



**An Roinn Sláinte**  
Department of Health

# **Tobacco Free Ireland**

## Annual Report 2017



Tobacco Free Ireland, the report of the Tobacco Policy Review Group, was endorsed by Government, and published in October 2013. It builds on existing tobacco control policies and legislation already in place in this country, and sets a target for Ireland to be tobacco free (i.e. with a smoking prevalence rate of less than 5%) by 2025. Tobacco Free Ireland was the first policy document to be launched under the Healthy Ireland framework and will play a major part in achieving the vision set out in Healthy Ireland. The two key themes underpinning Tobacco Free Ireland are the protection of children and the denormalisation of smoking. Progress in implementing the Action Plan for Tobacco Free Ireland for 2014, 2015, 2016 and 2017 is outlined in the table below.

Considerable progress has been made and the action plan is being implemented as published. Whilst there is substantial detail in the updates provided, some of the key achievements in 2017 were:

- the receipt by the DOH of the WHO WNTD Award for its outstanding contribution to tobacco control,
- the completion of legislation to provide for standardised packaging of tobacco products,
- the transposition of European Commission Implementing Acts arising from the Tobacco Products Directive, continued engagement with the HSE and the European Commission in relation to the implementation of the Directive, participation in the development of European Commission Implementing Acts on traceability and security feature systems for tobacco products,
- the continuation of an annual Healthy Ireland Survey and the Health Behaviour in School Children Study which will give up-to-date reliable data on the prevalence of smoking throughout the whole population,
- the publication of HIQA Health Technology Assessment of smoking cessation intervention,
- the development by the HSE of the new QUIT campaign and the enhancement of supports for smokers who wish to stop smoking,
- the engagement of Healthy Ireland with changing social norms around smoking,
- the proactive involvement of the NGO sector in supporting Tobacco Free Ireland actions, and
- the increase in price of tobacco products in Budget 2018.

Many of the actions in Tobacco Free Ireland are by their very nature continuing works-in-progress. We will continue to ensure that all actions are implemented as set out in the Action Plan so that we can report further progress in the 2018 Annual Report. The findings of the lifestyle surveys will provide valuable information as to progress in moving towards a Tobacco free Ireland by 2025.

Chapter and no.	Recommendation	Lead	Action	Time frame
<b>General</b>				
11.1	Develop an action plan with timelines for the phased implementation of the recommendations in Tobacco Free Ireland.	DOH TACU <sup>1</sup>	1. Action plan developed in consultation with key stakeholders. 2. Review and update action plan annually.	1. Complete Q4 2014  2. Annual Report on TFI produced in Q1 each year, beginning 2015
Update 2014	The Action Plan was developed by the Department of Health's Tobacco and Alcohol Control Unit in conjunction with the Health and Wellbeing Programme within the Department and with the Health Service Executive's Health and Wellbeing Directorate. It was published in March 2015. The Annual Report for 2014 was published in December 2015.			
Update 2015	Annual Report for 2015 was published in 2017.			
Update 2016	Annual Report for 2016 was published in 2017.			
Update 2017	Annual Report for 2017 was published in 2018.			
5.1	Take steps to ensure that all government officials, employees of state agencies and members of any government branch (executive, legislative and judiciary) responsible for setting and implementing tobacco control policies and for protecting those policies against tobacco industry interests are aware of their obligations under article 5.3 of the WHO FCTC <sup>2</sup> and are aware of the Guidelines developed to assist in meeting these obligations.	DOH TACU	Continue to advise all appropriate Government Departments, State Agencies with WHO FCTC guidelines on article 5.3.	Initiate 2014 and on-going
Update 2014	Ministerial letter outlining obligations under Article 5.3 sent to all Ministers in 2012. Further clarifying correspondence sent to all Departments from Minister and CMO in Feb 2013. Agencies and stakeholders continue to be advised on an informal basis of obligations under Article 5.3.			
Update 2015	Agencies and stakeholders continue to be advised of obligations under Article 5.3 as appropriate.			
Update 2016	Agencies and stakeholders continue to be advised of obligations under Article 5.3 as appropriate. Engagement with Minister for Finance regarding the divestment of Strategic Investment Fund (ISIF) of its remaining investments in tobacco manufacturing.			

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Update 2017	<p>In November 2017, Minister of State at the DOH and the Chief Medical Officer signed an open letter to the Taoiseach, All Government Ministers and all heads (Secretaries General) of Government Departments. The letter reminded the Ministers and Secretaries General of the nation's obligation, as a WHO FCTC Ratifying Party, to maintain strict and transparent controls on interactions between the government and the tobacco industry. It asked that copies of WHO FCTC Article 5.3 be distributed to officials within all government departments and any state agencies that may have interactions with the tobacco industry. It was also copied to all other government ministries. The letter specifically highlights subsections of the article: interactions with the Tobacco industry; partnerships with the Tobacco industry; conflicts of interest; and preferential treatment.</p> <p>During meetings held in 2017 of the UN International Labour Organisation, Ireland, together with other EU Member States and like-minded countries, was a strong opponent to the renewal of public-private partnerships between the ILO and the tobacco industry in line with Article 5.3 of the FCTC. The issue is on-going into 2018.</p>			
<b>Protection of children and denormalisation of tobacco use in Ireland</b>				
7.1	The protection of children must be prioritised in all of the initiatives outlined in the policy.	1. DOH TACU 2. DOH H&W P <sup>3</sup> 3. HSE <sup>4</sup>	All initiatives to be examined with a view to maximising the impact on children where appropriate.	Initiate Q1 2014 and on-going
7.2	Denormalisation must be a complementary underpinning theme for all of the initiatives within the policy.	1. DOH TACU 2. DOH H&W P 3. HSE	All initiatives to be evaluated with a view to maximising denormalisation.	Initiate Q1 2014 and on-going
Update 2014	The protection of children and the denormalisation of tobacco use is to the fore in the rollout of the Action Plan for Tobacco Free Ireland. Key examples in 2014 are the passing of the Protection of Children's Health (Tobacco Smoke in Mechanically Propelled Vehicles) Act 2014 and the introduction of legislation to standardise the packaging of tobacco products.			
Update 2015	<p>The protection of children and the denormalisation of tobacco use is to the fore in the rollout of the Action Plan for Tobacco Free Ireland. Key examples in 2015 are the development and signing of regulations under the Protection of Children's Health (Tobacco Smoke in Mechanically Propelled Vehicles) Act 2014 and the continued work towards the introduction of standardised packaging of tobacco products. HSE Communications Department developed the Protection of Children's Health (Tobacco Smoke in Mechanically Propelled Vehicles) campaign and supported its roll out.</p> <p>The Tobacco Products Directive contains significant measures concerned with the protection of children and the Department is actively working on that Directive's transposition by May 2016.</p> <p>The promotion of tobacco free campuses and the denormalisation of tobacco, particularly in the context of settings where children are present, are ongoing topics in all engagement that take place with a wide range of stakeholders within the scope of Health and Wellbeing Programme's work.</p> <p>Ongoing roll out of Tobacco free Campus policy in 105 existing Primary Care Centres and all new Centres. 4 TUSLA residential services implemented the tobacco free campus policy. Waterford Council introduced Smoke Free parks (which includes playgrounds) into its bye-laws for all playgrounds in Waterford City and County. Galway City playgrounds have implemented a tobacco playgrounds and have erected no smoking signage at playground entrances, bye-laws have not been changed to reflect this. This work is supported through the Healthy Cities initiative. Work is ongoing with the GAA national healthy club initiative to support the implementation of Tobacco Free clubs and support the development of a toolkit guidance for clubs. Launch of initiative planned for mid 2016.</p>			
Update 2016	HSE Tobacco Free Ireland Programme and HP&I developed and launched a hard copy and online toolkit for the implementation of the HSE Tobacco Free Campus Policy. Six regional workshops were held in various locations around the country (April) to support effective implementation of the policy across Acute Services, Primary Care, Social Care and Mental Health services. A National Tobacco Free Campus conference was held in October 2016 to facilitate the roll out of policy. TUSLA owned children's residential services implemented the policy in 100% of sites to year end. Tobacco Free Campus Policy Implementation rates for various settings are: Social Care (older Persons Residential Services) 79% , (Disability Residential Services) 65%, Mental Health Approved Units 70%, Mental Health Residential Services 45%.			
Update 2017	<p>The HSE Tobacco Free Ireland (TFI) Programme planned for and delivered 8 Tobacco Free Campus (TFC) Workshops across the country (June 2017). The purpose of the workshops was to engage local managers in TFC Policy implementation, build supportive local networks, identify models of good practice, local implementation challenges, support necessary and direct future developments. The programme participated at the Mental Health Nurses conference in Dublin Castle in September, the MH Directors of Nursing conference in Mount Wolseley and the Nursing &amp; Midwifery Research Conference in Tullamore (Oct 2017) and the Mental Health Summit in the Aviva (Nov 17) to showcase examples of good practice in TFC implementation in mental health and advocate for the treatment of tobacco addiction and consistent and improved TFC implementation in Mental Health services.</p> <p>The programme engaged with the Mayo Recovery College (Mental Health) to scope the potential to develop a 'Let's talk about smoking' module to be delivered by recovery colleges, followed up with a 1 day consultation workshop in Mayo Recovery College to co-produce the module. The programme did a site visit to Maudsley Hospital, South London where a number of local NHS health and tobacco specialists hosted a sharing and learning event for colleagues from Scotland, Finland and Ireland. The Programme engaged with the Inspectorate division of the Mental Health Commission to advocate for the inclusion of Tobacco Free Campus policy implementation in future audits of mental health services.</p>			

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7.3	Develop and introduce legislation to prohibit smoking within the campuses of primary schools, secondary schools and child care facilities. The promotion of tobacco free campuses and the denormalisation of tobacco, particularly in the context of settings where children are present, are ongoing topics in all engagement that take place with a wide range of stakeholders within the scope of Health and Wellbeing Programme's work.	DOH TACU	1. Review previous legislation for primary and secondary schools and check if it could be fit for purpose. 2. Define child care facilities and explore how legislation might be framed. 3. Initiate legislative process.	1. Initiate Q2 2016 2. Initiate Q2 2016 3. Initiate Q3 2016
Update 2014	Scheduled for action in 2016			
Update 2015	Scheduled for action in 2016			
Update 2016 - 2017	To be rescheduled due to competing priorities.			
7.4	Promote tobacco free campuses for all third-level institutions in consultation with key stakeholders.	DOH H&WB P	Health and Wellbeing Programme to engage with Higher Education Institutes and other stakeholders to introduce tobacco free campuses as part of Healthy Campus initiative. Engage with 3rd level institutions to promote tobacco free campuses. Liaise with ASH Ireland on work to date in this area.	Initiate Q2 2014 and on-going
Update 2014	The DOH H&WB P is working with the Department of Education and Skills (DES) to identify potential barriers or progress and find solutions, and to exploit opportunities to progress a 'Health in All Policies' approach especially in terms of embedding and integrating health and wellbeing into the educational agenda, across primary, post-primary, higher and further education.  Discussions have also commenced with DES on the development of a 'Healthy Ireland Campus' framework in collaboration with the Higher Education Authorities and Higher Education Institutes.  ASH Ireland has also engaged with third level colleges on this matter and Westport College of Further Education has implemented a smokefree campus with support from ASH Ireland.			
Update 2015	Discussions surrounding the development of tobacco free campuses have taken place with UCD, DIT and TCD, in the context of their progress towards Healthy Campuses.  The H&W P continues to engage closely with the Department of Education and Skills on health and wellbeing matters with particular emphasis on tobacco control matters. ASH Ireland continues with its advocacy work with third level colleges on tobacco free campuses.			
Update 2016	The HSE continued to facilitate ongoing engagement with tobacco stakeholders through our Partners Group. Learnings and resources from Tobacco Free Campus implementation in the health services shared with third level institutions and partners ASH Ireland etc. HSE supported the ASH Ireland Third level Tobacco Free Campus conference event held in November 2016.  The DOH H&WB P continues to engage with the 3rd level sector in pursuing a Healthy Campus initiative.			
Update 2017	The HSE continued to facilitate ongoing engagement with tobacco stakeholders through the Partners Group and responded to a number of requests for support in terms of TFC implementation - Trinity College Dublin, College of Further Education, Carlow IT and University of Limerick. Further progress made by DOH H&WB P in engaging with the 3rd level sector in pursuing a Healthy Campus initiative throughout the year with a view to roll out in 2018.			
7.5	Promote tobacco free campuses for all health care, governmental and sporting facilities in consultation with key stakeholders.	1.HSE 2. DOH H&W P	1. HSE to continue implementation of tobacco free campuses on its sites. 2.DOH H&WB P to engage with Healthy Ireland Cross-Sectoral group to promote tobacco free campuses. 3. DOH H&WB P working with a corporate partner to develop a tobacco free campus toolkit for general use.	1. On-going 2015 2.On-going 2015 3.On-going 2015

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Update 2014	<p>The Department of Health campus is a smoke free campus. All HSE acute hospitals have implemented the HSE Tobacco Free Campus policy. By December 2014, 69% (of the 70% target) of Primary Care sites implemented the National Tobacco Free Campus Policy.</p> <p>The DOH H&amp;WBP received funding to create a tool to support Tobacco Free Campuses. This project will be a partnership initiative under the Healthy Ireland Framework. This will enable and encourage employers to make their campuses tobacco free and will support the national aims of changing norms around smoking, enable and empower participation by the wider society, promote and encourage smoking cessation in the context of a healthy workplace.</p>			
Update 2015	<p>The Department of Health and most of its aegis bodies, along with Department of Children and Youth Affairs have implemented Tobacco Free Campuses policies.</p> <p>A project group was set up to develop the Tobacco Free Campuses web based toolkit and work commenced on the design and scoping of the project with a view to commissioning the development of the toolkit in 2016.</p> <p>Work on the Healthy Workplaces Framework continued in 2015 with the establishment of a cross sectoral working group to progress this work. Initial consultation with stakeholders was carried out and this will continue into 2016. 105 sites of the targeted 106 Primary Care sites have implemented the TFC policy. One shared site in Area 9 is working towards implementation - 99% achieved. 39% of the 100% target for Mental Health Approved/Acute units have implemented the TFC policy to year end. 25% of Mental Health Residential services were targeted to implement the policy and 96% of that target was achieved. Older Persons Services have implemented the TFC Policy in 40% of sites to end Q4. Overachieved on their 20% target. Disability services have implemented the policy in 15% of sites. (Target for 2015 was 25%). 4 of the 12 TUSLA residential sites targeted (33.3%) implemented TFC. A TFC Toolkit and mental health briefing document was developed in consultation with divisional representatives. Designer/printer assigned to work on same. Due to be launched in early 2016.</p>			
Update 2016	<p>Ongoing support and sharing of resources provided to the GAA Healthy Clubs initiative by the HSE to encourage the implementation of their tobacco free clubs initiative. HSE worked with the DOH and shared our tobacco free campus implementation toolkit to support the development of the online tobacco free workplace toolkit resource.</p> <p>Toolkit development completed and scheduled for launch in 2017.</p>			
Update 2017	<p>The HSE TFI programme/QUIT partnered with the GAA - #hurlthehabit for the all-Ireland Hurling Semi Final on August 13th 2017. On that date Croke Park made its stadium completely tobacco free. Each year since 2014, the GAA has nominated one of its All-Ireland series semi-finals to promote a significant health message and this year's theme has been inspired by the GAA's Healthy Club Project. A total of 25 of the 60 clubs participating in phase two of the project have become tobacco-free zones over the past 12 months, with 9 others moving in that direction.</p> <p>It is hoped that the #hurlthehabit themed semi-final will influence other interested clubs across the Association to become smoke-free zones too as Ireland strives towards its 2025 tobacco-free target.</p> <p>See action 7.1/7.2 re supportive national workshops held across HSE on tobacco free campus as well as engagement with the Mental Health Commission.</p> <p>Implementation of Tobacco Free Campuses is as follows: Acute Hospitals 100%, Primary Care Centres 100%, Mental Health Approved Centres 63%, Mental Health Residential Centres 38%, Mental Health Combined Centres 45%, Older Persons Services 63% and Disability Services 49%.</p> <p>Smoke free toolkit available at: <a href="http://www.healthyireland.ie/health-initiatives/quit-smoking/workplace-tobacco-free-campus-toolkit/introduction/">http://www.healthyireland.ie/health-initiatives/quit-smoking/workplace-tobacco-free-campus-toolkit/introduction/</a></p> <p>Smoking in workplace campuses is part of the Healthy Workplace Framework development and consultation process.</p>			
7.6	Further develop the tobacco free playgrounds initiative in conjunction with the local authorities by way of voluntary measures or by the introduction of bye-laws.	DOH H&W P	DOH H&WBP to engage with Inter-Departmental Group on Local and Community Development and the City and County Managers Association to include health and wellbeing as a key pillar in economic and community planning process. Liaise with ASH Ireland on work to date in this area.	Initiate Q2 2014
7.7	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.			
Update 2014	By the end of 2014, 82% of Local Authorities had either implemented or agreed to implement a smokefree playground policy on foot of representations from ASH Ireland.			
Update 2015	The H&W P continues to collaborate with these departments on a wide range of issues including the denormalisation of tobacco use and the protection of children from exposure to smoke in public areas. See 7.1 above.			
Update 2016	<p>The National Healthy Cities and Counties of Ireland Network was launched under the aegis of Healthy Ireland underscoring the importance of local action and the key role of local governments and Local Authorities in health and sustainable development.</p> <p>The Healthy Ireland Fund was announced in Budget 2017, the fund will help drive the cross-governmental approach as set out in the Healthy Ireland Framework to improve the mental and physical health and wellbeing of the population, including actions to support Tobacco Free Ireland.</p>			

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Update 2017	The DOH invited Local Community Development Committees (LCDCs) and Children and Young People's Services Committees (CYPSCs) to apply for Healthy Ireland Pobal funding (5 million). The HSE TFI programme drafted a guidance document detailing appropriate tobacco control projects which could be considered for the LCDC/CYPSCs to apply for funding. 15 LCDC/CYPSCs applied to complete Tobacco projects, all of which were strategically aligned with Healthy Ireland and TFI and all were approved and funded. These projects range from the development of tobacco free home initiatives in disadvantaged communities to tobacco free playgrounds and enhanced community engagement/communication and signage for same, to funding further X-Hale projects and other youth and tobacco control prevention work. All projects are designed to target disadvantaged areas and those vulnerable to health inequalities.			
7.8	Evaluate the tobacco free environment initiatives with a view to the introduction of legislation if required.	DOH TACU	DOH TACU and H&WB P to evaluate 7.4 to 7.7 to assess progress and need for further action.	Initiate Q1 2016
Update 2014	Scheduled for action in 2016			
Update 2015	Continued to promote tobacco free environments.			
Update 2016	HSE staff sit on each of the LCDC groups. Each LCDC was required to complete a 6 year Local Economic and Community Plan (LECP) in 2016. The plan includes two elements: a local economic element (prepared and adopted by the Local Authority), and a community development element (prepared and adopted by the LCDC). THE HSE conducted a review of these high level plans in 2016 (September) to determine the number of actions which have a tobacco control focus. 11 of the 32 plans had a tobacco focus although others had high level Healthy Ireland actions. Health & Wellbeing (Healthy Ireland programme) gathered the HSE LCDC representatives together as well as external stakeholders e.g. Dept. of Housing, Planning Community and Local Government three times in 2016 to coordinate and advise on the HI actions which we would like to see included in annual action plans. The HSE TFI programme produced a resource to support this work (list of practical actions to support denormalisation) for LCDCs and presented on tobacco control at these meetings.			
Update 2017	The HSE TFI Programme presented a number of times during the year to the LCDC/CYPSCs HSE representative group on the work of the HSE TFI programme and on proposed initiatives to support the Tobacco Free Ireland agenda through HI funding. (See 7.5 above)			
<b>Legislative compliance and regulating the retail environment</b>				
8.1	Continue to actively promote compliance with and enforce all provisions of the Public Health (Tobacco) Act 2002 as amended.	HSE	HSE Annual Service Plan commitment.	On-going
Update 2014	In 2014 the HSE National Environmental Health Service (EHS) Tobacco Control Inspection Programme carried out the following: <ul style="list-style-type: none"> <li>• 18,021 inspections were completed, of which 3,568 were non compliant. (80% Compliance),</li> <li>• 483 test purchases of tobacco products to minors were carried out, of which 105 were non compliant, (78% Compliance). The 2014 target for test purchasing was met.</li> <li>• 35 Tobacco related court cases in 2014 resulting in 41 convictions. Three cases are currently on appeal to the Circuit Court.</li> <li>• HSE commenced publication of convictions quarterly on the HSE website.</li> </ul>			
Update 2015	In 2015 the HSE National Environmental Health Service (EHS) carried out the following: <ul style="list-style-type: none"> <li>• 17972 tobacco control inspections including 552 test purchases (sales to minors) inspections conducted, 83% of which were compliant.</li> <li>• The 2015 target for test purchasing was met nationally with test purchase activity undertaken in all local areas.</li> <li>• Overall compliance with the Public Health (Tobacco) Act has been high. There were 28 court cases for tobacco related offences resulting in 31 convictions in 2015.</li> </ul>			
Update 2016	In 2016 the HSE National Environmental Health Service (EHS) Tobacco Control Inspection Programme carried out the following: <ul style="list-style-type: none"> <li>• 16,131 inspections were completed, of which 12,997 were compliant, representing 80.6% compliance,</li> <li>• 540 test purchases of tobacco products to minors were carried out, of which 472 were compliant, representing 87% compliance. The 2016 target for test purchasing was met.</li> <li>• 31 tobacco related court cases took place in 2016 resulting in 35 convictions. One case is currently on appeal to the Circuit Court.</li> <li>• HSE continued to publish a convictions report quarterly on the HSE website.</li> </ul>			
Update 2017	In 2017 the HSE National Environmental Health Service (EHS) Tobacco Control Inspection Programme carried out the following: <ul style="list-style-type: none"> <li>• 15,064 inspections were completed, of which 12,108 were compliant, representing 80% compliance. Included in this inspection figure are 30 inspections of manufacturer and retailer of e-cigarettes and refill containers businesses and the procurement of samples of such products for desk-top analysis by the EHS. These activities were undertaken in relation to the implementation of the Tobacco Products Directive as transposed in the Republic of Ireland in the European Union (Manufacture, Presentation and Sale of Tobacco and Related Products) Regulations 2016 as amended.</li> <li>• 429 test purchases of tobacco products to minors were carried out, of which 386 were compliant, representing 90% compliance. The 2017 target for test purchasing was met.</li> <li>• 17 convictions were secured in respect of prosecution cases taken for non-compliance with the prohibition of smoking and the provision of signage in workplaces, and sales of tobacco products to minors.</li> <li>• HSE continued to publish a convictions report quarterly on the HSE website.</li> </ul> <p>45 Cross-Border Distance Sales registrations were processed up to 31st. December 2017. *A total of 553 queries and 35 complaints in relation to TPD were received and responded to by the National Tobacco Control Operational Unit (NTCOU) as a priority, and as further means to build and ensure compliance with the legislation.</p>			

Chapter and no.	Recommendation	Lead	Action	Time frame
8.2	Introduce fixed penalty notices (on the spot fines) for offences.	DOH TACU	To be explored in Retail Licensing Bill.	See 8.7 to 8.12 below
Update 2014 - 2017	See 8.7 to 8.12 below			
8.3	Develop capacity within the HSE's Environmental Health Service to maintain consistent and sustained enforcement of all aspects of the tobacco control legislation.	HSE	Compliance levels reviewed and legislative provisions with most non-compliance targeted. Standard operational protocols in place, reviewed annually.	On-going
Update 2014	The HSE's Environmental Health Service (EHS) inspection programme targets areas of least compliance. Complaints from the public, test purchasing and the investigation of smoking shelters are prioritised in the EHS operational plan.			
Update 2015	The EHS National Tobacco Control Expert Group convened on three occasions during the year to oversee implementation of tobacco control legislation within the EHS, supplemented by a number of teleconferences by both the main group and sub-groups, to advise on the implementation of tobacco control legislation within the EHS. A number of reports and recommendations were submitted to the EHS national management team. Standard operational protocols relating to tobacco were reviewed by the expert group and recommendations made to management, which resulted in approved changes.			
Update 2016	As part of the Reconfiguration of the National Environmental Health Service the National Tobacco Control Operational Unit incorporating the National Tobacco Control Office was established with full time and part time specialist officers drawn from within the existing resources of the National Environmental Health Service. In addition, a National Tobacco Control Steering Committee was established to provide strategic management and oversight and represent the Principal Environmental Health Officers working at local level. The Unit will be augmented in 2017 with the addition of two permanent Senior Environmental Health Officers and a Grade IV administration staff and toxicological and/or other expert support as a result of Department of Health funding to assist in the implementation of the Tobacco Products Directive. The EHS is further developing the EH Information System to capture tobacco inspection activity and to assist in targeting areas on non-compliance. Complaints from the public, test purchasing and the investigation of smoking shelters are prioritised in the EHS operational plan. Standard operational protocols relating to tobacco were reviewed. The EHS worked with the Department of Health in the introduction of the European Union (Manufacture, Presentation and Sale of Tobacco and Related Products) Regulations 2016 which transposed the Tobacco Products Directive.			
Update 2017	As part of the Reconfiguration of the National Environmental Health Service, the National Tobacco Control Operational Unit incorporating the National Tobacco Control Office was established with full-time and part-time specialist officers drawn from within the existing resources of the National Environmental Health Service. In addition, a National Tobacco Control Steering Committee was established to provide strategic management and oversight and represent the Principal Environmental Health Officers working at local level. The Unit was augmented in 2017 with the addition of two permanent Senior Environmental Health Officers and a Grade IV administration staff, and work commenced to procure toxicological and other support as a result of Department of Health funding to assist in the implementation of the Tobacco Products Directive. The EHS is continuing to develop and maintain the EH Information System to capture tobacco inspection activity and to assist in targeting areas on non-compliance. Complaints from the public, test purchasing and the investigation of smoking shelters are prioritised in the EHS operational plan. Standard operational protocols relating to tobacco were reviewed and updated. New protocols and enforcement documentation were developed in relation to the Tobacco Products Directive activities. Implementation commenced in relation to the Tobacco Products Directive as transposed by the European Union (Manufacture, Presentation and Sale of Tobacco and Related Products) Regulations 2016 as amended. Joint Action with other EU Member States commenced to ensure the correct application and due enforcement of the TPD in a uniform manner.			
8.4	Develop special investigation capacity within the HSE's Environmental Health Service to assess compliance by tobacco manufacturers.	HSE	The reconfiguration of the Environmental Health Service will consider this recommendation.	Q2 2015
Update 2014	In 2014, the EHS commenced a process for the development of a national Tobacco Control Operational Unit with an increase in whole time equivalents (WTEs) dedicated to this area of EHS activity. The unit will undertake critical tasks to ensure there is assessment of compliance by tobacco manufacturers with tobacco control legislation.			
Update 2015	In 2015, the EHS finalised the process for the development of a national Tobacco Control Operational Unit with an increase in whole time equivalents (WTEs) dedicated to this area of EHS activity. The unit commenced activities in December 2015 and incorporates the EHS NTCO activities. The unit will undertake critical tasks to ensure there is assessment of compliance by tobacco manufacturers with tobacco control legislation. The priority for 2016 is the implementation of the requirements of the Tobacco Product Directive.			
Update 2016	In 2016 the HSE National Environmental Health Service (EHS) National Tobacco Control Operational Unit commenced the implementation of the Tobacco Products Directive (TPD) including standard operating procedures to ensure consistency of enforcement.			
Update 2017	In 2017 the HSE National Environmental Health Service (EHS) National Tobacco Control Operational Unit continued the implementation of the Tobacco Products Directive (TPD) as transposed in the EU (Manufacture, Presentation and Sale of Tobacco and Related Products) Regulations 2016 as amended. An inspection and sampling programme was developed and implemented in respect of manufacturers and retailers of e-cigarettes and refill containers. A total of 30 inspections with related sampling of product were carried out in relation to e-cigarette and refill container manufacturers and retailers. One manufacturer of e-cigarettes and refill containers was inspected the remaining 4 manufacturers in the Republic of Ireland will be inspected by the Unit in 2018.			

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8.5	Introduce legislation for the publication of information in respect of any person on whom a fine, other penalty or conviction was imposed by a Court ('name and shame').	DOH TACU	Build on current HSE system for reporting on convictions and prosecutions via new Retail Licencing Bill.	See 8.7 to 8.12 below
Update 2014 - 2017	See 8.7 to 8.12 below			
8.6	Collaborate with other EU countries in relation to compliance measures for tobacco ingredient reporting.	DOH TACU	Engage with European Commission to facilitate the transposition of the Tobacco Products Directive by May 2016.	Initiate Q2 2014
Update 2014	The DOH TACU is actively engaged with the European Commission to develop regulations to transpose the Directive into Irish law by 20th May 2016			
Update 2015	The DOH TACU continues to be actively engaged with the European Commission to develop regulations to transpose the Directive into Irish law by 20th May 2016			
Update 2016	The European Union (Manufacture, Presentation and Sale of Tobacco and Related Products) Regulations 2016 (S.I. No. 271 of 2016) which transposed the Tobacco Products Directive came into force on 20 May 2016. The EHS commenced a participatory process in the EU's Joint Action Programme on Tobacco Control with other Member States to facilitate the implementation of the Directive.			
Update 2017	The European Union (Manufacture, Presentation and Sale of Tobacco and Related Products) Regulations 2016 (S.I. No. 271 of 2016) which transposed the Tobacco Products Directive came into force on 20 May 2016 and was amended in 2017. The EHS continued to participate in the EU's Joint Action Programme on Tobacco Control with other Member States to facilitate the implementation of the Directive. The DOH TACU continued its participation in the EU Expert Group on Tobacco Policy and its subgroups, including the sub-group on ingredients.			
8.7 - 8.12	Regulate the tobacco retail environment.	DOH TACU	Consider the implementation of recommendations 8.7 to 8.12 in the forthcoming Retail Licencing Bill.	1. Initiate Q1 2014 2. Memo to Government Q2 2014 3. Public Consultation Q4 2014 4. Progress legislation Q1-Q4 2015
Update 2014	In June 2014, the Government approved the drafting of a General Scheme of a Bill to provide for introduction of a licensing system and other measures in relation to the sale of tobacco products and non-medicinal nicotine delivery systems, including e-cigarettes.  The DOHC TACU initiated a public consultation on the legislation in December 2014, which will inform the Regulatory Impact Analysis and the drafting of the legislation.			
Update 2015	Public Consultation completed. Development of a RIA and drafting of the General Scheme of Bill underway.			
Update 2016	Drafting of RIA and the General Scheme of Bill underway.			
Update 2017	Drafting of the RIA and the General Scheme of the Bill continues.			
<b>Monitor tobacco use and prevalence</b>				
9.1	An active research and survey programme on tobacco should be put in place to include areas such as supply and demand, prevention and treatment, exposure to second-hand smoke and industry marketing initiatives.	DOH TACU  HSE  DOH H&WB P	1. Engage with key stakeholders to identify research requirement. 2. Surveillance of tobacco use through HSE Tracker, Healthy Ireland and Health Behaviour in	1. Initiate Q1 2015   2. Q2 2014 and on-going
9.2	This survey programme is to include a single, reliable and regular collation of smoking prevalence rates.	DOH TACU	Standardised survey questions on tobacco developed in conjunction with HSE and WHO	2014 and on-going
Update 2014	Ipsos MRBI was appointed to administer an annual Healthy Ireland Survey to gather information and inform the development of baseline data at a national level on a range of health and wellbeing indicators among the population 15 years and older. Questions relating to smoking were agreed with the HSE and WHO. Additional questions relating to the consumption of electronic cigarettes were included in the survey. The National Drug Prevalence Study, which commenced in 2014 included the same suite of standardised smoking related questions as the Healthy Ireland Survey. Data from both studies will be available in 2015.			

Chapter and no.	Recommendation	Lead	Action	Time frame
Update 2015	Wave 1 of the Healthy Ireland Survey was published and work commenced on Wave 2 of the survey. The Irish Health Behaviour in School-aged Children (HBSC 2014) was published.  The Tobacco Free Research Institute Ireland (TFRI) published their findings on the perceptions of standardised packaging of tobacco packing among Irish teenagers and on the use of electronic cigarettes in the same population.			
Update 2016	Wave 2 of the Healthy Ireland Survey was published and work commenced on Wave 3 of the survey. An assessment of the economic cost of smoking in Ireland was published. The Tobacco Free Research Institute published the ESPAD Report which was commissioned by the DOH. Summary reports on the findings of the HSE tracker research survey including quarterly info-graphic type reports have been published on the HSE web-site for 2016. A further analysis of prevalence, socio demographic patterns and type of tobacco products being used by smokers took place in 2016. A report on same due to be published in 2017.			
Update 2017	Wave 3 of the Healthy Ireland Survey was published and work commenced on wave 4. Wave 4 will include the collection of baseline data to assist evaluate the impact of standardised packaging. HIQA published the HTA of smoking cessation interventions. Summary reports on the findings of the HSE tracker research survey including quarterly info-graphic type reports have been published on the HSE web-site for 2017. The HSE Environmental Health Service undertook a Point of Sale Tobacco and E Cigarettes (Po STEC) Survey of retail counter staff to help ascertain levels of knowledge, attitudes and shop controls with regard to tobacco products, e cigarettes/ refill containers.			
9.3	Tobacco control measures should be continuously evaluated to ascertain impacts and outcomes.	DOH TACU HSE	Evaluation built in to all tobacco control measures and carried out as appropriate, e.g., Audit of tobacco free campus, tobacco control legislation, QUIT campaign, training in Brief Interventions and other measures and reported on. See 10.3 below.	2014 and ongoing
Update 2014	The HSE carried out an audit of eight Tobacco Free Campus sites in 2014.  The HSE QUIT Campaign is evaluated on an ongoing basis, measuring online, phone and digital uptake of support services, message impacts and smoking prevalence.			
Update 2015	Health Services are encouraged to self audit their tobacco control progress against European Network Smokefree Healthcare Service Standards. The HSE QUIT Campaign is evaluated on an ongoing basis, measuring online, phone and digital uptake of support services, message impacts and smoking prevalence. Ongoing evaluation of Brief Intervention for Smoking Cessation Training Programme continues. Delay with the completion and publication of National BISC evaluation report in 2015. RCSI completed research to evaluate use of BISC training by 2nd year (60 GEMs) general entry level medical students in Connolly hospital.			
Update 2016	The RCSI completed a second year of training in BISC and evaluated the effectiveness of the skills in practice. Eve Holdings (Mental Health) implemented the HSE TFC policy within all their services and evaluated the use of the new revised smoking cessation group support resource. HSE completed a QUIT service customer satisfaction survey. The HSE QUIT Campaign was evaluated on an ongoing basis, measuring online, phone and digital uptake of support services, message impacts etc. The ban on smoking in cars children's campaign targeting parents was evaluated and had 656K views, 4.5 K shares, 1k comments and 12K interactions and a very high and positive engagement rate overall.			
Update 2017	The HSE QUIT Campaign (new campaign 'I will Survive' launched on April 6th 2017) was evaluated on an ongoing basis, measuring online, phone and digital uptake of support services, message impacts etc. The HSE TFI Programme commenced a series of secondary analysis projects to inform, support and strengthen the Programme by providing a more comprehensive understanding of tobacco use, its determinants and its effects in Ireland. Three major datasets were examined - Wave 1 Healthy Ireland Survey [HIS], Health Behaviour in School Aged Children and the Longitudinal Study on Ageing [TILDA]. Two reports outlining findings are due to be published May 2018. The HSE continues to support the 'We Can Quit2' (WCQ2) programme which is a new smoking cessation intervention for women living in disadvantaged areas. WCQ1 was previously developed and examined in promising feasibility research conducted by members of the HSE team with the Irish Cancer Society using sites in CHO 9, north Dublin. In 2017 an application for research funding was prepared, submitted and was successful so WCQ2 was extended from CHO 9 into CHO 4 and CHO 7 as a pilot study which will determine the feasibility and acceptability of trial processes in evaluating a community based smoking cessation intervention (WCQ2), including randomisation of districts, recruitment and data collection in both the intervention and usual care arms, for women who smoke, and are living in disadvantaged areas of Ireland, to inform the sample size estimates and design of a future definitive trial. The HSE TFI programme supported the planning and launching of a "QUIT before your Surgery" programme and successfully saw it implemented in 2 Pre Assessment services (in Louth Hospitals and Connolly Hospital). This was an action from the Healthy Ireland Implementation Plan for the RCSI Hospitals Group for Q2 2017. This started with a base line audit of current practices regarding smoking cessation within these Pre Assessment services which was very useful to justify the programme and requirement for same. The audit was substantial involving a total of 400 Health care records - 200 in each site.			
<b>Protect people from tobacco smoke</b>				
9.4	Develop and introduce legislation prohibiting smoking in cars where children are present, based on international evidence and good practice.	DOH TACU	Facilitate the progress of the Protection of Children's Health (Tobacco Smoke in Mechanically Propelled Vehicles) Bill 2014.	Complete Q1 2015
9.5	Undertake a social marketing campaign focusing on the risks to children from exposure to second-hand smoke with particular reference to smoking in cars (and information on future legislation in this regard).	HSE	Await outcome of 9.4 and resources for same.	Initiate 2015

Chapter and no.	Recommendation	Lead	Action	Time frame
Update 2014	The DOH TACU working in consultation with the Attorney General's Office, the Department of Justice, the Department of Transport, Tourism and Sport, and the Garda Síochána developed amendments which were approved by Government to the Private Member's Bill "Protection of Children's Health from Tobacco Smoke Bill 2012". All Government-approved amendments brought by the Minister were accepted during Report Stage of the Private Member's Bill in Seanad Éireann on the 17th April 2014.  Following its passage through the Seanad, the legislation took the form of a stand-alone Bill, entitled the Protection of Children's Health (Tobacco Smoke in Mechanically Propelled Vehicles) Bill 2014. The legislation was passed by Dáil Éireann on 18th December and was signed into law by the President on 25th December 2014. Regulations will be developed in 2015 in order to commence the legislation.			
Update 2015	Protection of Children's Health (Tobacco Smoke in Mechanically Propelled Vehicles) Regulations 2015 were developed in consultation with the Dept. of Justice and An Garda Síochána and were signed by the Minister in December 2015. A radio ad campaign and a you tube video were developed on the Department's behalf by the Communications Division of the HSE with a view to initiating a campaign in early 2016.			
Update 2016	Radio ad campaign and You tube video released in January 2016 to increase public awareness of the new legislation.			
Update 2017	Legislation now in place.			
9.6	Monitor the effectiveness of the current smoke free legislation, including the review of existing exemptions and the monitoring of compliance with these provisions.	DOH TACU HSE	Joint DOH TACU and HSE group to review all tobacco control legislation quarterly.	Initiate Q4 2014
Update 2014	A joint DOH TACU and HSE EHS group was established in Q4 2014 to progress 9.6, 9.19, 9.22, 9.27 and 9.28 in 2015. The group meets quarterly to review progress.			
Update 2015	Quarterly meetings of this group continued in 2015.			
Update 2016	Quarterly meetings of this group continued in 2016 to discuss these and TPD related issues			
Update 2017	Ongoing engagement in relation to tobacco control legislation focused on the implementation of the TPD and Standardised Packaging.			
<b>Offer help to quit tobacco use</b>				
9.7	Identify a lead person with clear lines of responsibility for the co-ordination of smoking cessation services within the health service to ensure a national approach.	HSE	Lead in place.	Complete Q2 2014
Update 2014	The HSE has appointed a lead to carry out this function			
Update 2015-2017	HSE Smoking Cessation Service Lead continues to co-ordinate smoking cessation services			
9.8	Develop comprehensive national smoking cessation guidelines. These to include the minimum level of service provision that each service provider needs to have in place.	HSE	1. Publish national standards for the intensive tobacco cessation support programme. 2. Train all intensive tobacco cessation specialist staff in delivering behavioural support based on best practice and newly published standards. 3. Assess minimum level of service provision with the implementation of the new integrated "one-stop" model QUIT service.	1. Publish in 2013. 2. Online and face to face training to be commissioned for 2014. 3. On-going through 2015 and 2016
Update 2014	National standards for intensive cessation services have been published. The intensive cessation service on-line training has been commissioned and was delivered to more than sixty staff during 2014. Two further face to face training courses in behavioural support were also delivered to sixty staff in 2014. An integrated "one-stop" model QUIT service was also developed in 2014.			
Update 2015	30 Staff trained as intensive tobacco cessation specialists in November 2015 (14 of which were Mental Health staff). One stop model service mapping survey completed in preparation for the IT Patient Management System Tender. QUIT at 4 week quality KPI developed (45% quit at 4 weeks) for each service to be reported on in 2016.			
Update 2016	43 staff trained as intensive tobacco cessation specialists in 2016. QUIT at 4 week quality KPI is 50% for 2016.			
Update 2017	16 staff trained as intensive tobacco specialist in 2017. QUIT at 4 week Quality KPI is 49% .			

Chapter and no.	Recommendation	Lead	Action	Time frame
9.9	Undertake targeted approaches for specific groups, particularly young people, lower socioeconomic groups, pregnant and post-partum women and patients with cardiac and respiratory disorders.	HSE	Specialist smoking cessation staff trained to deal with specific groups. Referral pathways to support these groups via a "one-stop " model being developed.	Q2-Q4 2014 and on-going
Update 2014	Specific training in relation to mental health and pregnancy was launched in 2014. Two speciality on-line modules on smoking in pregnancy and smoking and mental health were commissioned and launched in 2014. A report on the uptake of this specialist training is due at the end of April 2015.			
Update 2015	The National Centre for Smoking Cessation Training (UK) issued report on specialist training for 2015. 42 Staff trained in Mental Health specialist training module and 32 trained in the pregnancy and smoking module to end of December 2015. HSE staff continue to deliver and support the "We Can Quit" smoking cessation programme in conjunction with the ICS. The programme targets women in disadvantaged communities in a number of areas. Smoking cessation in pregnancy to be included as part of forthcoming Maternity Strategy			
Update 2016	60 staff completed the online training module in 2016 bringing its total trained to 156. 15 Staff trained in Mental Health specialist module and 14 trained in the pregnancy and smoking module to end of December 2016. HSE staff continue to deliver and support the "We Can Quit" smoking cessation programme, which targets smokers from disadvantaged areas, in conjunction with the ICS. This programme extended into CHO 4 and 7 in 2016. National Maternity Strategy published which includes specific recommendations on how to support smoking cessation in pregnancy.			
Update 2017	54 staff completed the online training module in 2017 bringing the total number of staff trained in intensive cessation to 187. 14 Staff trained in the Mental Health specialist module and 9 trained in the pregnancy and smoking module to end of December 2017. HSE staff continue to deliver and support the "We Can Quit" smoking cessation programme, which targets smokers from disadvantaged areas, in conjunction with the ICS. In 2017 CHO 4 delivered 3 courses and CHO 9 delivered 4 courses. See action 9.3 for more details.			
9.10	HSE		Develop a business case for a National Tobacco Cessation Service Patient Management System.	Initiate 2014 and progress 2015
Update 2014	A business case was drafted in 2014 and will be will then be submitted for approval in 2015.			
Update 2015	Business case with detailed costs completed and approval received. Procurement resource allocated to support tender process. New IT allocation from IT implementation services allocated to drive the project from an IT perspective. First meeting with HP&I and IT held in late December 2015 to develop tender and specification documentation.			
Update 2016	Invitation to tender documentation developed and procurement process commenced. Closing date for tender applications set for October 2016. Procurement evaluation group established to appraise and rate tender responses received. Two tenderers successful progressed to the next stage. Demonstration of proposed system required from one of the tenderers took place in December 2016.			
Update 2017	2017 saw huge investment of time and resources to progress the development of the NTCSPMS. Following a tendering process the project contract was awarded to North 51 a company with many years of experience in this field. A Project Board was then set up to oversee the project and a HP&I Project Manager appointed. To date the project plan and functional specification have been agreed and approved.			
9.11	Train all frontline healthcare workers to deliver interventions for smoking cessation as part of their routine work.	HSE	1. Training targets set for number of staff to be trained in Brief Intervention Smoking Cessation HSE Annual Service Plan. 2. Very Brief Advice on-line training to be offered to all staff.	1. 2014 and on-going. 2. Develop for 2015
Update 2014	Training targets set for the number of staff to be trained in Brief Intervention Smoking Cessation HSE Annual Service Plan. The total number trained in 2014 was 1,303.			
Update 2015	The total number of front line staff trained in 2015 was 1,185 plus an additional 452 undergraduate health professional students. Negotiations re target number of staff to be trained within each division complete for 2016. Overall target for 2016 is 1,350.			
Update 2016	The total number of front line staff trained in 2015 was 1,306 plus an additional 431 undergraduate health professional students.			
Update 2017	The total number of front line staff trained in 2017 was 1076 plus an additional 625 undergraduate health professional students. 46 non HSE staff trained . The HSE TFI Making Every Contact Count (MECC) Tobacco knowledge reference group was established and the group input into the development of the national MECC programme and developed the tobacco component of the on-line programme and actively supported the development of the generic module. BISC will transition to MECC (Mid 2017).			
9.12	Examine evidence (national and international) regarding outcomes of the use of NRT and other approaches.	DOH TACU	Engage with key stakeholders with a view to carrying out an evidence based review or health technology assessment on NRT and other smoking cessation approaches.	Initiate Q2 2014
Update 2014	Preliminary discussions held with the Health and Quality Information Authority with a view to facilitating an Health Technology Assessment of smoking cessation methodologies in their 2015 workplan.			

Chapter and no.	Recommendation	Lead	Action	Time frame
Update 2015	Preparatory work on the smoking cessation Health Technology Assessment initiated			
Update 2016	HIQA and DOH agreed terms of reference for the HTA. HIQA appointed an Evaluation Team to carry out the assessment. An Expert Advisory Group was convened by HIQA to assist in the process. Draft report complete in December 2016 for public consultation early in 2017.			
Update 2017	HIQA published the Health Technology assessment of smoking cessation interventions - available at: <a href="https://www.hiqa.ie/reports-and-publications/health-technology-assessment/hta-smoking-cessation-interventions">https://www.hiqa.ie/reports-and-publications/health-technology-assessment/hta-smoking-cessation-interventions</a> . The HSE TFI Programme team inputted into all development stages of the Health Technology Assessment for Smoking Cessation.			
9.13	Establish a regulatory framework for nicotine products in the context of discussions at EU level.	DOH TACU	1. Retail Licencing Bill to include non-medicinal nicotine products. 2. Implementation of EU Tobacco Products Directive.	See 8.7 to 8.12 above see
Update 2014	See 8.6 to 8.12 above.			
Update 2015	See 8.6 to 8.12 above.			
Update 2016	The European Union (Manufacture, Presentation and Sale of Tobacco and Related Products) Regulations 2016 (S.I. No. 271 of 2016) which transposed the Tobacco Products Directive came into force on 20 May 2016. The Department continues to engage with the European Commission and the HSE in relation to implementation and enforcement.			
Update 2017	The European Union (Manufacture, Presentation and Sale of Tobacco and Related Products) Regulations 2016 (S.I. No. 271 of 2016) which transposed the Tobacco Products Directive came into force on 20 May 2016 were amended in 2017. The DOH TACU continues its participation in the EU Expert Group on Tobacco Policy and its subgroups to facilitate the implementation and enforcement of the regulatory framework for nicotine products.			
9.14	Increase investment in mass media quit campaigns.	HSE	Significant increase in investment secured for QUIT campaign, subject to continuous evaluation.	2014 and on-going
Update 2014	Funding for the HSE QUIT Campaign increased from €800,000 in 2013, to €1.5 million in 2014. The increased funding, matched with the strong messages of the campaign, has led to a significant increase in online activity and responses from smokers.			
Update 2015	QUIT.ie Phase II completed, including extension of quit plan, introduction of community section, quit heroes app development. 11.5K quit plan sign-ups in 2015.			
Update 2016	€1.65m invested in QUIT campaign in 2016 an increase from 2015. Visits to the site were up by 40%, quit plan sign up increased by 23%, calls to the quit team up by 22%. QUIT's fan base on Facebook grew by 4% in 2016 and 7% of visitors from Facebook signed up for a quit plan. A further 7% of visitors from twitter signed up for a quit plan. Research showed that the media messaging was coming close to wear out towards the end of the year and the focus during mid-late 2016 was the development of a new strategic approach for 2017/2018. Planning for new campaign development took place late 2016.			
Update 2017	<p>€1.67m invested in QUIT campaign in 2017, an increase from 2016. (0.35m allocated to the new TV and radio creative). The HSE ran the 'Pauline Quit campaign' between January and March 2017 and at the same time did extensive work on the development of the new TV ad and campaign 'I will Survive' from concept, focus testing, casting to filming; culminating in its launch on April 6th 2017.</p> <p>Review of 2017 QUIT Campaign</p> <p>Date range: January 1st - December 31st, 2017 v's January 1st - December 31st, 2016</p> <p>2017 QUIT Analytics</p> <ul style="list-style-type: none"> <li>• 245,430 visits - ↑6% on 2016</li> <li>• 26% (63k) of visits to quit.ie came from Facebook promoted posts</li> <li>• 80% of users access the website using a mobile device</li> <li>• Reduction of 10% in Quit Plan Sign ups – 12,629 in 2017 v's 14,056 in 2016</li> <li>• 59% new visitors (similar to 2016)</li> <li>• Majority of visitors are female - male visitors ↑1% in 2017, now account for 34% of all visitors</li> <li>• Top 3 sources for signups: Social (30%), Direct (25%) and Paid Search (25%)</li> </ul> <p>The new HSE Quit Smoking TV ad, which aired first in April, won two separate international awards this year. In September, it won four awards, including two in the prestigious international category at the 2017 Kinsale Sharks International festival of Creativity. In November, it achieved a bronze in the Public Interest Category of the 2017 Epica awards.</p> <p>A further accolade is the fact that the New York State Department of Health Bureau of Tobacco Control will air the HSE's award winning TV advert 'I will Survive; Quit Smoking', from Jan. 1 2018 across New York City and the rest of the state.</p>			
9.15		DOH TACU	Discuss with Department of Finance the feasibility of minimising the rate of VAT on NRT patches subject to the EU VAT Directive	Q1 2015
Update 2014	Scheduled for action in 2015.			
Update 2015-2017	Not possible at this juncture to introduce a different VAT rate for NRT products as per the EU VAT Directive			

Chapter and no.	Recommendation	Lead	Action	Time frame
9.16	Make NRT more widely available, including in outlets where tobacco products are sold.	DOH TACU	The Health Products Regulatory Authority (HPRA), formerly the Irish Medicines Board has authorised an NRT product to be sold in general retail and grocery outlets.	Initiate Q3 2014 and on-going
Update 2014-2017	The Health Products Regulatory Authority (HPRA), formerly the Irish Medicines Board, reclassified NRT products to be sold in general retail and grocery outlets in 2014 for consumers 18 years and over.			
<b>Warn about the dangers of tobacco</b>				
9.17	Increase investment in social marketing campaigns to warn about the dangers of tobacco.	HSE	See 9.14 above.	2014 and on-going
Update 2014-2017	See 9.14 and 7.2 above			
9.18	Enhance educational initiatives aimed at preventing young people from starting to smoke, in line with best international practice within the Healthy Ireland framework.	DOH H&W P	DOH H&WB P engaging with Dept. of Education and Skills to ensure an effective approach to health and wellbeing. Also leading out on implementation of Outcome 1- Active and Healthy, Physical and Mental Wellbeing in Better Outcomes, Brighter Futures.	2014 and on-going
Update 2014	See 7.4 above			
Update 2015	See 7.4 above			
Update 2016	DOH H&WBP working with Dept. of Education and Skills on Wellbeing Curriculum			
Update 2017	The Department of Education and Skills (DES) introduced Wellbeing as a compulsory area of learning (encompassing the subjects SPHE, PE and CSPE) from September 2017 in the new Junior Cycle Framework. The Wellbeing area encompasses learning opportunities to enhance the physical, mental, emotional and social wellbeing of students, and enable them to build life skills including those needed to make positive health choices. including not starting to smoke. The DOH H&WP, in collaboration with HSE Education team, continue to work closely with DES to ensuring that health and wellbeing is supported in school settings and that the existing Health Promoting Schools model is aligned with the Junior Cycle Wellbeing Guidelines.			
9.19	Monitor the implementation of regulations for pictorial warnings.	1.DOH TACU 2. HSE	Joint DOH TACU and HSE group to review all tobacco control legislation quarterly.	Initiate Q4 2014
Update 2014	A joint DOH TACU and HSE EHS group was established in Q4 2014 to progress 9.6, 9.19, 9.22, 9.27 and 9.28 in 2015. The group meets quarterly to review progress.			
Update 2015	The joint DOH TACU and HSE EHS group met quarterly. An examination and report on a cohort of Irish Duty paid cigarettes obtained by the Revenue Commissioners as part of the Illicit Trade survey was undertaken, with the specific remit of assessing compliance with the requirement of pictorial warnings regulation. Warning rotation was found to be in compliance with legal requirements.			
Update 2016	The joint DOH TACU and HSE EHS group met on a regular basis during 2016. An examination and report on a cohort of Irish Duty paid cigarettes obtained by the Revenue Commissioners as part of the Illicit Trade survey was undertaken, with the specific remit of assessing compliance with the requirement of pictorial warning regulations. In 2016 only 3 out of the Irish Duty Paid cohort of 494 packs were found to be non-compliant representing a 99.4% compliance rate. This shows an increase in the compliance rate from 97% in 2014 and 98% in 2015.			
Update 2017	An examination and report on a cohort of Irish Duty paid cigarettes obtained as part of the Illicit Trade survey was undertaken, with the specific remit of assessing compliance with the requirement of pictorial warning regulations.			
9.20	Undertake continued evaluation of campaigns and programmes.	1.DOH TACU 2. HSE	See 9.3.	2014 and on-going
Update 2014-2017	See 9.1, 9.3 and 9.14 above			
<b>Enforce bans on tobacco advertising, promotion and sponsorship</b>				
9.21	Continued implementation and monitoring of the national inspection programme is required in order to ensure compliance with all tobacco legislation.	HSE	See 8.1.	2014 and on-going

Chapter and no.	Recommendation	Lead	Action	Time frame
Update 2014	See 8.1 above			
Update 2015	See 8.1 above			
Update 2016	The EHS through its National Tobacco Unit Operational Unit and Steering Committee together with its Principal Environmental Health Officers and local teams continues to maintain an inspection programme. Resources will be consolidated in 2017 to meet the requirements of the Tobacco Products Directive 2014.			
Update 2017	The EHS through its National Tobacco Unit Operational Unit and Steering Committee together with its Principal Environmental Health Officers and local teams continues to maintain an inspection programme. Resources were provided in 2017 to meet a limited enforcement of the requirements of the Tobacco Products Directive 2014.			
9.22	Review existing legislation to ensure that it is fit for purpose to deal with new and emerging measures and marketing programmes adopted by the tobacco industry.	1.DOH TACU 2. HSE	Joint DOH TACU and HSE group to review all tobacco control legislation quarterly.	Initiate Q4 2014
Update 2014	A joint DOH TACU and HSE EHS group was established in Q4 2014 to progress 9.6, 9.19, 9.22, 9.27 and 9.28 in 2015. The group will meet quarterly to review progress.			
Update 2015	As above for Update 2014			
Update 2016	A joint DOH TACU and HSE EHS group was established in Q4 2014 to progress 9.6, 9.19, 9.22, 9.27 and 9.28 in 2015. The group meets quarterly to review progress. In 2016 these meetings focussed on the introduction of The European Union (Manufacture, Presentation and Sale of Tobacco and Related Products) Regulations 2016 (S.I. No. 271 of 2016)			
Update 2017	Ongoing engagement in relation to tobacco control legislation focused on the implementation of the TPD and Standardised Packaging.			
9.23	Robustly defend the legal challenge by the tobacco industry to the point of sale measures introduced in 2009.	DOH TACU	Await further developments in this area.	On-going
Update 2014-2017	On-going			
9.24	Develop legislation for the introduction of standardised/plain packaging for tobacco products.	DOH TACU	Facilitate the progress of the Public Health (Standardised Packaging of Tobacco) Bill 2014.	Complete Oireachtas process Q1 2015 and commence legislation in line with Tobacco Products Directive May 2016
Update 2014	In June 2014, Government approved the publication of the Public Health (Standardised Packaging of Tobacco) Bill 2014 and the presentation of the Bill in Seanad Éireann. The Bill was passed by the Seanad in June and completed Second Stage in Dáil Éireann on 2nd October 2014.  Formal notification of the publication of the Bill was made to the European Commission and to Member States under the EU Technical Standards Directive (98/34/EC) and the Tobacco Products Directive (2014/40/EU) and to the World Trade Organisation under the Technical Barriers to Trade Agreement in June 2014. The Commission and Member States had until 18th September to comment or provide detailed opinions on the proposed measures under the Technical Standards Directive. As detailed opinions were received, the standstill period increased by a further three months, i.e. until 18th December 2014. The legislative process cannot continue until after the standstill period.			
Update 2015	Ireland responded to the Commission in relation to the detailed opinions from Member States in relation to the Standardised packaging legislation under the EU Technical Standards Directive (98/34/EC). The legislation went through the Houses of the Oireachtas and was signed by the President in March 2015. Part 5 of Health (Miscellaneous Provisions) Bill 2015 seeks to amend the Public Health (Standardised Packaging of Tobacco) Act 2015. The amendments to the Act of 2015 allow for additional elements to be included on retail packaging of tobacco products, some of which are of a technical and practical nature and some of which seek to provide basic information to the consumer. Regulations were developed under the standardised packaging legislation and were forwarded to the Commission under the EU Technical Standards Directive in November. A legal challenge to the Public Health (Standardised Packaging of Tobacco) Act 2015 was initiated on behalf of Japan Tobacco Ireland Limited (JTI) against the State, which is being robustly defended. A final decision in the JTI Ireland Limited-v-Minister for Health, Ireland, and The Attorney General case expected in 2016.			
Update 2016	The Health (Miscellaneous Provisions) Bill completed its passage through the Dail in 2016. The Bill will continue its passage through the Seanad in 2017. The legal challenge (above) on behalf of JTI was struck out in November, 2016.			
Update 2017	The Commencement Orders for the Public Health (Standardised Packaging of Tobacco) Act 2015 and the Public Health (Standardised Packaging of Tobacco) Regulations 2017 were signed in 2017 and came into operation on the 30th. September 2017. The legislation introduced measures relating to the retail packaging of cigarettes, roll-your-own tobacco and all other tobacco products including the colour of packaging, ban on the use of images, logos or text on packs except health warnings and brand names, etc. All tobacco products manufactured for sale in Ireland from 30th September 2017 must be in standardised retail packaging. Any products manufactured and placed on the market before that date will be permitted to stay on the market for a 12 month period i.e. until 30th September, 2018.			

Chapter and no.	Recommendation	Lead	Action	Time frame
9.25	Work with the EU to ensure successful implementation of the proposed revision of the Tobacco Products Directive.	DOH TACU	Engage with European Commission to facilitate the transposition of the Tobacco Products Directive by May 2016.	Initiate Q2 2014
Update 2014	See 8.6 above			
Update 2015	See 8.6 above			
Update 2016	The European Union (Manufacture, Presentation and Sale of Tobacco and Related Products) Regulations 2016 (S.I. No. 271 of 2016) which transposed the Tobacco Products Directive came into force on 20 May 2016. The Department continues to engage with the European Commission and the HSE in relation to implementation and enforcement.			
Update 2017	The European Union (Manufacture, Presentation and Sale of Tobacco and Related Products) Regulations 2016 (S.I. No. 271 of 2016) which transposed the Tobacco Products Directive was amended in 2017 (S.I. No. 252 of 2017). The DOH TACU continues to engage with the European Commission and the HSE in relation to implementation and enforcement of the Directive. THE DOH TACU participated in the development of further EU Commission Implementing Acts on tobacco traceability and security feature systems. Those Implementing Acts were adopted by the EU Commission in December 2017.			
9.26	Work with media regulators and the entertainment industry around the portrayal of smoking in the media.	DOH TACU	Review the portrayal of smoking in national media.	Initiate Q1 2015
Update 2014	Scheduled to commence in 2015			
Update 2015	Worked with Advertising Standards Authority in Ireland on advertising codes for e-cigarettes.			
Update 2016-2017	Advertising code in place for e-cigarettes.			
9.27	Monitor developments in relation to brand stretching at a global and European level.	DOH TACU	Monitor tobacco industry activity in conjunction with WHO FCTC and European Commission and review accordingly.	On-going
9.28	Examine and monitor the existing tobacco legislation to ensure that it is inclusive of contemporary forms of communications.	1. DOH TACU 2. HSE	Joint DOH TACU and HSE group to review all tobacco control legislation quarterly.	Initiate Q4 2014
Update 2014	A joint DOH TACU and HSE EHS group was established in Q4 2014 to progress 9.6, 9.19, 9.22, 9.27 and 9.28 in 2015. The group meets quarterly to review progress.			
Update 2015	As above for Update 2014.			
Update 2016	As above for Update 2015.			
Update 2017	Ongoing engagement in relation to tobacco control legislation focused on the implementation of the TPD and Standardised Packaging.			
<b>Raise taxes on tobacco products</b>				
9.29	The Departments of Health and Finance and the Office of the Revenue Commissioners are to work in closer collaboration in relation to fiscal matters relating to tobacco and on measures to reduce the illicit trade of tobacco.	DOH TACU	Engage with Department of Finance and Revenue Commissioners.	2014 and on-going
Update 2014-2017	Engagement on-going			
9.30	Annual excise duty increases on tobacco products should be applied over a continuous five year period.	DOH TACU	DOH TACU to discuss this recommendation with the Dept. of Finance.	2014 and on-going
9.31	Increase duty on roll-your-own and other tobacco products to reduce the price differential between cigarettes and other tobacco products.	DOH TACU	DOH TACU to advocate for such increases.	2014 and on-going
Update 2014	In Budget 2015 the excise duty on a packet of 20 cigarettes was increased by 40 cent (including VAT) with a pro-rata increase on the other tobacco products, with effect from midnight on 14 October 2014. The excise duty on roll-your-own tobacco was increased by an additional 20 cent (including VAT) per 25g pouch with effect from midnight on 14 October 2014.			
Update 2015	In Budget 2016 the excise duty on a packet of 20 cigarettes was increased by 50 cent inclusive of VAT, with pro rata increases for other tobacco products with effect from midnight 13th October 2015.			
Update 2016	In Budget 2017 the excise duty on a packet of 20 cigarettes was increased by 50 cents (including VAT) with a pro-rata increase on the other tobacco products, with effect from midnight on 11 October 2016.			
Update 2017	In Budget 2018 the excise duty on a packet of 20 cigarettes was increased by 50 cents (including VAT) with a pro-rata increase on other tobacco products, and an additional 25 cents on 30g of roll-your-own tobacco. This took effect from midnight on 10 October 2017.			
9.32	Remove tobacco from the consumer price index.	DOH TACU	Discuss with Central Statistics Office and other relevant bodies.	Initiate Q1 2015

Chapter and no.	Recommendation	Lead	Action	Time frame
9.33	Introduce a tobacco industry levy or similar mechanism which could be ring fenced to fund health promotion and tobacco control initiatives including support to end the illegal trade.	DOH TACU	Discuss with Department of Finance.	Initiate Q1 2015
9.34	Consider the introduction of an environmental levy in the context of the Government's waste policy "A Resource Opportunity", the application of economic instruments and the review of producer responsibility.	DOH TACU	Discuss with Department of the Environment, Community and Local Government.	Initiate Q1 2016
Update 2014	9.32 and 9.33 scheduled for 2015 and 9.34 scheduled for 2016			
Update 2015	Not significantly advanced in 2015 due to competing priorities.			
Update 2016-2017	Levy initiative not being pursued by Dept. of Finance on account of potential difficulties with Corporation Tax structure.			
9.35	Continue collaboration with national and international partners on strategies to reduce illicit trade.	DOH TACU	Discuss with Departments of Finance, Justice and Equality, Revenue Commissioners, European Commission and WHO.	On-going
Update 2014	Discussions on-going with respect to the implementation of the EU Tobacco Products Directive and the WHO Protocol to Eliminate Illicit Trade in Tobacco Products.			
Update 2015	Discussions on-going with respect to illicit trade in the context of implementation of the EU Tobacco Products Directive and the WHO Protocol to Eliminate Illicit Trade in Tobacco Products.			
Update 2016	Discussions on-going with respect to illicit trade in the context of implementation of the EU Tobacco Products Directive and the WHO Protocol to Eliminate Illicit Trade in Tobacco Products.			
Update 2017	Discussions on-going with respect to illicit trade in the context of implementation of the EU Tobacco Products Directive and the WHO Protocol to Eliminate Illicit Trade in Tobacco Products. The DOH TACU participated in the development of the EU Commission Implementing Acts on tobacco traceability and security feature systems. These Implementing Acts were adopted by the EU Commission in December 2017.			
<b>National and International Partnerships</b>				
10.1	Government Departments, and state agencies including the Health Service Executive will continue to liaise and work with the non-governmental organisations in order to achieve policy aims set out in this report.	1. DOH TACU 2. DOH H&W P 3. HSE	Ensure on-going engagement via: 1. DOH engagement with governmental, state agencies and NGOs <sup>7</sup> , 2. Healthy Ireland Council, 3. HSE Health Services Tobacco Control Partners group.	Initiate Q1 2014 and on-going
Update 2014	The Minister for Health and Minister for Children and Youth Affairs, and their respective officials continue to meet with relevant NGOs on tobacco control issues.  The Healthy Ireland Council is engaged with tobacco control issues as outlined in Tobacco Free Ireland.			
Update 2015	The Minister for Health and respective officials continue to meet with relevant NGOs on tobacco control issues. The Healthy Ireland Council continues to promote control initiatives through the work of its members. The HSE Tobacco Control Partners Group met twice in 2015, reviewed the TOR and membership and continue to support a coordinated approach to Tobacco Free Ireland objectives.			
Update 2016	The Minister for Health and respective officials continue to meet with relevant NGOs on tobacco control issues. The Healthy Ireland Council continues to promote control initiatives through the work of its members. The HSE Tobacco Free Ireland Programme continued to coordinate their stakeholder/partners group meetings through 2016 collaborating on work where appropriate.			
Update 2017	The Minister for Health and respective officials continue to meet with relevant NGOs on tobacco control issues. The Health and Wellbeing Programme continues to promote control initiatives through the work of the Healthy Ireland initiative programme. DOH and Department of Public Expenditure and Reform engaged in a pilot cycle of equality budgeting to reduce the overall prevalence of smoking in the population, and in particular to narrow the gap between the highest and lowest social class groupings. DOH and local partners submitted a joint bid to host the 18th WCTOH in Dublin in 2021. Shortlisted for consideration. The HSE TFI Programme continued to coordinate their stakeholder/partners group meetings through 2017 collaborating on work where appropriate.			
10.2	Continued participation and engagement at EU level in the context of the revised Tobacco Products Directive.	DOH TACU	Engage with the European Commission to facilitate the transposition of the Tobacco Products Directive by May 2016.	Initiate Q2 2014
Update 2014	See 8.6 above			
Update 2015	See 8.6 above			
Update 2016	The European Union (Manufacture, Presentation and Sale of Tobacco and Related Products) Regulations 2016 (S.I. No. 271 of 2016) which transposed the Tobacco Products Directive came into force on 20 May 2016. The Department continues to engage with the European Commission and the HSE in relation to implementation and enforcement.			

Chapter and no.	Recommendation	Lead	Action	Time frame
Update 2017	The European Union (Manufacture, Presentation and Sale of Tobacco and Related Products) Regulations 2016 (S.I. No. 271 of 2016) which transposed the Tobacco Products Directive were amended in 2017 (S.I. No. 252 of 2017). The DOH TACU continues to engage with the European Commission and the HSE in relation to implementation and enforcement of the Directive. THE DOH TACU participated in the development of further EU Commission Implementing Acts on tobacco traceability and security feature systems. Those Implementing Acts were adopted by the EU Commission in December 2017.			
10.3	All Government Departments and state agencies should actively engage with and implement the WHO FCTC, the Protocol to Eliminate the Illicit Trade in Tobacco Products and the FCTC Implementation Guidelines.	DOH TACU	1. Sign WHO FCTC protocol. 2. Arrange to put in place the measures to facilitate ratification in the light of obligations set out in the Tobacco Products Directive. 3. Implement protocol within recognised timeframes as set down by the ratified protocol.	1. Complete Q4 2013 2. Initiate Q4 2014 3. Await 40 country ratification
Update 2014	See 8.6 above. Ireland was actively engaged with WHO in progressing the WHO FCTC, including involvement at the Conference of the Parties Meeting (COP6)			
Update 2015	Ongoing engagement with WHO on tobacco control issues. Ireland played a key role in the development of the WHO Europe Region report "Making tobacco a thing of the past" - a roadmap of actions to strengthen implementation of the WHO FCTC in the European Region 2015-2025			
Update 2016	Ongoing engagement with WHO on tobacco control issues. Ireland played a key role in the development of the WHO Europe Region's online Tobacco Playbook. DOH active role in Conference of the Parties Meeting (COP7)			
Update 2017	WHO awarded DOH World No Tobacco Day Award for its outstanding contribution to tobacco control. Ireland hosted delegations from Romania and Moldova to facilitate their own national tobacco control initiatives. Ireland actively participated in WHO meetings (Copenhagen and Heidelberg) on tobacco control issues and the WHO FCTC.			
10.4	Collaboration with other national and international partners in the area of tobacco control should be continued to further develop the evidence base in support of new initiatives and to evaluate the impact of current measures.	DOH TACU	Continue to liaise with EC, WHO and other international bodies to review new tobacco control initiatives as they emerge with a view to incorporate them into practice in Ireland if they facilitate Tobacco Free Ireland by 2025.	On-going
10.5	Collaborate on a North/South basis, in particular through the North South Ministerial Council, on measures to reduce tobacco consumption.	DOH TACU	Continue to work with North South Ministerial Council on tobacco control.	On-going
10.6	Support greater national and international collaboration and participation on research programmes to strengthen the evidence base for new measures.	DOH TACU	Continue to liaise with European Commission, WHO and other international bodies to review new tobacco control initiatives as they emerge with a view to incorporate them into practice in Ireland if they facilitate Tobacco Free Ireland by 2025.	On-going
Update 2014	DOH TACU has actively engaged with the North South Ministerial Council, the European Commission, and the WHO at both regional and national level in 2014 to further the aims of Tobacco Free Ireland and to share our experience in tobacco control matters.			
Update 2015	As above for Update 2014			
Update 2016	As above for Update 2015			
Update 2017	See 10.3 above. DOH TACU has actively engaged with the North South Ministerial Council, the European Commission, and the WHO at both regional and national level in 2017 to further the aims of Tobacco Free Ireland and to share our experience in tobacco control matters.  HSE TFI Programme held the role of chairperson on the ENSH-Global Board and facilitated the transition from ENSH-Global to the Global Network of Tobacco Free Health Services (GNTH), and supported the development of a new website. The programme actively contributed to the planning and hosting of a very successful 1 day tobacco pre-conference workshop in Vienna and a half-day workshop on 'diffusion of innovation' in Seville. Ireland participated in the 2016/7 and 2017/8 Gold Forum Jury process and did a site visit of a hospital outside Vienna that applied for Gold Forum membership. 3 HSE staff were recruited to participate in the 2017/8 Global Gold Forum. Through the role of GNTH chair, the HSE attended the Health Promoting Hospital International Global Assembly at their request to co-ordinate and support joint action on tobacco in health services globally. The HSE also attended the HPH International 2 day conference in Vienna participating in all parallel sessions on tobacco, networked with international colleagues working in tobacco and followed up afterwards with both the HPH Secretariat and health service colleagues. The HSE prepared, planned for and participated at a 2 day event hosted by the Andalusian Network in October to include a GNTH General Assembly, a half-day workshop and a welcome address at the Andalusian Network Tobacco Conference in Seville.  The HSE supported a group of health professionals from the Ministry of Health in Malta who requested to visit HSE services and engage with staff in October 2016 to develop a Tobacco Strategy. This year the HSE were invited (at their expense) to deliver a keynote address at the launch of the Maltese Department of Health Tobacco Strategy and participate at a full-day workshop at the event.			

Chapter and no.	Recommendation	Lead	Action	Time frame
Legend	<ol style="list-style-type: none"> <li>1. DOH TACU: Department of Health Tobacco and Alcohol Control Unit.</li> <li>2. WHO FCTC: World Health Organisation Framework Convention on Tobacco Control.</li> <li>3. DOH H&amp;W P: Department of Health Health and Wellbeing Programme.</li> <li>4. HSE: Health Service Executive.</li> <li>5. EU: European Union.</li> <li>6. NRT: Nicotine Replacement Therapy.</li> <li>7. NGOs: Non-Governmental Organisations.</li> <li>8. ILO: International Labour Organisation.</li> <li>9. TFC: Tobacco Free Campus</li> <li>10. NHS: National Health Service (UK)</li> <li>11. TPD: Tobacco Products Directive.</li> <li>12. RIA: Regulatory Impact Assessment.</li> <li>13. BISC: Brief Intervention in Smoking Cessation.</li> <li>14. MECC: Making Every Contact Count.</li> <li>15. HIQA: Health Information and Quality Authority</li> </ol>			