that test purchasing can have the maximum impact in the community, Trading Standards are encouraged to share information on test purchasing with local authority Health Improvement Officers and with local tobacco control alliances where they exist, without divulging information about particular traders; this will assist health professionals when targeting appropriate advice to at-risk groups under their remit.

Trading Standards are encouraged to consider the appropriate level of information and support to be provided to retailers when planning a test purchasing exercise. It is good practice to inform retailers both of their legal responsibilities, and that a test purchasing exercise is commencing, before undertaking any visits. While test purchasing of age restricted products is a legitimate enforcement tool, it is advisable to ensure that traders within the local authority area are fully aware of the offences, defences and practical steps they can take to avoid the commission of an offence if they are visited during a test purchase exercise.

The ‘PASS’ retailer awareness and training pack produced by Young Scot and the Scottish Retail Consortium contains useful information for retailers.

Retailers and representative organisations can benefit from joining in partnership with Trading Standards to ensure that individual stores have the required support when refusing sales. This could be through joint or corporate training events, with enforcement advice, including enforcement policies, provided by Trading Standards.

To ensure transparency, the Scottish Enforcement Group on Age-Restricted Products will continue to advise all relevant parties on regulatory and enforcement policy as required.
Key stakeholder groups

The diagram below is followed by information tables describing the networks and organisations that may play a role in reducing sale of tobacco to under-eighteens.
Enforcement and Strategy

<table>
<thead>
<tr>
<th>Scottish Age-Restricted Products Enforcement Group</th>
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<td><strong>Purpose and remit</strong></td>
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</table>
| **Membership** | Representation from:  
- Association of Chief Police Officers in Scotland (ACPOS)  
- Bar, Entertainment and Dance Association  
- British Hospitality Association  
- Crown Office and Procurators Fiscals Service  
- Local Authority Trading Standards Representatives  
- Scottish Beer and Pub Association  
- Scottish Grocers Federation  
- Scottish Licensed Trade Association  
- Scottish Retail Consortium  
- SCOTSS  
- Young Scot |
| **Relevance** | Members of the SARPEG, with Trading Standards and Young Scot as lead partners, have produced a guide to age-restricted sales, which is included in the Proof of Age Standards Scheme (PASS) literature available to retailers.  

The SARPEG is a useful forum for sharing best practice and to channel ideas for partnership working to improve the enforcement of under age-sale of tobacco. |
| **Further information and contacts** | Enquiries relating to the role and function of the Scottish Age-Restricted Products Enforcement Group may be made to the SCOTSS Coordinator: coordinator@scotss.org.uk  

The Scottish Ministerial Group on Tobacco Control:  
[www.scotland.gov.uk/Topics/Health/health/Tobacco/SMWGTCopFrame/Q/Zoom/103](http://www.scotland.gov.uk/Topics/Health/health/Tobacco/SMWGTCopFrame/Q/Zoom/103) |
Enforcement and Strategy

<table>
<thead>
<tr>
<th>Trading Standards Services</th>
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<tr>
<td><strong>Purpose and remit</strong></td>
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| Trading Standards Services (TSS’s) are based in all 32 Scottish local authorities. Trading Standards Officers enforce the Children and Young Persons (Scotland) Act 1937. An amendment to this Act from the Smoking, Health and Social Care (Scotland) Act 2005 (Variation of Age Limit for Sale of Tobacco etc. and Consequential Modifications) Order 2007 prohibits the sale of tobacco to those under 18.  

The service also enforces legislation to prevent sales to young persons of fireworks, video/DVD material, gas lighter fluid, petrol, spray paints and knives. Enforcement is via test purchasing and TSS’s are reporting agencies to the Procurator Fiscal. |
| **Relevance**              |
| Trading Standards Services provide support and information to businesses in their area. For tobacco retailers this may involve dissemination of training material for staff and additional support where resources allow.  

Recruitment of young people for test purchasing brings TSS’s into contact with education services and community organisations. TSS’s have produced a “Practical Guide on Test Purchasing” for Scotland.  

TSS’s are involved in community safety partnerships, local tobacco control alliances, and local enforcement alliances with police in respect of alcohol sales. |
| **Further information and contacts** |
| Contact details for all TSS’s in Scotland can be found at [www.scotss.org.uk](http://www.scotss.org.uk). |
## Enforcement and Strategy

### Retailers and Retail Associations

| Purpose and remit | Currently any retailer of goods may sell tobacco products without licence. The hospitality industry also retails tobacco. Retailers have an important role in restricting the sale of tobacco products to minors and are required to train staff in order to ensure compliance with retail regulations and licensing law. Retailer and hospitality industry associations cover the sector from multiple retailers, hotels and pubs to local stores. Tobacco retailers are responsible for preventing the sale of tobacco to those under the prescribed age. Retailers display statutory information and often other related educational materials to explain their role in complying with legislation. |
| Relevance | Large retailers (such as supermarket chains) and trade associations run training courses for staff and produce materials to support the prevention of sales to minors. The Scottish Grocers Federation and Scottish Retail Consortium are both represented on the Scottish Age-Restricted Products Enforcement Group. Retailers participate in proof of age schemes. There is a growing movement towards requesting proof-of-age up to 21. Large retailers as part of their policies of corporate social responsibility are often sympathetic to local community health campaigns and work with health promotion and environment projects to recognise and support healthy consumer behaviour. |
| Further information and contacts | Scottish Grocers Federation  
SGF, 222/224 Queensferry Road, Edinburgh, EH4 2BN  
0131 343 3300  
info@scottishshop.org.uk  
www.scottishshop.org.uk/Members.html  

Scottish Retail Consortium  
The Scottish Retail Consortium  
PO Box 13737, Gullane, EH31 2WX  
0870 609 3631  
info@brc.org.uk  
www.brc.org.uk/srcdefaultnew.asp  

Scottish Licensed Trade Association  
10 Walker Street, Edinburgh, EH3 7LA  
0131 225 5169  
tesita@aol.com  
www.slta.info |
Support Networks

### Community Planning Partnership

| Purpose and remit | Community planning is a partnership between the local authority, health boards, community health partnerships, other public agencies, service users, employers, voluntary and community groups. Together they make up the community planning partnership. The Scottish Government has directed that the local strategy for improving health and reducing inequalities is developed through the Community Planning framework. Community planning partners are expected to commit to develop and deliver an agreed strategic vision for the community which addresses key cross cutting issues that affect the social, economic, environmental, health and other aspects of community well-being. The visions, strategies, themes and shared objectives are brought together in the Community Plan. From these shared objectives groups or teams which reflect key strategic themes within the community plan develop specific actions for each of the partner organisations which become the Joint Health Improvement Plan (JHIP). Each of the community planning partnership organisations are expected to incorporate these actions within their own work plans. The Scottish Government has supported the establishment of joint funded posts in local authorities to support the development and implementation of the JHIP through council services; the Local Authority Community Planning Officer. Partner organisations are expected to move resources across traditional organisational boundaries to improve health, reduce inequalities and provide more effective services and care. |
| Relevance | Reducing the sale of tobacco to minors and encouraging a culture supportive of reduced access to tobacco by young people should be an important component of a JHIP. |
| Further information and contacts | General information about community planning partnerships including local contacts can be found at [www.improvementservice.org.uk/community-planning](http://www.improvementservice.org.uk/community-planning). The Improvement Service website has an extremely useful document library which can be accessed at [www.improvementservice.org.uk/community-planning/component/option,com_docman,Itemid,356/task,doc](http://www.improvementservice.org.uk/community-planning/component/option,com_docman,Itemid,356/task,doc). General information about community planning can be found at [www.scotland.gov.uk/topics/health/care/jointfuture/communityplanning](http://www.scotland.gov.uk/topics/health/care/jointfuture/communityplanning). |
## Enforcement and Strategy

### Community Health Partnerships

| Purpose and remit | Community Health Partnerships (CHPs) are health service management structures designed to improve the way local community health services are organised and managed and to develop closer partnerships between community health, social care and hospital-based services. CHPs manage a range of community based health services bringing primary and secondary care services and local authority and voluntary sector care services together into effective service provision units. In most cases the area covered by CHPs is coterminous with the local authority and, therefore large health boards have several CHPs. Smaller health board areas may only have one CHP. |
| Relevance | CHPs work closely with local authorities through community planning partnerships to deliver joint health improvement plans for the community. CHPs have a role in health improvement, a key aspect of which is reducing smoking prevalence. Generally CHPs provide community-based smoking cessation services and work in partnership to deliver broader tobacco control activity including contributing to strategic tobacco plans and reducing youth smoking. There is considerable variation in structure and degree to which CHPs cover specific health improvement objectives across Scotland. The extent to which CHPs involve themselves in tobacco control will depend on the existence of tobacco control champions, existing tobacco control alliances and the priorities of key partners in the CHP and community planning process. |
| Membership | Management of CHPs varies depending on size and degree of complexity. There is a management committee on which most areas of primary and secondary healthcare are represented along with senior health board managers, local authority managers, patient and staff representatives and voluntary sector links. CHPs link into:  
  - Community planning partnerships  
  - Local tobacco alliances  
  - Strategic tobacco groups |
| Further information and contacts | [www.sehd.scot.nhs.uk/chp](http://www.sehd.scot.nhs.uk/chp) will provide contact details for all CHPs in Scotland including information on the structure of the CHPs in each health board area. |
Community Safety Partnership

| Purpose and remit | Community Safety Partnerships (CSPs) are based in all 32 Scottish local authority areas. CSPs are involved in improving and resolving community safety issues which are of concern to local residents. Therefore the priorities of each community safety partnership will vary. |
| Relevance | Tobacco issues are often addressed through the local CSP. Tobacco may sit with issues such as access by young people to alcohol, knives, fireworks and the other age restricted products and will be the concern of Education, Trading Standards, Police and Fire Services for different reasons. Depending on local priorities, community safety partnerships may be involved with projects aimed at reducing young people’s access to tobacco. Partnerships may be able to be approached for funding for projects in this field. |
| Membership | Community safety partnerships are comprised of members from local authority departments, police, fire service, community health partnerships, alcohol and drug action teams and the health board. Some partnerships may have members from other groups such as community representatives and voluntary organisations. |
| Further information and contacts | [www.communitysafetyscotland.org](http://www.communitysafetyscotland.org) contains further information about community safety, along with contact details for the Community Safety Network Co-ordinator. |
# Enforcement and Strategy

## Local Tobacco Control Alliances

| Purpose and remit | A tobacco control alliance is a coming together of all of those organisations that have an interest in reducing tobacco use. Alliances provide an opportunity to increase the effectiveness of smoking prevention and cessation activities by coordinating the work of those organisations thereby gaining maximum impact. All aspects of tobacco control may be addressed including:  
| • Education and prevention of uptake  
• Smoking cessation including smoking in pregnancy  
• Second-hand smoke  
• Under-age-sales  
• Smuggled and counterfeit tobacco |

Ideally local tobacco control alliances work within the local community planning partnership framework.

| Relevance | As well as linking together organisations already engaged in tobacco reduction work, alliances can attract a wider network of support from within the local community. Alliances often start by bringing together a range of partners to work on a single issue such as No Smoking Day or reducing access to tobacco by young people. |

| Membership | No two alliances will be the same but most alliances will include all or some of the following:  
| • Local authority including representatives from education, trading standards, environmental health, community development, health improvement, community planning, youth services, children’s services.  
• NHS community health partnerships and health boards including tobacco control/smoking cessation, health promotion/improvement, coronary care services, respiratory services, children’s services, mental health services.  
• Healthy living initiatives  
• Voluntary and community organisations  
• Police  
• Fire and rescue  
• Local retailers  
• Schools and colleges |

This list is not exhaustive and alliances can incorporate any organisation that is involved in any aspect of tobacco prevention or reduction work.

| Further information and contacts | For information about your local tobacco control alliance contact: Local Alliances Officer, ASH Scotland.  
0131 220 9472. Email: enquiries@ashscotland.org.uk  

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*ASH Scotland Local Alliances Project website:* [www.ashscotland.org.uk/ash/5144.6.781.html](http://www.ashscotland.org.uk/ash/5144.6.781.html)
## Support Networks

### Alcohol and Drug Action Teams

| Purpose and remit | The role of alcohol and drug action teams (ADATs) is to develop and implement action plans to tackle drug and alcohol issues in a specific area (generally based on local authorities). The ADATs are required to prepare and submit annual corporate action plans for tackling drugs and alcohol misuse in their area to the Scottish Government. The CAP addresses national and local priorities. ADATs also participate in community planning including  
- Joint health improvement plans (JHIP)  
- Community safety partnerships |
| Relevance | There has been a movement over recent years towards incorporating tobacco issues in the work of ADATs. If this has not occurred in a particular area there is likely to be linkage between the work of the ADAT and bodies working to reduce smoking rates. |
| Membership | ADATS have representation from local authority services including social work and education, police, NHS and drug and alcohol services, representatives from other partnerships such as community safety and community health, service user groups and counselling services. |
| Further information and contacts | The contact details for the 22 ADATs across Scotland are available on the Drug Misuse Information in Scotland website: [www.drugmisuse.isdscotland.org/dat/dat.htm](http://www.drugmisuse.isdscotland.org/dat/dat.htm) |
## Support and Healthcare

**ASH Scotland**

### Purpose and remit

ASH Scotland is the leading independent tobacco control organisation in Scotland.

ASH Scotland's work comprises several key elements: to research and develop policy statements and briefings on key issues in tobacco control; to pro-actively use the media to communicate campaign aims and viewpoints; to form alliances and networks with key partners; and to fund a range of projects that focus on tobacco awareness and smoking cessation in a variety of social groups.

An alliances manager coordinates the Scottish Tobacco Control Alliance (STCA) which is a forum for organisations with a tobacco control and related health promotion remit to exchange information and influence early policy development at a national level.

A youth development officer develops and disseminates good practice and supports activities in smoking cessation and prevention work, through working in partnership with a wide range of organisations and service providers with a remit for young people’s health and well-being.

A local alliances officer provides support for tobacco control alliances across Scotland. A web-based framework for the development of local alliances provides information on how to develop and maintain an alliance from recruiting stakeholders to writing action plans.

### Relevance

ASH Scotland is supportive of moves towards positive licensing of tobacco retail outlets and under the counter sale of tobacco products and appropriate resourcing to ensure compliance with existing legislation.

The STCA regularly features good practice relating to enforcement at various topic group meetings.

The Youth Development Officer coordinates the STCA Youth Forum which provides a means for those engaged in reducing smoking incidence in young people to network.

The Local Alliances section of the website provides information about and links to policies and guidelines, research and projects, key stakeholders around the key themes of prevention and education, smoking cessation, secondhand smoke and protection and controls.

Examples of good practice in enforcement and partnership working will be added to the Local Alliances website.

### Further information and contacts

ASH Scotland, 8 Frederick Street, Edinburgh, EH2 2HB
0131 225 4725
www.ashscotland.org.uk  see Alliances section
enquiries@ashscotland.org.uk

Support and Healthcare

<table>
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<th>Smoking Cessation Coordinators</th>
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<tr>
<td><strong>Purpose and remit</strong></td>
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<tr>
<td>Smoking cessation coordinators (SCC) are based within the NHS and are responsible for coordinating the delivery of smoking cessation support within their health board or community healthcare partnership areas. SCCs may operate from the health promotion department of the health board or be designated with the coordinating role as part of a discrete cessation service.</td>
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<tr>
<td>• Services are offered free of charge to people who want to stop smoking and take the form of group or one-to-one support, generally with the supply of nicotine replacement therapy or other pharmacological aids</td>
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<td>• People can usually either self-refer to services or be referred by a health professional</td>
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<td>• Support is provided in a range of settings including primary care, secondary care, pharmacy, community venues and schools over a period of weeks (usually 4 – 7 weeks)</td>
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<td>• The scale and organisation of smoking cessation services within an area depends on the needs of the population and the geography of the area.</td>
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<td><strong>Relevance</strong></td>
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<tr>
<td>An established feature of tobacco control has been to ensure that where there have been measures taken to reduce smoking-related harm through enforcement strategies such as raising the legal age of sale to 18 or removing smoke from public places, cessation support is given prominence.</td>
</tr>
<tr>
<td>Liaison between Trading Standard Services, retailers and smoking cessation services may generate ideas to support enforcement and utilise opportunities for referral of clients to services.</td>
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<tr>
<td><strong>Further information and contacts</strong></td>
</tr>
<tr>
<td>To identify a designated smoking cessation coordinator consult the local health board website: <a href="http://www.show.scot.nhs.uk/organisations/">www.show.scot.nhs.uk/organisations/</a></td>
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## Support and Healthcare

### Local Authority Health Improvement

| Purpose and remit | Health improvement officers (HIO) support the health improvement agenda of local authorities. Some posts are jointly managed between health boards and local authorities. The health improvement officer objectives are to:  
- Contribute to the development of joint health improvement plans (JHIP) as part of community planning  
- Support and facilitate the translation of JHIP objectives into service delivery in local authorities  
- Foster partnerships internally and externally to enable achievement of the plan’s objectives.  
The local authority health improvement agenda is focused on life circumstances, lifestyle and health topics within the 4 key themes of early years, teenage transition, workplace, community. |
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<tr>
<td>Relevance</td>
<td>HIos are well placed to make connections across the tobacco control community as they will be working within the community planning framework and will be involved with community safety partnerships, alcohol and drug action teams, tobacco control alliances and other local health improvement initiatives.</td>
</tr>
<tr>
<td>Further information and contacts</td>
<td>To contact your local council health improvement officer; the Directgov website lists all Scottish local authorities with links to their websites: <a href="http://www.direct.gov.uk/en/DI1/Directories/DevolvedAdministrations/DG_4003604">http://www.direct.gov.uk/en/DI1/Directories/DevolvedAdministrations/DG_4003604</a></td>
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## Education

### Local Authority Education Services

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<th>Purpose and remit</th>
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<td>Provision of primary and secondary education. Scottish schools provide education that highlights the dangers of substance misuse to pupils and ensures young people have the knowledge and skills to make informed choices. It covers controlled drugs, safe use of medicines, alcohol, tobacco and solvents. Schools must also have procedures for managing incidents of drugs misuse and tobacco smoking. The Scottish Government tasked all schools to achieve Health Promoting School status by 2007. This status recognises that the school is looking after the physical, social, spiritual, mental and emotional well-being of all pupils and staff.</td>
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| Local education authority education services may be involved in the following:  
- Community planning  
- Well-being of young people  
- Young people involvement (Citizenship)  
- Education and training  
- Preventing the uptake of smoking among young people  
- Reducing smoking rates amongst young people. |

Local authority education services are a good starting point for locating peer advocates and volunteers for test purchasing.

### Further information and contacts

Local Authority Education Departments are presently assimilating the new Curriculum for Excellence, within which Health and Wellbeing is a discreet area of study. Within each school the health remit is allocated to a senior member of staff who will be the initial contact where tobacco issues are concerned.

Local authority education services may be located through the COSLA Website: [www.cosla.gov.uk](http://www.cosla.gov.uk)

Health promoting schools: The Scottish Health Promoting Schools Unit (SHPSU) has been set up to help provide advice on involving the whole community in child health and wellbeing: [www.healthpromotingschools.co.uk](http://www.healthpromotingschools.co.uk)
## Education

### Local Authority Leisure Services

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<thead>
<tr>
<th>Purpose and remit</th>
<th>Local authority leisure services are based in all 32 Scottish Local Authorities. They are responsible for the management and operation of sports and recreation services within their Council area. One of leisure services’ key strategic aims is health improvement and the promotion of healthy lifestyles. Two of the target groups for Leisure Services are ‘early years’ 7-16 year olds and ‘teenage transition’ 16 yrs+. Programmes and activities are designed to promote sport and physical activity in diverting children and young people whilst also making an impact on the health improvement agenda by tackling childhood obesity, smoking cessation, substance misuse and crime reduction. Leisure services may be involved with partnerships with the area health boards, community safety partnerships, local tobacco alliances, community health care partnerships, and community planning partnerships.</th>
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<tr>
<td>Relevance</td>
<td>Sport-related projects may be a source of recruits for test purchasing and intelligence on tobacco being made available to young people. In addition projects with a lifestyle change focus will be keen to promote smoke-free lifestyles.</td>
</tr>
<tr>
<td>Further information and contacts</td>
<td><a href="http://www.sportscotland.org.uk">www.sportscotland.org.uk</a>  <a href="http://www.sportscotland.org.uk/SiteNavigation/Contact+us/TopicNavigation/Local+Authorities">www.sportscotland.org.uk/SiteNavigation/Contact+us/TopicNavigation/Local+Authorities</a> will signpost stakeholders to a local authority contact.</td>
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### Education

#### Further Education and Training

| Purpose and remit | Along with a diverse curriculum, universities and colleges have a responsibility for the health and well-being of students and staff. Universities and colleges have student associations where students can access support and advice on a range of topics including health, accommodation and finances. Furthermore universities provide fresher fairs, health fairs and campaigns throughout the year and some provide one to one support to students on a range of issues. The Scottish Government is committed to tackling social exclusion and poverty. One of the key areas of action is to improve skills and promote opportunities in employment and lifelong learning, reducing the number of young people who are likely to become or already are not in education, employment or training. This strategy, More Choices, More Chances, contains a 39 point action plan which will be delivered by central and local government and other partners from the public, voluntary and private sector. |
| Relevance | Further education and training providers may be involved in the following: |
| - Community planning |
| - Well-being of young people |
| - Youth involvement |
| - Education and training |
| - Health and tobacco and inequalities |
| - Preventing the uptake of smoking among young people |
| - Reducing smoking rates amongst young people. |
## Education

### Organisations for Young People

| Purpose and remit | Youth work plays a key role in enabling young people to voice their opinion, have their views listened to and be taken seriously. By engaging young people in social activism, youth work builds citizenship, respect for human rights and a sense of mutual responsibility. Youth work takes place in a variety of settings including community venues, uniformed groups, schools, youth cafes and on the street, whilst using numerous approaches such as outdoor pursuits, drama workshops, health initiatives, peer education and single issues and single gender work to engage with young people. Many voluntary organisations work within communities; community associations, community projects, community halls and centres, community health improvement and regeneration projects. Others work with families and children such as out-of-school and holiday clubs, community schools, parent support groups, parent action groups. |
| Relevance | Youth organisations may be in a position to help recruit young people for test purchasing or peer advocacy. Youth organisations can facilitate information provision and debate about moral and health issues around tobacco use not always possible in formal settings. Youth organisations may participate in community health and community safety planning and will have an interest in all aspects of age restricted product supply as well as related issues such as drugs and anti-social behaviour. As an example of a relevant organisation: Dialogue Youth is a partnership between Young Scot, COSLA, local authorities, the Scottish Government and young people. The idea is that young people have a real and effective say in all the services that affect them, and how they are designed and delivered, as well as what's still needed in their communities. Dialogue Youth is active in every local authority area in Scotland. |
| Further information and contacts | Dialogue Youth – for local contacts [www.dialogueyouth.org](http://www.dialogueyouth.org)
For information about youth work in Scotland contact YouthLink Scotland [www.youthlink.co.uk](http://www.youthlink.co.uk)
For information on how to influence young people through their own peer groups contact Scottish Peer Education Network [www.fastforward.org.uk/peer-education/scottish-peer-education-network.php](http://www.fastforward.org.uk/peer-education/scottish-peer-education-network.php)
For contacts with local youth clubs [www.youthscotland.org.uk](http://www.youthscotland.org.uk)
**Education**

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<td><strong>Purpose and remit</strong></td>
</tr>
<tr>
<td><strong>Relevance</strong></td>
</tr>
<tr>
<td><strong>Further information and contacts</strong></td>
</tr>
</tbody>
</table>
# Community Safety

## Police and COPFS

<table>
<thead>
<tr>
<th>Purpose and remit</th>
<th>The purpose of the 8 Police Constabularies in Scotland is to prevent and detect criminal activity. The Crown Office and Procurator Fiscal Service (COPFS) are responsible for the prosecution of crime in Scotland. Police Constabularies in Scotland have policies and strategies in place to provide for good communication between the police service and the public and to ensure an approachable community presence. Police are responsible for the enforcement of legislation relating to the legal age of purchase of alcohol. Test purchasing involving young people below the legal age of purchase is now being sanctioned in Scotland and infringements by retailers are reported to the Procurators Fiscal. Community policing approaches are being developed to ensure that police officers become known within a community and are better placed to gather intelligence and play a role in crime prevention.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relevance</td>
<td>Police forces are key participants in community planning arrangements. Community safety partnerships direct their efforts at reducing crime and crime-related anxiety by identifying and addressing local community safety concerns through engagement with partners and communities. An example of this collaborative working includes the Safer City Centre initiative, which involves local businesses in developing strategies for reducing crime and the cost of crime, as well as improving the safety of staff and customers. Police can work closely with Trading Standards Officers in respect of enforcement of age restricted products. Police and TSO's also have a role to play in the passing on of information relating to smuggled and counterfeit tobacco products to HM Revenue and Customs.</td>
</tr>
<tr>
<td>Further information and contacts</td>
<td>Links to Scottish Police Constabularies and related information <a href="http://www.scottish.police.uk">www.scottish.police.uk</a> Links to COPFS <a href="http://www.copfs.gov.uk">www.copfs.gov.uk</a></td>
</tr>
</tbody>
</table>
## Community Safety

<table>
<thead>
<tr>
<th>Fire and Rescue Services</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Purpose and remit</strong></td>
</tr>
<tr>
<td>Scotland’s fire services as well as having a duty to intervene in the event of fire have an extensive remit associated with providing fire safety advice and training in the community.</td>
</tr>
<tr>
<td><strong>Relevance</strong></td>
</tr>
<tr>
<td>Fire safety officers provide advice on reducing risk of fire in the home and often link with local campaigns relating to smoke-free homes, restricting access by children to flammable materials, fireworks and tobacco related products.</td>
</tr>
<tr>
<td>Fire services are represented in community planning and community safety partnerships.</td>
</tr>
<tr>
<td><strong>Further information and contacts</strong></td>
</tr>
<tr>
<td>Fire service contacts may be obtained through links on the following website: <a href="http://www.scotland.gov.uk/Topics/Justice/Fire">www.scotland.gov.uk/Topics/Justice/Fire</a></td>
</tr>
</tbody>
</table>
Supporting Enforcement

The listing of stakeholder groups illustrates that there are numerous potential pathways by which the sale of tobacco to young people may be influenced to the benefit of the community.

Trading Standards Officers have a role in educating retailers of tobacco products and working in partnership with commercial organisations to improve sales staff training and to put in place a sales culture that denies the under-age sale of age-restricted products. Most retailers of tobacco products take their duty to deny sales to those under eighteen very seriously. Sales of tobacco however, do occur and issues such as staff turnover, intimidation of staff and failure to request proof of age all contribute to the continuance of under-age sales.

The wider community has a responsibility to address youth smoking behaviour and to support the reduction of smoking prevalence amongst young people.

There are many areas of overlap in the interests of the stakeholder groups identified in this guide; this may stimulate further partnership working to effect a reduction in tobacco availability to young people and of under-age smoking.

The working group has identified a number of ways that this process might be supported:

• The Scottish Age Restricted Sales Enforcement Group may be used to develop policy at the highest level and to communicate with all stakeholders identified in this document

• All retailers should have access to guidance provided by enforcement bodies. This includes provision of free written guidance which clearly explains the obligations of traders in relation to the law and which provides support and advice including contact details for local authorities.

• Retailers could be encouraged to display information about local smoking cessation services through dialogue relating to duties in respect of age-restricted sales

Those organisations with an interest in reducing the supply of tobacco products to young people should be encouraged to enter into dialogue on mutually supportive action to reduce under-age sale of tobacco. This may be effected through:

• The local tobacco control alliance or alcohol and drug action team

• Through a sub-group of the community safety or community health partnership.

Such a dialogue may include sharing with other stakeholders the strategy developed by the local authority trading standards service to carry out test purchasing and to identify ways in which the wider community can demonstrate support and retailers may be given recognition for good practice in refusing under-age sales.

Such partnership work has potential to bring benefits to other areas of tobacco control, for example:

• Improved intelligence around compliance with Scotland’s smoke-free public places legislation

• Opportunities for involvement in and discussion of citizenship obligations in schools and youth organisations

• A wider net for intelligence gathering regarding counterfeit and smuggled tobacco products

• Enhanced dissemination of information regarding smoking cessation support in the community.
Building on Good Practice

SCOTSS may be approached for contacts to Trading Standard Services identified as producers of useful guidance and training materials relating to age-restricted products.

**SCOTSS Coordinator:** coordinator@scotss.org.uk

The ASH Scotland Local Alliances Project funded by the Scottish Government and NHS Health Scotland has a website that is building a library of good practice in relation to local tobacco control initiatives.

Relevant organisations across Scotland are encouraged to submit details of their initiatives in relation to reducing the sale or supply of tobacco products to young people.

**Website:** www.ashscotland.org.uk/ash/5144.html

**Contact:** The Local Alliances Officer, 0131 220 9472, enquiries@ashscotland.org.uk

Acknowledgements

This guide was produced by members of the Reducing Sales of Tobacco to Young People Working Group:

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