



An Roinn Sláinte
Department of Health

Tobacco Free Ireland

Annual Report 2020



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 - 2020 is outlined in the tables below.

Significant disruption was caused to the tobacco control work of the Department of Health, the Health and Wellbeing Programme and the Health Service Executive throughout 2020 as resources were diverted to address the COVID-19 pandemic. Despite this, adaptations were made to continue much of the work of Tobacco Free Ireland and with the resumption of regular duties as the year progressed substantial implementation of the action plan was able to take place. These actions include:

- Continued promotion of tobacco free environments, with local initiatives creating tobacco free areas around playgrounds and parks, e.g. launch of the *Not Aound Us* campaign in Clare.
- The publication of the Health Research Board's evidence review on the potential health harms of electronic cigarettes and heated tobacco products.
- The launch of a new QUIT marketing campaign, *The Last Stop*, by the HSE Tobacco Free Ireland Programme and HSE national communications.
- The completion of 7,534 inspections by the Environmental Health Service, with a compliance rate of 86.7%.
- The inclusion of information on the dangers of tobacco use in Healthy Choices 1, the first substance misuse module of the Junior Cycle SPHE resource, aimed at first year students.
- Increase in price and minimum excise duty on tobacco products for Budget 2021.

Chapter and no.	Recommendation	Lead	Action	Time frame
General				
11.1	Develop an action plan with timelines for the phased implementation of the recommendations in Tobacco Free Ireland.	DOH TACU ¹	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 2016.			
Update 2016	Annual Report for 2016 was published in 2017.			
Update 2017	Annual Report for 2017 was published in 2018.			
Update 2018	Annual Report for 2018 was published in 2019.			
Update 2019	Annual Report for 2019 was published in 2020.			
Update 2020	Annual Report for 2020 was published in 2021.			

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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 ² 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.			
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>			
Update 2018	<p>Ireland took an active role within the European Member State group in opposing the renewal of the Public - Private Partnerships (PPPs) between the International Labour Organisation (ILO) and the tobacco industry. Ireland welcomed the decision by the Governing Body of the ILO in November 2018 not to renew the PPPs.</p> <p>Focus for the ILO in 2019 should be the further development and implementation of the ILO Integrated Strategy to Address Decent Work Deficits in the Tobacco Sector.</p>			
Update 2019	<p>The DOH remained active in collaborating with the ILO throughout 2019 in pursuing continued compliance with WHO FCTC Article 5.3.</p> <p>The ILO Centenary Conference was held in Dublin Castle on 17th September 2019 and was attended by members of DOH. DOH reaffirmed its opposition to the renewal of the Public Private Partnership (PPP) between ILO and the tobacco industry, in accordance with WHO FCTC Article 5.3.</p>			
Update 2020	Agencies and stakeholders continue to be advised of obligations under Article 5.3 as appropriate. DOH participated in ILO Interdepartmental Group meetings in 2020.			
Protection of children and denormalisation of tobacco use in Ireland				

Chapter and no.	Recommendation	Lead	Action	Time frame
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 ³ 3. HSE ⁴	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 it's 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%.			

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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 & 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>			
Update 2018	<p>The HSE Tobacco Free Ireland (TFI) programme and assigned Tobacco Free Campus staff continue to promote and improve the ongoing implementation of Tobacco Free Campus Policy across our sites and services. The programme found that among service managers there were variations in interpretation of implementation of the policy. For this reason, the TFI Programme outlined a set of criteria defining the constituents of policy implementation within an electronic survey.</p> <p>During 2018 the programme issued a survey using these criteria to all Social Care (older persons and disability) and mental health service sites to assess the level of policy implementation. Primary Care services have fully implemented the policy. Survey results found that the policy was implemented in;</p> <ul style="list-style-type: none"> 63% of Mental Health Approved Units 40% of Mental Health Residential Services 63% of Older Persons Services 49% of Disabilities Services <p>The programme engaged with the Mental Health Commission to advocate for inspection of TFC policy as part of routine audit and quality improvement across services - see action 7.5.</p>			
Update 2019	<p>The HSE Tobacco Free Ireland Programme continued to promote and improve the ongoing implementation of the Tobacco Free Campus Policy across all healthcare sites and services.</p> <p>During 2019, the programme issued a survey to all Social Care (older persons and disability) and mental health services to assess the level of policy implementation nationally. Primary care services have fully implemented the policy previously. Survey results found that the policy was implemented in;</p> <ul style="list-style-type: none"> - 46% of Mental Health Approved Units (based on survey uptake rate of 68% of sites) - 10% of Mental Health Residential Services (based on survey uptake rate of 15% of sites) - 7% of Disability Residential Services (based on survey uptake rate of 10% of sites) - 81% of Older Persons Residential Services (based on survey uptake rate of 53% of sites) <p>Mental Health Ireland and the TFI Programme partnered to host a national conversation cafe on <i>Smoking, Mental Health and Recovery</i>. This was the first time that mental health services users, staff and policy makers had been brought together to examine the relationship between smoking and mental health and to have an open, honest and direct conversation where all perspectives on this issue were articulated and recorded. More than 70 stakeholders from lived experience of mental health challenges, services providers, supporters, smokers and ex-smokers came together on an equal footing, in the spirit of co-production, to tell the story of how things are now in terms of smoking and mental health and to contribute to a solution-focused plan for the future.</p>			

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	<p>The TFI Programme ran an incentivised Tobacco Free Campus quality improvement process for the first time in 2019 with an allocated budget of €100,000 to encourage quality improvement in tobacco control across the health services. The programme awarded quality improvement bursaries to healthcare services who were able to demonstrate innovation, sustainability and internal compliance building in Tobacco Free Campus Policy implementation. The initiative involved each site completing a GNTH audit and developing a subsequent quality improvement plan. A second audit was then carried out in order to evaluate progress. Audit results were submitted to the TFI Programme as part of the application process. Support for the initiative was provided through the Tobacco Free Campus implementation lead and local health promotion staff. Applications were reviewed and scored by a team of selected auditors who were trained in the application of GNTH standards. A total of 21 services (13 acute hospital and 8 mental health services) participated in the bursary competition, with awards being made to 18 services. A <i>Book of Abstracts</i> describing each individual quality improvement application was published and is available on the HSE Tobacco Free Ireland Programme web page.</p>			
Update 2020	<p>A 'Quality Improvement in Tobacco Free Campus' webinar was held in November 2020 to provide an overview of tobacco control in our health service today and provide examples of best practice in tobacco free campus (TFC) policy implementation.</p> <p>The TFI programme engaged with the communications leads in each hospital group in Q4 to explore how the TFC policy can be reinvigorated and re-launched in various acute settings in order to increase buy-in from staff, patients and the public. A specific set of actions were agreed with the TFI Programme and have been carried into 2021 for translation into action.</p>			
7.3	<p>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.</p>	DOH TACU	<p>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.</p>	<p>1. Initiate Q2 2016 2. Initiate Q2 2016 3. Initiate Q3 2016</p>
Update 2014	Scheduled for action in 2016			
Update 2015	Scheduled for action in 2016			
Update 2016 - 2017	To be rescheduled due to competing priorities.			
Update 2018	Rescheduled to 2019 due to competing priorities.			
Update 2019	<p>Due to competing legislative priorities, it was agreed between stakeholders to progress this recommendation through co-operation rather than enacting further legislation at this time.</p> <p>In 2019, the DOH met with the DCYA to explore potential actions to progress the Tobacco Free Ireland agenda through Early Learning and Care and School-Age Childcare settings. DoH welcomes the focus placed on denormalising tobacco use in DCYA's Universal Design Guidelines for Early Learning and Care settings published on 10th June 2019.</p> <p>Following a stakeholder consultation process earlier this year, a decision was made to include DOH questions relating to "smoke free campus" for child care facilities in The Annual Early Years Sector Profile Report 2019/2020 (AEYSP). DOH continues to engage with Department of Education and Skills (DES) to progress the "smoke free schools" agenda.</p>			
Update 2020	Work on this area was paused following the redeployment of Tobacco and Alcohol Control Unit staff to COVID-19 work.			

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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	Initiate Q2 2014 and on going
Update 2014	<p>The DOH H&WBP 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.</p> <p>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.</p>			
Update 2015	<p>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.</p> <p>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.</p>			
Update 2016	<p>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.</p>			
Update 2017	<p>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.</p> <p>Further progress made by DOH H&WBP in engaging with the 3rd level sector in pursuing a Healthy Campus initiative throughout the year with a view to roll out in 2018.</p>			
Update 2018	<p>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 Tobacco Free Campus implementation from various third level institutions. The HSE is now represented on a newly formed Tobacco Free Campus Committee at University College Cork with a view to working towards the college introducing a Tobacco Free Campus Policy in 2019/2020.</p> <p>There was ongoing engagement with an academic group to develop the 'Making every contact count' curriculum for undergraduate health curricula across all the major third level institutions. The curriculum includes a module on best practice in brief intervention for smoking cessation as well as modules on healthy eating, physical activity and misuse of alcohol. The programme was developed by the HSE in partnership with the Higher Educational Institutions and is being implemented in a phased basis across all institutions since January 2018.</p>			
Update 2019	<p>The HSE Tobacco Free Ireland Programme held an exploratory meeting with the University of Limerick in terms of Tobacco Free Campus implementation.</p> <p>The HSE is represented on the Tobacco Free Campus Committee at University College Cork with the college working towards introducing a Tobacco Free Campus Policy in the near future.</p>			
Update 2020	<p>Work on progressing the implementation of smoke-free environments in these settings was halted due to the COVID-19 pandemic.</p>			

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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 2.On-going 3.On-going
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&WB P 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>			

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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: http://www.healthyireland.ie/health-initiatives/quit-smoking/workplace-tobacco-free-campus-toolkit/introduction/</p> <p>Smoking in workplace campuses is part of the Healthy Workplace Framework development and consultation process.</p>			
Update 2018	<p>The HSE Tobacco Free Ireland (TFI) Programme invested extensive time and support to the implementation of the Tobacco Free Campus Policy at Galway Acute Mental Health Service throughout 2018 to develop a model of best practice in an acute mental health setting. Various other sites and services were supported to commence and improve implementation of the HSE Tobacco Free Campus policy. Some were individual sites while others included a range of services with shared governance. Great progress was made in mental health services that engaged service user and family member groups from the outset addressing their concerns and reassuring them of the planned holistic approach.</p> <p>A Tobacco Free Campus Implementation workshop was facilitated by the HSE TFI Programme on the 18th October for community and hospital staff who are identified support staff for the HSE Tobacco Free Campus policy implementation process. Staff were provided with profiles of their respective Community Healthcare Organisations in terms of what sites have reported policy implementation and those where implementation is outstanding. A reporting process was also agreed for 2019 whereby work to support TFC implementation will be captured and provided to the HSE TFI Programme.</p> <p>The Programme also developed a new survey for community services in order to effectively capture policy implementation status in greater detail for 2019.</p> <p>The HSE TFI Programme entered into a partnership with Athletics Ireland to support tobacco free policy implementation across all Athletics Association of Ireland sporting Events to commence on National No-Smoking Day 2019. With 60,000 members across 340 clubs nationally, this development has the potential to make a huge contribution to a Tobacco Free Ireland. In Quarter 4 of 2018, a joint plan was developed to engage service users at all levels to develop a communication strategy using messages that would resonate with all members of the AAI community; athletes, coaches, timekeepers, parents & family members, other supporters, volunteers, clubhouse staff etc. The Irish Cancer Society's Exhale programme was also in this plan.</p> <p>Throughout 2018, the HSE TFI Programme provided advice and support to the Irish Prison Service (IPS)</p>			

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	<p>regarding the implementation of a Tobacco Free Campus policy which included toolkits and training along with advice on planning, delivering and evaluating potential enhancements to TFC. This engagement and support continues into the 2019 work plan.</p> <p>The HSE TFI Programme has engaged with the Mental Health Commission to include tobacco control measures in routine audits. These commenced in 2018. The programme looks forward to the publication of its annual report early in 2019 where findings from this audit will be published. The Programme provided education and training for Mental Health Commission inspectors in January 2018. There has also been engagement with the Service User, Family Member and Carer (SUFMC) group to enlist their support for the tobacco control agenda.</p>			
Update 2019	<p>Mental Health Ireland and the TFI Programme partnered to host a national conversation cafe on <i>"Smoking, Mental Health and Recovery"</i> in July 2019. This was the first time that mental health services users, staff and policy makers had been brought together to examine the relationship between smoking and mental health and to have an open, honest and direct conversation where all perspectives on this issue were articulated and recorded. More than 70 stakeholders from lived experience of mental health challenges, services providers, supporters, smokers and ex-smokers came together on an equal footing, in the spirit of co-production, to tell the story of how things are now in terms of smoking and mental health and to contribute to a solution-focused plan for the future.</p> <p>With support from the HSE, on National No Smoking Day 2020, Sports Ireland launched its Smoke Free Campus initiative.</p> <p>Smoking is now prohibited outside all buildings on the Sport Ireland Campus, including the Sport Ireland National Aquatic Centre and Sport Ireland National Indoor Arena. New smoking shelters are located to the rear of the buildings, and no smoking signage installed throughout the campus will cater for customers and users of all offices and facilities throughout the campus.</p> <p>Sport Ireland Safeguarding Guidance for Children and Young People in Sport advises organisations to acknowledge that the use of drugs, alcohol and tobacco is incompatible with a healthy approach to sporting activity and must be discouraged.</p>			
	<p>In 2019 Athletics Ireland signed the charter for Tobacco Free Sport as part of Athletics Ireland commitment to the National Tobacco Free Ireland Strategy (2013 – 2025). Athletics Ireland has committed to creating Tobacco Free Sport at its championships and national events to help improve health and wellbeing. This will also be achieved by branding and messaging at national events and by promoting national QUIT services to its members and through interactive education initiatives with children, young people and sports leaders.</p> <p>The TFI Programme awarded quality improvement bursaries to healthcare services for innovation, sustainability and compliance building in Tobacco Free Campus Policy implementation. A total of 21 services (13 acute hospital and 8 mental health services) participated in the bursary competition, with awards being made to 18 services (See section 7.1 / 7.2)</p> <p>The HSE also provided advice and support to the Irish Prison Service throughout 2019 for the implementation of a tobacco free policy in the Progression Unit at Mountjoy Prison. The HSE trained prison staff as stop smoking advisors and supported the prison service to supply Nicotine Replacement Therapy to individuals making a quit attempt. The HSE has carried out research at the prison pre and post policy implementation. The data collected will be examined in 2020.</p>			

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Update 2020	<p>In 2018 and 2019 the TFI Programme worked to support the Irish Prison Service to implement a tobacco free policy in the Progression Unit of Mountjoy Prison. As part of this process, research was undertaken with the Prison Service incorporating data collected from both prisoners and staff. Analysis of this data began late in 2020.</p> <p>40% of Clubs under the GAA Healthy Club Project went smoke - free in 2020. Engagement has continued with all tenants and stakeholders at DOH Campus on Miezia Plaza with the intention of introducing a tobacco free campus as soon as possible.</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&WB P 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>			
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.			

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Update 2018	<p>The HSE Tobacco Free Ireland programme and Health Promotion & Improvement staff have supported LCDC committees to progress the development of tobacco free playgrounds in Limerick city and county as well as preparatory work in Wicklow for launch of tobacco free playgrounds in 2019.</p> <p>In relation to the tobacco free playgrounds initiative and the promotion of tobacco free environments, the following schemes are supported by the Healthy Ireland Fund:</p> <p>Tobacco Free Limerick: Support for the denormalisation of smoking and the protection from smoke with a focus on outside public places and spaces where children and young people frequent in Limerick; Tobacco Free Fingal: Empower CLG (formerly known as BAP) lead the roll out of an interagency programme to create a Tobacco Free County; Galway - Promoting Healthy Outdoor Play – Smoke free play areas.;; Roscommon – Smoke Free Homes Project.</p> <p>In relation to the promotion of Tobacco free areas, the Department of Health is liaising with the HSE in the development of new Smoke free zone signage that will include vaping and can be used across all areas.</p>			
Update 2019	<p>The HSE supported Health Limerick to develop a smoke free space initiative entitled Not Around Us. Launched to coincide with World No Tobacco Day 2019, Not Around Us has promoted an environment where it is easier for those who smoke to quit and remain smoke free and helps to de-normalise smoking for the next generation through shaping policy development, signalling out appropriate areas for no-smoking signage, engaging on the effects of second hand smoking and raising awareness of the supports for those who wish to quit smoking. The Not Around Us signage can be seen in areas where young people play and learn such as parks, playgrounds and schools.</p> <p>Not Around Us is another step Towards a Tobacco Free Limerick. This initiative is a HSE funded partnership with a range of stakeholders - HSE, Limerick Local Community Development Committee, Limerick Comhairle na nÓg, Limerick Children and Young People’s Services Committee, Limerick Childcare Committee, Healthy Ireland and ASH Ireland, Council of the Irish Heart Foundation.</p> <p>There was continued implementation in 2019 of smoke free public area initiatives in Limerick, Fingal, Galway and Roscommon. A new initiative was launched in Wicklow with ‘Tobacco – Free’ signs placed in six playgrounds, outdoor gym areas, other local amenities (such as at the local Duck Pond) and in the ‘Moments in Time’ garden in the Arklow Municipal District area. The new signs also show contact details of services that are available, free-of-charge, to all adults seeking support to quit.</p>			
Update 2020	<p>A number of initiatives aimed at introducing tobacco free environments in areas frequented by children have now been established by local authorities. Some examples of these are:</p> <p>In Limerick, 42 outdoor locations where children and young people are likely to be are now displaying ‘Not Around Us’ signage and thus participating in this WHO award-winning initiatives. As part of the campaign a number of Local Authorities erected signage at school gates, early years services grounds, community playgrounds, community facilities and leisure facilities. This campaign has continued in Limerick and launched in Clare at the beginning of 2020.</p> <p>In Offaly, all council - maintained playgrounds are currently operating as ‘tobacco-free’ zones. □ It is planned to develop a proposal through Offaly County Council to extend ‘tobacco free’ zones to all public parks and amenity areas.</p> <p>In Tipperary, any new Community Playground as part of their maintenance agreement with Tipperary County Council is obligated to erect a ‘No Smoking’ sign at the entrance.</p> <p>In South County Dublin, ‘No Smoking’ and ‘Young Lungs at Play’ signage has been installed at all existing playgrounds and the provision anti-smoking signage is included at design/construction phases of new playgrounds / playspaces.</p>			

Chapter and no.	Recommendation	Lead	Action	Time frame
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)			
Update 2018	<p>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, it also drafted a number of key tobacco control actions which LCDCs could action. These were included in a guidance document for HI funding proposals. The Programme specifically provided support and guidance to the Tobacco Free Limerick project (the development of tobacco free by laws within the local authority, the development of tobacco free policies for Local authority staff, cessation support provision and youth group involvement in EXHALE). This project was financed through HI funding. This support and ongoing work continues into 2019.</p> <p>The programme suggests that having implemented internal policy and advocated for policy and voluntary codes in external organisations for the past 7 years the development of legislation to cover places where vulnerable adults and children and families gather such as tobacco free pre - schools, creches child care facilities, schools, prisons and health services should be strongly considered and would help achieve a Tobacco Free Ireland.</p>			
Update 2019	The HSE TFI programme reiterates that having implemented internal policy and advocated for policy and voluntary codes both within the health services and in external organisations for the past 8 years the development of legislation to cover places where vulnerable adults and children and families gather such as tobacco free pre - schools, creches child care facilities, schools, prisons and health services should be strongly considered and would help achieve a Tobacco Free Ireland.			
Update 2020	Tobacco free initiatives like those highlighted in Points 7.4 – 7.8 continue to show the effectiveness of the community - led model. These campaigns have resulted in tobacco free environments across Ireland, with more regions preparing to launch similar campaigns in the near future.			
Legislative compliance and regulating the retail environment				
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

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Update 2014	<p>In 2014 the HSE National Environmental Health Service (EHS) Tobacco Control Inspection Programme carried out the following:</p> <ul style="list-style-type: none"> • 18,021 inspections were completed , of which 3,568 were non compliant. (80% Compliance), • 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. • 35 Tobacco related court cases in 2014 resulting in 41 convictions. Three cases are currently on appeal to the Circuit Court. • HSE commenced publication of convictions quarterly on the HSE website. 			
Update 2015	<p>In 2015 the HSE National Environmental Health Service (EHS) carried out the following:</p> <ul style="list-style-type: none"> • 17972 tobacco control inspections including 552 test purchases (sales to minors) inspections conducted, 83% of which were compliant. • The 2015 target for test purchasing was met nationally with test purchase activity undertaken in all local areas. • 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. • HSE continued with the publication of convictions quarterly on the HSE website. 			
Update 2016	<p>In 2016 the HSE National Environmental Health Service (EHS) Tobacco Control Inspection Programme carried out the following:</p> <ul style="list-style-type: none"> • 16,131 inspections were completed , of which 12,997 were compliant, representing 80.6% compliance, • 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. • 31 tobacco related court cases took place in 2016 resulting in 35 convictions. One case is currently on appeal to the Circuit Court. • HSE continued to publish a convictions report quarterly on the HSE website. 			
Update 2017	<p>In 2017 the HSE National Environmental Health Service (EHS) Tobacco Control Inspection Programme carried out the following:</p> <ul style="list-style-type: none"> • 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. • 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. • 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. • HSE continued to publish a convictions report quarterly on the HSE website. <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>			

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Update 2018	<p>In 2018 the HSE National Environmental Health Service (EHS) Tobacco Control Inspection Programme carried out the following:</p> <ul style="list-style-type: none"> • 14,432 inspections were completed, of which 1,128 were compliant, representing 78% compliance. Included in this inspection figure are 58 inspections of manufacturers, importers, distributors and retailers of e-cigarettes and refill containers which were carried out by the National Tobacco Control Operational Unit. <p>19 samples of e-cigarettes and refill containers were procured for desk-top analysis by the National Tobacco Control Operational Unit.</p> <p>These activities were undertaken in relation to the implementation of the Tobacco Products Directive as transposed in the Republic of Ireland as the European Union (Manufacture, Presentation and Sale of Tobacco and Related Products) Regulations 2016 as amended.</p> <p>There were 4 RAPEX Alerts initiated by the Health Service Executive relating to unsafe refill containers (e-liquids).</p> <p>There were 2 RAPEX Alerts received from other Member States which were investigated, a further 2 received in December of 2018 were still under investigation at year end.</p> <ul style="list-style-type: none"> • 587 test purchase inspections were carried out, of which 482 were compliant, representing 82% compliance. The KPI target of 384 initial test purchase inspections for 2018 was met. • 31 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. <ul style="list-style-type: none"> • HSE continues to publish a convictions report quarterly on the HSE website. <p>8 Cross-Border Distance Sales registrations were processed up to 31 December 2018.</p> <p>*A total of 252 queries and 51 complaints in relation to TPD were received and responded to by the National Tobacco Control Operational Unit.</p> <ul style="list-style-type: none"> • An examination and report on a cohort of Irish Duty paid cigarettes and RYO packs obtained as part of the Illicit Trade survey was undertaken with particular reference to compliance with the Public Health (Standardised Packaging of Tobacco) Act 2015 and regulations made thereunder. 			
Update 2019	<p>In 2019 the HSE National Environmental Health Service (EHS) Tobacco Control Inspection Programme carried out the following;</p> <ul style="list-style-type: none"> • 15,105 inspections were completed, of which 12,386 were compliant, representing 82% compliance. Included in this inspection figure are X inspections of manufacturers, importers, distributors and retailers of e-cigarettes and refill containers which were carried out by the National Tobacco Control Operational Unit. • 467 test purchase inspections were carried out, of which 404 were compliant, representing 86.5% compliance. The KPI target of 384 initial test purchase inspections for 2019 was met. • A total of 115 complaints in relation to TPD were received and responded to by the National Tobacco Control Operational Unit. • 41 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. <p>The following activities were undertaken in relation to the implementation of the Tobacco Products Directive as transposed in the Republic of Ireland as the European Union (Manufacture, Presentation and Sale of Tobacco and Related Products) Regulations 2016 (SI 271 of 2016) as amended:</p> <ul style="list-style-type: none"> • 44 inspections of manufacturers, importers, distributors and retailers of e-cigarettes and refill containers were carried out by the National Tobacco Control Operational Unit (NTCOU). • 1 RAPEX Alert was initiated by the HSE relating to unsafe refill containers (e-liquids) and 6 RAPEX Alerts were received from other Member States which were investigated. • 13 Cross-Border Distance Sales registrations were processed up to 31 December 2019. • A total of 209 queries in relation to TPD were received and responded to by the NTCOU. 			

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Update 2020	<p>The COVID-19 pandemic in 2020 affected the Tobacco Control inspection programme, in particular the tobacco test purchase programme.</p> <p>In 2020 the HSE National Environmental Health Service (EHS) carried out the following:</p> <ul style="list-style-type: none"> • 7,534 inspections were completed of which 86.7% were compliant. • 58 test purchase inspections were carried out of which 96.5% were compliant. • A total of 58 complaints in relation to tobacco control were received and responded to by the Environmental Health Service. • 18 convictions were secured for non-compliance with the prohibition of smoking and sales of tobacco products to minors. <p>The following activities were undertaken in relation to the implementation of the European Union (Manufacture, Presentation and Sale of Tobacco and Related Products) Regulations 2016 (SI 271 of 2016):</p> <ul style="list-style-type: none"> • 30 inspections of manufacturers, importers, distributors and retailers of e-cigarettes and refill containers were carried out by the National Tobacco Control Operational Unit (NTCOU). • 2 RAPEX Alerts were initiated by the HSE relating to unsafe refill containers (e-liquids) and 9 RAPEX Alerts were received from other Member States which were investigated. • 13 Cross-Border Distance Sales registrations were processed up to 31 December 2020. <p>A total of 174 queries in relation to TPD were received and responded to by the NTCOU in 2020.</p>			
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 - 2020	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.	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			
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	<p>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.</p> <p>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.</p> <p>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.</p>			

Chapter and no.	Recommendation	Lead	Action	Time frame
Update 2017	<p>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.</p> <p>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.</p> <p>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.</p>			
Update 2018	<p>The HSE EHS is continuing to develop and maintain the Environmental Health Information System to capture tobacco inspection activity and to assist in targeting areas of non-compliance. Complaints from the public, test purchasing, and the investigation of smoking shelters are prioritised in the EHS operational plan for 2019.</p> <p>Information gathering and development of expertise in market surveillance was a priority in 2018 for the National Tobacco Control Operational Unit.</p> <p>Manufacturers and importers of refill containers in the State were inspected in 2018 to check for compliance with the requirements of the European Union (Manufacture, Presentation and Sale of Tobacco and Related Products) Regulations 2016 as amended.</p> <p>Cross-Border Distance Sales applications for registration were processed.</p> <p>Joint Action involvement with other EU Member States is on-going to enhance regulation of the TPD.</p>			
Update 2019	<p>The Environmental Health Information System (EHIS) captures EHS activity under the Public Health (Tobacco) Acts 2002 as amended and regulations made thereunder and SI 271 of 2016 as amended. Functionality on EHIS was enhanced to record additional aspects of SI 271 of 2016 as amended. Data on EHIS was used to assist the service in targeting areas of non-compliance.</p> <p>The underlying ethos of the EH Business Plan 2019 was bringing areas of non-compliance into compliance. Priority was given to investigating complaints, the inspection of smoking shelters and tobacco test purchasing. A test purchasing mail shot initiative was developed to communicate with tobacco retailers their legal obligation in relation to sales to minors. A review of tobacco control test purchase protocol was completed.</p> <p>Protocols were developed to support the functions of the National Tobacco Control Operational Unit (NTCOU). Joint Action involvement with other EU Member States is on-going to enhance regulation of the Tobacco Products Directive 2014/40/EU.</p>			

Chapter and no.	Recommendation	Lead	Action	Time frame
Update 2020	<p>The Environmental Health Service (EHS) Operational Plan 2020 focused on bringing areas of non-compliance into compliance. Priority was given to investigating complaints, the inspection of smoking shelters and tobacco test purchasing. A test purchasing initiative letter was communicated to tobacco retailers outlining their legal obligation in relation to sales to minors.</p> <p>The Environmental Health Information System (EHIS) captures EHS activity under the Public Health (Tobacco) Acts 2002 as amended and regulations made thereunder, and SI 271 of 2016 as amended. Functionality on EHIS is continuously being reviewed and enhanced to ensure the sustained ability to record data in a consistent manner. Data from EHIS was used to assist the service in targeting areas of non-compliance.</p> <p>Protocols continued to be developed and reviewed to support the functions of the EHS. The participation of the EHS in Joint Action Tobacco Control 1 (JATC) with other Member States concluded in 2020 having delivered on relevant guidance documents to support the competent authorities.</p>			
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.			
Update 2018	<p>In 2018 the HSE National Environmental Health Service (EHS) National Tobacco Control Operational Unit continued the implementation of the Tobacco Products Directive as transposed in the EU (Manufacture, Presentation and Sale of Tobacco and Related Products) Regulations 2016 as amended. An inspection and desktop assessment programme was developed and implemented in respect of manufacturers, importers, distributors and retailers of e-cigarettes and refill containers. A total of 58 inspections were carried out.</p> <p>There are currently no tobacco manufacturers in Ireland.</p>			

Chapter and no.	Recommendation	Lead	Action	Time frame
Update 2019	In 2019 the National Tobacco Control Operational Unit (NTCOU) continued the implementation of the Tobacco Products Directive as transposed in the EU (Manufacture, Presentation and Sale of Tobacco and Related Products) Regulations 2016 as amended. There are currently no tobacco manufacturers in Ireland. 44 inspections of manufacturers, importers, distributors and retailers of e-cigarettes and refill containers were undertaken by the National Tobacco Control Operational Unit (NTCOU). The State Laboratory are the designated laboratory in Ireland for the analysis of tar, nicotine and carbon monoxide emissions.			
Update 2020	There are currently no tobacco manufacturers in Ireland. 30 inspections of manufacturers, importers, distributors and retailers of e-cigarettes and refill containers were carried out by the National Tobacco Control Operational Unit (NTCOU).			
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 - 2020	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	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.			
Update 2018	A selection of boxed cigarettes and roll-your-own (RYO) tobacco products requested by the EU Commission were purchased and shipped to a specified laboratory in the EU. These products along with others selected from other members states were to undergo assessment of sensory profiles and, where appropriate, chemical analysis with a view to assist in decisions on whether the tobacco product imparts a characterising flavour. In particular, to assist with specification of the methodology in determining whether a tobacco product has a characterising flavour. The DOH TACU continued its participation in the EU Expert Group on Tobacco Policy and its subgroups, including the sub-group on ingredients.			
Update 2019	The HSE Environmental Health Service are collaborating in the Joint Action on Tobacco Control with other member states.			

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Update 2020	DOH TACU continued its participation in the EU Expert Groups on Tobacco Policy and its subgroups, including the subgroups on ingredients and electronic cigarettes. EHS participation in the Joint Action on Tobacco Control EU programme concluded in 2020; the programme resulted in the production of guidance documents to support competent authorities in their work.			
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.			
Update 2018	Consultation with relevant agencies and bodies took place. Drafting of the Regulatory Impact Analysis and the General Scheme of the Bill continues.			
Update 2019	Drafting of the General Scheme of the Bill by DOH continued for much of 2019 with continued engagement with HSE / EHS. On October 22 2019 the Minister for Health received the approval from Government to draft a Public Health (Tobacco and Nicotine Inhaling Products) Bill. The proposed legislation, in line with recommendations of Tobacco Free Ireland, will: - introduce a licensing system for the sale of (a) tobacco products and (b) nicotine inhaling products to include an annual fee per premises for the sale of such, in such an amount as may be determined by the Minister - prohibit the sale of tobacco products from self-service vending machines - prohibit the sale of tobacco products from mobile units/containers - prohibit the sale of tobacco products and nicotine inhaling products by those under 18 years - prohibit the sale of nicotine inhaling products to persons under 18 years (the sale of tobacco products to persons under 18 years is already prohibited under the Public Health (Tobacco) Acts 2002-2015) - prohibit the sale of tobacco products at events/locations primarily intended for persons under 18 years - introduce minimum suspension periods for tobacco retailers convicted of offences - introduce fixed penalty notices (on the spot fines) for offences - provide for the publication of information in respect of any person on whom a fine, other penalty or conviction is imposed by a court ('name and shame')			

Chapter and no.	Recommendation	Lead	Action	Time frame
	The Minister has referred the General Scheme of the Bill to the Joint Oireachtas Committee on Health for pre-legislative scrutiny. Parallel to the pre-legislative scrutiny process, the Minister formally requested the Office of Parliamentary Counsel begin drafting the Bill in coordination with DOH. Once the Bill is drafted, the Minister will seek Government approval to publish the Bill and bring it before the Oireachtas.			
Update 2020	Work on the drafting of the Bill was curtailed due to the reallocation of resources within DOH and the Office of Parliamentary Counsel due to COVID-19. Preparation by DOH for pre – legislative scrutiny of the Bill resumed in the final quarter of 2020.			
Monitor tobacco use and prevalence				
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 School Children Surveys.	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	<p>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.</p> <p>Fieldwork for the Health Behaviour in School-aged Children (2014) Collaborative Study was carried out in 2014 by the WHO Collaborating Centre for Health Promotion Research School of Health Sciences (National University of Ireland, Galway). Data on smoking were collected for those between 9 and 17 years and the results will be available in 2015.</p> <p>The HSE National Tobacco Control Office (NTCO), continued the monthly tracker survey in 2014. An updated smoking prevalence report for 2014 was compiled in conjunction with the HSE's Health Intelligence Unit and posted on the HSE's website.</p> <p>Prof David Hammond from the School of Public Health & Health Systems at the University of Waterloo, Canada completed an evidence review for the DOH TACU on standardised packaging of tobacco products.</p> <p>The Tobacco Free Research Institute Ireland (TFRI) received lottery funding to test the perceptions of standardised packaging of tobacco packing among Irish teenagers and to investigate the use of electronic cigarettes in the same population. Reports on both studies will be available in 2015. The TFRI also received lottery funding to investigate the usefulness or otherwise of the Allan Carr method in smoking cessation. Fieldwork will commence in 2015.</p> <p>The Tobacco and Alcohol Control Unit submitted a tender for an assessment of the economic costs of smoking in Ireland in 2014, to be completed in 2015.</p>			

Chapter and no.	Recommendation	Lead	Action	Time frame
Update 2015	<p>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.</p> <p>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.</p> <p>The HSE National Tobacco Control Office (NTCO), continued the monthly tracker survey in 2015. An updated smoking prevalence report for 2015 was compiled in conjunction with the HSE's Health Intelligence Unit and posted on the HSE's website. Research to evaluate the use of BISC training by 2nd year (60 GEMs) general entry level medical students in Connolly Hospital published.</p> <p>Tender awarded to ICF International to carry out an assessment of the economic cost of smoking in Ireland, due for publication in 2016.</p> <p>Tender awarded to Tobacco Free Research Institute for the ESPAD Survey, due for publication in 2016.</p>			
Update 2016	<p>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.</p>			
Update 2017	<p>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.</p> <p>HIQA published the HTA of smoking cessation interventions.</p> <p>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.</p>			
Update 2018	<p>Summary reports on the findings of the HSE tracker research survey including half yearly info-graphic type reports have been published on the HSE website for 2018.</p> <p>A qualitative research study concerning attitudes and behaviour towards e-cigarettes and smoking was carried out involving focus groups of transition year students in three secondary schools. Results are being analysed. See action 9.3 for a description of the full range of research activities carried out by the TFI Programme in 2018.</p> <p>The Healthy Ireland Survey includes a smoking/tobacco use module every year. Smoking rates have reduced from 23% of the population in 2015 and 2016 to 20% in 2018. However, it is clear that the number of smokers has reduced more sharply in wealthy areas than in those considered disadvantaged. In 2018 and 2019, a module on the impact of plain packaging has been included. Results from this two -year study before and after the introduction of plain packaging will be published in October, 2019.</p> <p>Wave 4 of the Healthy Ireland Survey was published and work has commenced on Wave 5. The Healthy Ireland Survey includes a smoking/tobacco use module every year. Smoking rates have reduced from 23% of the population in 2015 and 2016 to 20% in 2018 (Wave 4 results). However, it is clear from these results that the number of smokers has reduced more sharply in wealthy areas than in those considered disadvantaged. In 2018 and 2019 (Waves 4-5), a module on the impact of plain packaging has been included, designed to capture attitudes to plain packaging before and after full introduction. Results from this two year study before and</p>			

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	<p>after the introduction of plain packaging will be published in the Wave 5 Report in October, 2019. Fieldwork for HBSC 2018 is complete, the report is due to be published in Q4, 2019.</p> <p>The DOH commenced engagement with the Central Statistics Office in relation to the inclusion of a question on smoking in Census 2021.</p>			
Update 2019	<p>Wave 5 of the Healthy Ireland Survey was published in November 2019. Smoking data shows that the prevalence of smoking has dropped from 23% in 2015 to 17% in 2019 which means there are now an estimated 165,000 fewer smokers than there were five years ago.</p> <p>Plain packaging with health warnings, introduced under a new law in 2018, was cited by 25% of smokers as a good motivation to quit. 40% of smokers have made an attempt to quit, with health concerns being the prime motivator for people wanting to quit.</p> <p>In March 2019 the Census Advisory Group agreed to include a question on the smoking of tobacco in Census 2021. The recommendation of the Group was subsequently agreed by Government. The inclusion was the result of many months of work by the HSE and the Department to feature a question on smoking so that detailed information from the Census can contribute to the evidence base for current and future tobacco control policy.</p>			
Update 2020	<p>Fieldwork on the Healthy Ireland Survey 2020 ceased in March 2020 due to the onset of the pandemic. As insufficient interviews had been carried out at that stage it was not possible to publish a report for 2020. Fieldwork is currently underway for the 2021 Survey and a report is expected to be published in Q3-4 2021 which will include smoking data.</p> <p>The Irish European Schools Project on Alcohol and Other Drugs (ESPAD) report was published in November 2020. The ESPAD monitors trends among 15 and 16 year olds in alcohol and smoking and electronic cigarette use. The report was conducted by the TobaccoFree Research Institute Ireland for the Department of Health and includes data for a total of 1,949 Irish students across a random sample of 50 secondary schools</p>			
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 on-going
Update 2014	<p>The HSE carried out an audit of eight Tobacco Free Campus sites in 2014.</p> <p>The HSE QUIT Campaign is evaluated on an ongoing basis, measuring online, phone and digital uptake of support services, message impacts and smoking prevalence.</p> <p>An evaluation of the Brief Intervention for Smoking Cessation Training Programme was completed in 2014. Preliminary analysis shows a positive impact on health professional skills in addressing tobacco use. An evaluation report is due at the end of April 2015.</p> <p>See also 9.6 below.</p>			

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Update 2015	<p>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.</p>			
Update 2016	<p>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.</p>			
Update 2017	<p>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.</p> <p>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.</p> <p>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.</p>			

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Update 2018	<p>The HSE published three research reports in 2018; The State of Tobacco Control describes current tobacco prevalence, related morbidity and mortality and tobacco control measures in 2018 - https://www.hse.ie/eng/about/who/tobaccocontrol/tobaccofreeireland/state-of-tobacco-control.pdf Youth Smoking in Ireland is a secondary analysis of the Health Behaviour in School Aged Children Study - https://www.hse.ie/eng/about/who/tobaccocontrol/tobaccofreeireland/youth-smoking-report.pdf Adult Smoking in Ireland is a secondary analysis of the TILDA and Healthy Ireland Wave 1 studies - https://www.hse.ie/eng/about/who/tobaccocontrol/tobaccofreeireland/adult-smoking-in-ireland.pdf The programme also conducted a one month snap shot survey of intensive cessation services whereby increased data such as gender, age, demographic profile, medical card status, referral source, type of support provided and Nicotine Replacement Therapy use were captured. This represented an increased data set for practitioners and provided rich information on our services for the SOTC report (please note consistent data capacity will be improved post full implementation of quit manager).</p> <p>The HSE Tobacco Free Ireland Programme successfully engaged with RCSI in a research evaluation of Tobacco Free Campus policy implementation in EVE services. EVE, a programme within the HSE provides a network of services for adults with mental health disabilities. In 2016, the Quit Smoking Programme (QSP) was implemented in 16 of these centres. This study explores the implementation of this quit smoking programme in the EVE community setting. It was conducted in line with Medical Research Council guidelines, and aimed to provide qualitative data, integrating the views and experiences of both service users and facilitators in relation to this programme's implementation. This study therefore provides richer accounts of the experiences of both staff and service users than that reported in the previous literature, taking full account of the complex issues which can shape the process of implementation in real world mental health services - https://www.hse.ie/eng/about/who/tobaccocontrol/campus/frontiers-implementation-of-a-quit-smoking-programme.pdf</p> <p>An evaluation of the QUIT campaign was commissioned and carried out by Coyne Research to to assess the campaign performance. The research found that overall, awareness of the campaign had decreased among the general smoking population compared to 2015 but was performing ahead of industry norms for public awareness campaigns. Awareness was at 71% among the campaign's key target group- male C2DE aged 24-44. The research also found that usage of e-cigarettes among current smokers was high – 53% and likelihood to use a QUIT service when quitting was low at 11%.</p> <p>The HSE TFI programme issued a a survey to the Community Health Organisations assessing the level of update of the TFC policy. See actions 7.1/7.2 for more detail.</p>			
Update 2019	<p>An evaluation of the QUIT campaign (<i>I will Survive</i>) was commissioned and carried out by Coyne Research to assess campaign performance in 2019. Awareness levels (of the campaign) were high with 66% awareness of the TV ad among the general population. Having seen the ad, 1 in 3 people who smoke claimed that they had interacted with the campaign. 43% claimed to have quit smoking or cut down on the amount of cigarettes smoked having seen the ad. Almost 1 in 2 people who smoke said that they were likely to act having seen the ad (either by quitting or engaging with QUIT services).</p> <p>The QUIT campaign worked closely with groups of people who smoke throughout 2019 to develop the next phase of the QUIT social marketing campaign. The new campaign <i>Curated by You</i>, will launch in 2020.</p> <p>The HSE Tobacco Free Ireland Programme issued a survey to the Community Healthcare Organisations assessing the level of implementation of the Tobacco Free Campus Policy. See sections 7.1/7.2 for more detail.</p> <p>The Programme has an on-going quality assurance process for monitoring commissioned Stop Smoking Services (QUIT phone service) against agreed standards.</p>			

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Update 2020	Due to COVID-19 it was not possible to conduct a formal evaluation of tobacco control measures. However, ongoing assessments of campaigns have continued. A 20% increase was seen in the number people signing up for online support to quit and a 24% increase in visits to Quit.ie. Market research on the Quit campaign found that 1 in 4 people who smoke are going to try to quit for 28 days having seen the campaign. Over one in three people who smoke said they intend to use the HSE Quit, an increase of 14% on 2019.			
Protect people from tobacco smoke				
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
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 - 2020	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			

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Update 2017	Ongoing engagement in relation to tobacco control legislation focused on the implementation of the TPD and Standardised Packaging.			
Update 2018	In April 2018, Minister of State for Health Promotion Catherine Byrne responded to a Private Members Bill that proposed to extend the legislative base for the smoking ban to outdoor areas where food is consumed. Speaking on the Bill, Minister Byrne agreed that the measures could be examined in the context of section 9.6 "after the legislative programme set out in Tobacco Free Ireland is completed and Ireland has both complied with its international obligations and introduced a comprehensive licensing system for the sale of tobacco products."			
Update 2019	Further engagement in relation to tobacco control legislation focused on the implementation of the TPD and Standardised Packaging is ongoing. The DOH remains committed to examining the measures included in the Private Members Bill proposed in 2018 which extend the legislative base for the smoking ban to outdoor areas where food is consumed, once the legislative programme set out is completed and Ireland has both complied with its international obligations and introduced a comprehensive licensing system for the sale of tobacco and nicotine inhaling products.			
Update 2020	DOH and HSE met in January to discuss the Public Health Nicotine and Inhaling Products Bill. Engagement was disrupted for much of 2020 due to the impact of the COVID-19 pandemic.			
Offer help to quit tobacco use				
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 - 2020	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.			

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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% .			
Update 2018	<p>A multidisciplinary guideline development group was established, with terms of reference to assist the HSE TFI programme in the development of national clinical practice guidelines for the diagnosis and treatment of tobacco addiction and to provide advice on the implementation of such guidance. The development of this guideline has been approved for prioritisation by the Department of Health's National Clinical Effectiveness Committee (NCEC). Candidate guidelines from international guideline development centres have been selected, collated and appraised for adaptation, and will form the evidence-base, in addition to the up-to-date evidence analysed by HIQA in their recent HTA of smoking cessation interventions in Ireland.</p> <p>14 staff trained as intensive tobacco specialists in 2018. QUIT at 4 week KPI is 48%.</p>			
Update 2019	<p>The Clinical Guideline Development Group continued to meet in 2019. Clinical Guidelines have been drafted and will be released for stakeholder consultation pending the publication of an Evidence Review of E-Cigarettes which is being carried out by the Health Research Board.</p> <p>30 staff trained as intensive tobacco cessation specialists in 2019. QUIT at 4 week KPI is 47% (i.e. 47% of those who enter into the standard stop smoking support treatment programme had quit at 4 weeks).</p>			
Update 2020	<p>A consultation on the draft smoking cessation guidelines ran from 13 October to 6 November 2020; 33 submissions were made. The draft guidelines were also reviewed by two international experts (Dr Charlotta Pissinger, Denmark & Dr Ken Ward, USA).</p> <p>The Guideline Development Group reviewed feedback from the consultation and updates were made to guidelines as appropriate. An update of all evidence under-pinning the guidelines was also included. The Guideline Development Group is working with the National Patient Safety Office to finalise submission to the National Clinical Effectiveness Committee (NCEC).</p>			
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.			

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Update 2017	<p>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.</p>			
Update 2018	<p>62 staff completed the online training module in 2018 bringing the total number of staff trained in intensive cessation to 249 (this doesn't not represent active cessation staff data). 7 Staff trained in the Mental Health specialist module and 6 staff trained in the pregnancy and smoking module to end of December 2019.</p> <p>The TFI programme prepared and submitted two 'new service business case bids' for the resourcing of staff and development of services in mental health services and maternity services which unfortunately did not secure resourcing. The programme trained and secured a dedicated smoking cessation service from an existing addiction CNS in mental health services in one acute mental health unit in Galway.</p> <p>The HSE funds the agency 'spunout' a health and education web resource designated to young people. The quit smoking content was reviewed and updated and the tobacco content continues to be one of the highest visited pages overall.</p> <p>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. 23 women participated in the We Can Quit Programme in 2018.</p> <p>The TFI Programme and Women and Infants Health Programme collaborated this year to scope and agree a smoking cessation demonstrator project at a large maternity hospital. The Purpose of the project will be to establish a specific ante-natal intensive smoking cessation service as well as its outreach services to routinely treat tobacco addiction as a care issue in pregnancy. The project will demonstrate how intensive smoking cessation services can operate in the context of HSE operated and funded maternity services and generate lessons to inform an evidence-based business case for systematic investment in services.</p>			
Update 2019	<p>39 staff completed the online training module in 2019 bringing the total number of staff trained in intensive cessation to 336.</p> <p>27 Staff trained in the Mental Health specialist module and 14 staff trained in the pregnancy and smoking module to end of December 2019.</p> <p>The TFI Programme submitted an application to the Slaintecare Integration Fund proposing the creation of 5 dedicated midwifery led smoking cessation services at 5 large maternity hospitals. Funding was made available for 2 clinical midwifery specialist posts to provide dedicated smoking cessation support for pregnant women at 2 maternity hospitals. Project groups to establish these services have been convened at Cork University Maternity Hospital and the National Maternity Hospital.</p> <p>HSE staff continue to deliver and support the "We Can Quit" smoking cessation programme, which targets smokers from disadvantaged areas, in conjunction with the Irish Cancer Society. 356 women participated in the We Can Quit Programme in 2019.</p>			

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Update 2020	<p>38 staff trained as intensive Stop Smoking Advisors in 2020 29 staff trained in the NCSCT Mental Health specialist module and 26 staff trained in the pregnancy and smoking module to end of December 2020.</p> <p>Throughout 2020, the TFI Programme has worked in partnership with Mental Health Ireland to develop a guidance document on Smoking, Mental Health and Recovery. This guidance document is being developed to support mental health services in the implementation of the National Framework for Recovery in Mental Health 2018-2020.</p> <p>Dedicated, midwifery led stop smoking services have been established at Cork University Hospital and the National Maternity Hospital although they did not become operational until late July 2020. There has also been a delay in establishing routine BCO testing due to the infection control risk posed by COVID-19. A similar Sláintecare maternity project, Supporting Women to Quit and Stay Quit, is currently in operation in South East Community Healthcare.</p> <p>We Can Quit is a community based stop smoking programme for women living in areas of deprivation which includes the delivery of free stop smoking medication. It has been coordinated by the Irish cancer Society since 2014 and was run with the support of the TFI programme and local stop smoking advisors. We Can Quit courses were delivered across 12 communities in Dublin (CHO's 7 and 9) and Cork (CHO 4). 196 women registered for the programme across the 22 courses. The TFIP assumed responsibility for the coordination of the whole programme in July 2020 and resourced through agency a temporary coordinator post for same. Local facilitators were supported to access standardised HSE training and access to Quitmanager Support was provided to help adapt courses to delivery online during COVID restrictions.</p>			
9.10	Develop a business case for a National Tobacco Cessation Service Patient Management System.	HSE		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.			

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Update 2018	<p>Following input from key stakeholders (including extensive user acceptance testing and the training of a group of “super users”) the QuitManager Core system was adapted and designed to meet the needs of the Smoking Cessation services within the HSE and Quitline. November 26th marked go live in the National Quit line, Community Services in Donegal, Sligo, Roscommon, Kerry, Cork, Dublin South, Kildare, West Wicklow. Acute Hospital Services in Letterkenny University Hospital, Cork University Hospital, Sligo University Hospital, and University Hospital Kerry. QuitManager will be deployed nationally throughout 2019.</p> <p>Significant challenges were encountered and overcome in order to ensure that all information and data to be held by the system was in compliance with the new EU General Data Protection Regulations (GDPR). In 2019 a referral module will be developed whereby the QuitManager system will integrate with the maternity hospital patient management system (MN-CMS) and GP systems (Healthlink).</p>			
Update 2019	<p>Remaining HSE Stop Smoking Services were added to the live system and training was provided to all system users. Data impact assessments were completed for a number of Stop Smoking Services located in voluntary hospitals with a new Key Performance Indicator report being developed within the system.</p> <p>Scoping for referral module commenced. Integrations with GP systems (Healthlink) and the Maternity patient management system (MN-CMS) were scoped and timeframes agreed.</p>			
Update 2020	<p>The GP referral module was scoped and built during 2020. Intensive user testing was performed for the roll out and deployment of the referral module (this will work by receiving referrals from GP practices via Healthlink which in turn will upload to the Quitmanager system).</p> <p>This will encourage facilitated referrals into the service and was welcomed by the Irish College of General Practitioners. The system allows generation of data at individual advisor and clinic level.</p>			
9.11	Train all frontline healthcare workers to deliver interventions for smoking cessation as part of their routine work.	HSE	<p>1. Training targets set for number of staff to be trained in Brief Intervention Smoking Cessation HSE Annual Service Plan.</p> <p>2. Very Brief Advice on-line training to be offered to all staff.</p>	<p>1. 2014 and on-going.</p> <p>2. Develop for 2015</p>
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).			
Update 2018	Brief Intervention in Smoking Cessation training was not formally reported as a National Service Plan KPI in 2018 due to the transition to MECC. However, BISC training was provided upon request during the transition to MECC training. In 2018, 97 HSE staff, 440 undergraduates, 13 Irish Prison Service staff and 19 community workers were trained in BISC.			

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Update 2019	The number of frontline staff taking up smoking cessation training continued to rise this year. 1,792 staff completed the Making Every Contact Count online training in 2019, with 367 staff were going on to complete the Making Every Contact Count face to face training module. The scheme remains committed to emphasising health promotion in all contact with patients as a way of acquiring both short - term and long - term health benefits for those presenting.			
Update 2020	Making Every Contact Count training was available throughout the year. 1,505 HSE staff completed the eLearning training in 2020, with 130 HSE staff completing the face to face training module.			
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 a Health Technology Assessment of smoking cessation methodologies in their 2015 workplan.			
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: https://www.hiqa.ie/reports-and-publications/health-technology-assessment/hta-smoking-cessation-interventions . The HSE TFI Programme team inputted into all development stages of the Health Technology Assessment for Smoking Cessation.			
Update 2018	Any new evidence produced regarding the use of NRT and other approaches continues to be gathered and reviewed.			
Update 2019	Electronic cigarettes have become an increasingly popular product in Ireland in recent years and continues to be monitored by DOH. The research on e-cigarettes is also rapidly evolving. In 2019 the Minister for Health Simon Harris asked the Health Research Board to undertake a review and assessment of more recent evidence on e-cigarettes which will examine the evidence in relation to the health harms of e-cigarettes and their effectiveness as an aid to smoking cessation. The evidence review is expected to be completed in March 2020.			
Update 2020	In October 2020 the Health Research Board published their findings of a review of the evidence on the health harms of e-cigarettes, their effectiveness as an aid to smoking cessation and whether they act as a gateway to smoking tobacco products. The review can be found here: https://www.hrb.ie/publications/publication/electronic-cigarette-and-smoking-cessation-an-evidence-review/			
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
Update 2014	See 8.6 to 8.12 above.			
Update 2015	See 8.6 to 8.12 above.			

Chapter and no.	Recommendation	Lead	Action	Time frame
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.			
Update 2018	The DOH TACU continues its participation in the EU Expert Group on Tobacco Policy, and its subgroups on ingredients and e-cigarettes, to facilitate the implementation and enforcement of the regulatory framework for nicotine products.			
Update 2019	The Department of Health Tobacco and Alcohol Control Unit continues its participation in the EU Expert Group on Tobacco Policy and its subgroups on ingredients and e-cigarettes to facilitate the implementation and enforcement of the regulatory framework for nicotine products. See 8.7 to 8.12 for update on the Public Health (Tobacco and Nicotine Inhaling Products) Bill			
Update 2020	The Tobacco Products Directive is currently being reviewed by the European Commission. The Department of Health and HSE contributed to questionnaires and surveys on the implementation and functioning of the Directive on a number of occasions in 2020. DOH and HSE participated in meetings of the EU Expert Group on Tobacco policy and its subgroups in 2020.			
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.			

Chapter and no.	Recommendation	Lead	Action	Time frame
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 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"> • 245,430 visits - ↑6% on 2016 • 26% (63k) of visits to quit.ie came from Facebook promoted posts • 80% of users access the website using a mobile device • Reduction of 10% in Quit Plan Sign ups – 12,629 in 2017 v's 14,056 in 2016 • 59% new visitors (similar to 2016) • Majority of visitors are female - male visitors ↑1% in 2017, now account for 34% of all visitors • Top 3 sources for signups: Social (30%), Direct (25%) and Paid Search (25%) <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>			
Update 2018	<p>€1.5m was invested in QUIT campaign in 2018. This was an overall decrease in budget compared to 2017; however 2017 spend included the creative development of the new TV campaign.</p> <p>Review of 2018 QUIT Campaign:</p> <ul style="list-style-type: none"> • 235,150 visits – decrease of 4% on 2017 • 30% (71K) of these visits were from Facebook promoted posts. • 72% of visitors are using a mobile device to access QUIT.ie • 64% of visitors to QUIT.ie in 2018 were categorised as new visitors, up 8% since 2017. • 26% decrease in the number of Quit Plan sign ups compared to 2017 • 7,448 activated Quit plan accounts, a decrease of 34% compared to 2017 (11,237). • Top 3 sources for signups were Social (30%) direct (22%) and paid search (17%) <p>The HSE ran the 'I will survive' TV campaign throughout the year and launched, 'Emotions' a new radio campaign which asked smokers what they need to feel before they quit. The Department of Public Health in Vermont requested permission to use the 'I will survive' advertisement in 2019.</p> <p>New out of home creative was developed in November/Dec for the January 2019 burst of the Quit campaign.</p> <p>The Quit campaign developed new online facebook content (using content from existing face to face group support resources and made these suitable for a digital format). This new potential service support option was piloted with 3 closed facebook groups from September - December 2018. The evaluation of this programme is underway.</p>			

Chapter and no.	Recommendation	Lead	Action	Time frame
Update 2019	<p>€1.8 million was invested in the QUIT campaign in 2019. This was an overall increase in budget of €300,000 compared to 2018.</p> <p>Review of the 2019 QUIT Campaign:</p> <ul style="list-style-type: none"> •238,678 visits to quit.ie – increase of 1.5% on 2018 •168,851 unique visitors to quit.ie • 2,388 lead generations through Facebook •4,016 calls to the QUIT line phone service •6,500 activated QUIT Plan accounts <p>Extensive consultation took place with smokers from specific target population groups. A creative agency was appointed to develop a new TV advert following a tender process. A number of creative concepts were tested with the target audience and the Curated By You ad was chosen. A TV ad, a number of radio ads and supporting promotional material were developed and filmed/recorded in December for launch in January 2020. The central theme running through the new QUIT campaign is <i>Quit for 28 days and you are 5 times more likely to quit for good</i>.</p>			
Update 2020	<p>€1.7 million was invested in the QUIT campaign in 2020. HSE National Communications and the HSE TFI Programme launched a new QUIT marketing campaign, called <i>The Last Stop</i> in January 2020. See Section 9.3. The first QUIT month was held in March (until mid - March when the campaign was halted due to the emerging COVID-19 pandemic), encouraging people across the country to quit together and provided tools and tips to help people on their 28 day quit journey and beyond. Five Quit leaders were followed through videos and articles as they quit with support from the Quit Service. The HSE ran a QUIT road show in shopping centres around Ireland in February and early March 2020.</p> <p>During the summer of 2020, some further focus testing of the campaign messaging and assets was carried out to assess tone and acceptability in a post COVID environment. New content was created with the QUIT leaders describing their quitting journey during the lockdown periods. A second Quit month was run in October with activity taking place online in line with COVID-19 restrictions.</p> <p>Quit campaign activity for 2020 included:</p> <ul style="list-style-type: none"> • 290,857 visits to Quit.ie • 197,481 unique visitors to Quit.ie • 7,755 activated Quit plans • 4,236 calls to Quitline Service • 2,768 leads generated through Facebook 			
9.15	Advocate for the removal of VAT from NRT	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 - 2020	Not possible at this juncture to introduce a different VAT rate for NRT products as per the EU VAT Directive			
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	Initiate Q3 2014 and on going
Update 2014-2020	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.			

Chapter and no.	Recommendation	Lead	Action	Time frame
Warn about the dangers of tobacco				
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 2014-2020	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	<p>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.</p> <p>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.</p>			
Update 2018	DOH H&WBP continues to engage with DES on a number of matters, including the Interagency Wellbeing Committee, the Active Schools Flag Programme and the development of an app to support the implementation of the Senior Cycle PE Framework.			
Update 2019	<p>The HSE Education Team offer training to teachers to support them with the creation of a Wellbeing Promotion Process, aimed at promoting wellbeing among students, and the training calendar is agreed with the Department of Education and Skills on an annual basis. The Primary School Curriculum is in the process of being reviewed and it is envisaged that the new Curriculum will include Wellbeing as a core subject. A public consultation on the new Primary Curriculum Framework will take place in 2020</p> <p>DOH H&WBP continues to engage with DES on a number of matters, including the Interagency Wellbeing Committee, the Active Schools Flag Programme and the development of an app to support the implementation of the Senior Cycle PE Framework.</p> <p>The TFI Programme developed 5 new lessons on tobacco and e-cigarette use for pilot testing with the new Junior Cycle SPHE curriculum in 2020/2021.</p>			

Chapter and no.	Recommendation	Lead	Action	Time frame
Update 2020	<p>New activities on tobacco have been developed as part of the Healthy Choices 1, the first substance misuse module of the Junior Cycle SPHE resource, aimed at first year students. Activities focus on the dangers of second hand smoking, the contents of nicotine and general myths and facts on the short-term consequences of smoking. Healthy Choices 1 is available here: https://www.hse.ie/eng/about/who/healthwellbeing/hse-education-programme/junior-cycle-sphe-training-resources/healthy-choices/healthy-choices-unit-of-learning.pdf</p> <p>The TFI Programme has also worked with the Education Programme to develop a tobacco free information session to be incorporated into the newly redeveloped Healthy Ireland Smart Start (HISS) Programme. HISS provides information and resources for early learning and care staff and services and provides an opportunity for services involved to become publicly recognised as Healthy Ireland Early Learning and Care services.</p>			
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.			
Update 2018	An examination and report on a cohort of Irish Duty paid cigarettes and RYO packs obtained as part of the Illicit Trade survey was undertaken, which included assessing compliance with the requirement of rotation of pictorial warnings.			
Update 2019	<p>An examination on a cohort of Irish Duty paid cigarettes and RYO packs obtained as part of the Illicit Trade survey was undertaken with particular reference to compliance with the Public Health (Standardised Packaging of Tobacco) Act 2015 and regulations made thereunder. This survey indicated a high level of compliance with health warnings and Standardised packaging requirements.</p> <p>The HSE Environmental Health Service are collaborating in the Joint Action on Tobacco Control with other member states.</p>			
Update 2020	The National Tobacco Control Operational Unit undertook an examination on a cohort of Irish Duty paid cigarettes and RYO packs obtained as part of the Illicit Trade survey with particular reference to compliance with the Public Health (Standardised Packaging of Tobacco) Act 2015 and regulations made thereunder. The findings of this survey indicated a very high level of compliance with pictorial warnings, health warnings and standardised packaging requirements.			
9.20	Undertake continued evaluation of campaigns and programmes.	1.DOH TACU 2. HSE	See 9.3.	2014 and on-going

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Update 2014-2020	See 9.1, 9.3 and 9.14 above			
Enforce bans on tobacco advertising, promotion and sponsorship				
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
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.			
Update 2018	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.			
Update 2019	<p>The EHS continues to maintain an active tobacco control inspection programme. In 2019 the HSE National Environmental Health Service (EHS) Tobacco Control Inspection Programme carried out 15,043 inspections, with a compliance rate of 82%. The KPI target for 2019 was 384 test purchase inspections. 467 test purchase inspections were carried out with a compliance rate of 86.5%.</p> <p>43 convictions were secured in respect of non-compliance with the Public Health (Tobacco) Acts 2002 as amended and regulations made thereunder. HSE continues to publish a convictions report quarterly on the HSE website.</p> <p>A total of 115 complaints were received and investigated by the EHS, 98 of these related to tobacco control complaints, while 17 related to Tobacco Products Directive.</p>			
Update 2020	<p>In 2020 a total of 58 complaints in relation to the Tobacco Products Directive were received, risk assessed and investigated by the National Tobacco Control Operational Unit.</p> <p>In 2020 the HSE National Environmental Health Service (EHS) Tobacco Control Inspection Programme carried out the following:</p> <ul style="list-style-type: none"> • 58 test purchase inspections were carried out of which 56 were compliant, representing 96.5% compliance. The KPI target of 384 initial test purchase inspections for 2020 was not met as test purchases were suspended due to COVID-19. • 18 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. 			
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			

Chapter and no.	Recommendation	Lead	Action	Time frame
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.			
Update 2018	Ongoing engagement in relation to tobacco control legislation focused on the implementation of the Tobacco Products Directive and Standardised Packaging.			
Update 2019	Ongoing engagement between DoH and HSE in relation to tobacco control legislation including the implementation of the Tobacco Products Directive and the proposed Public Health (Tobacco and Nicotine Inhaling Products) legislation.			
Update 2020	Engagement between DOH and HSE in relation to tobacco control legislation continued in 2020 but was disrupted by COVID-19.			
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 - 2020	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
Update 2014	<p>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.</p> <p>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.</p>			
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.			

Chapter and no.	Recommendation	Lead	Action	Time frame
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.			
Update 2018	Legislation now in place.			
Update 2019	<p>In 2019, in anticipation of the five - year anniversary of the passage of the Act, a post - enactment review of the legislation was carried out by the Unit. The review found the regulations had been successfully enacted and that the legislation had become established tobacco control policy.</p> <p>The review also referred to a 2018 examination and report on a cohort of Irish Duty paid cigarettes and roll your own packs obtained as part of the annual Illicit Trade survey in conjunction with the National Tobacco Control Operational Unit of the Environmental Health Service Office and the Revenue Commissioners, undertaken with particular reference to the Public Health (Standardised Packaging of Tobacco) Act 2015 and regulations made thereunder. The Report found a high level of compliance with the legislation. Approval of the legislation among the general public has also been found to be high. The Healthy Ireland Survey 2019 found the following:</p> <ul style="list-style-type: none"> • 73% of the population approve of the plain packaging legislation. 71% of those interviewed in the previous wave approved of the legislation. • While smokers are less likely than non-smokers to approve of the legislation (63% and 76% respectively), smokers' level of approval has not changed since the introduction of the legislation. 			
Update 2020	Legislation now in place.			
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.			

Chapter and no.	Recommendation	Lead	Action	Time frame
Update 2018	The DOH TACU continues to engage with the European Commission and the HSE in relation to the implementation and enforcement of the Directive. EU Commission Delegated Regulation 2018/574 and EU Commission Implementing Decision 2018/576 provide, through secondary legislation, for the details of an EU - wide traceability and security features system for all unit packets of tobacco products manufactured in or imported into the Union. The aim of the system is to fight illicit trade in tobacco products. Work by DOH TACU to draft legislation to implement Delegated Regulation 2018/574 and Implementing Decision 2018/576 in Irish law by amending the European Union (Manufacture, Presentation and Sale of Tobacco and Related Products) Regulations 2016 (S.I. No. 271 of 2016) is ongoing.			
Update 2019	The DOH TACU continues to engage with the European Commission and the HSE in relation to the implementation and enforcement of the Directive. Work by DOH TACU, in consultation with the Office of the Revenue Commissioners, to finalise draft legislation to implement Delegated Regulation 2018/574 and Implementing Decision 2018/576 in Irish law by amending the European Union (Manufacture, Presentation and Sale of Tobacco and Related Products) Regulations 2016 (S.I. No. 271 of 2016) is ongoing.			
Update 2020	The DOH TACU engages with the European Commission and the national competent authorities for the Tobacco Products Directive (TPD), the HSE and the Office of the Revenue Commissioners in relation to its implementation and enforcement.			
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 2016-2020	Advertising code now 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 Tobacco Products Directive and Standardised Packaging.			
Update 2018	Ongoing engagement in relation to tobacco control legislation focused on the implementation of the Tobacco Products Directive and Standardised Packaging.			

Chapter and no.	Recommendation	Lead	Action	Time frame
Update 2019	In 2019 the Department proceeded with developing legislation centred on the introduction of a new licensing system for both the retail sale of tobacco products and nicotine inhaling products. The Department has noted with concern the increasing trend of the tobacco industry investing in electronic cigarette companies as the public continues to turn away from tobacco products. DOH continues to monitor the domestic and international situation and is awaiting the conclusions of an evidence review by the Health Research Board examine the evidence in relation to the health harms of e-cigarettes and their effectiveness as an aid to smoking cessation. This review will then inform future policy.			
Update 2020	In October 2020 the Health Research Board published their findings of a review of the evidence on the health harms of e-cigarettes: https://www.hrb.ie/publications/publication/electronic-cigarette-and-smoking-cessation-an-evidence-review/ The findings align with previous international assessments of e-cigarettes, particularly in their primary conclusion that more research is needed to understand longer term effects. The findings support the provisions in the Public Health (Tobacco and Nicotine Inhaling Products) Bill to prohibit the sale of e-cigarettes to persons under 18 and to provide for a licensing system for their sale.			
Raise taxes on tobacco products				
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			
Update 2018	Officials from DOH TACU and the Office of the Revenue Commissioners participate in meetings of the EU Expert Sub-group on Traceability and Security Features. The Office of the Revenue Commissioners, as competent authority for the traceability and security features system, is responsible for overseeing the implementation of the system while DOH TACU is drafting the necessary accompanying legislation.			
Update 2019	Officials from DOH TACU and the Office of the Revenue Commissioners continue to participate in meetings of the EU Expert Sub-group on Traceability and Security Features. The EU-wide traceability and security features system applying to cigarettes and roll-your-own tobacco became operational on 20 May 2019. The Office of the Revenue Commissioners, as competent authority, was responsible for the development of the system in Ireland and has oversight of the system. DOH TACU is finalising the necessary accompanying legislation in consultation with the Office of the Revenue Commissioners. TACU worked with the Department of Finance to provide input on Budget 2020 Tax Strategy Group Papers relating to tobacco products and novel products.			
Update 2020	DOH TACU provided input on the public health aspects of taxation of tobacco products and novel products for inclusion in the Budget 2021 Tax Strategy Group Papers. DOH TACU and the Office of the Revenue Commissioners continue to participate in meetings of the EU Expert Subgroup on the Traceability and Security Features Systems.			
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.			

Chapter and no.	Recommendation	Lead	Action	Time frame
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 cent (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 cent (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.			
Update 2018	In Budget 2019 the excise duty on a packet of 20 cigarettes was increased by 50 cent (including VAT) with a pro-rata increase on other tobacco products. Excise duty on roll-your-own tobacco was increased by 25 cent. In addition, the minimum excise duty on tobacco products was increased so that all cigarettes sold below €11 now have the same excise applied as cigarettes sold at €11 or over. This took effect from midnight on 9 October 2018.			
Update 2019	In Budget 2020 the excise duty on a packet of 20 cigarettes was increased by 50 cent (including VAT) with a pro-rata increase on other tobacco products. This increase brings the price of cigarettes in the most popular price category to €13.50. This took effect from midnight on 10 October 2019.			
Update 2020	In Budget 2021 the excise duty on a packet of 20 cigarettes was increased by 50 cent (including VAT) with a pro-rata increase on other tobacco products. This increase brings the price of cigarettes in the most popular price category to €14. This took effect from midnight on 10 October 2020.			
9.32	Remove tobacco from the consumer price index.	DOH TACU	Discuss with Central Statistics Office and other relevant bodies.	Initiate Q1 2015
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 - 2018	Levy initiative not being pursued by Department of Finance on account of potential difficulties with Corporation Tax structure.			
Update 2019	<p>In December 2019 the Department of Communications, Climate Change and Environment initiated a public consultation on a new Waste Action Plan for Ireland.</p> <p>Using DIRECTIVE (EU) 2019/904, commonly referred to as the Single Use Plastics Directive (SUP) which is to be transposed into Irish law by 3 July 2021, Ireland will be expanding Extended Producer Responsibility for the manufacturers of tobacco products and commit to the development of a full producer responsibility scheme by 5 January 2023.</p> <p>This will ensure the tobacco industry will share responsibility for waste from tobacco products, which continues to account for a large amount of the waste on Ireland's streets every year.</p>			
Update 2020	The Department of the Environment, Climate and Communications is working on the implementation of the Single Use Plastics Directive (Directive (EU) 2019/904). The EU Implementing Regulation (2020/2151) outlining the marking specifications required for tobacco products with filters and filters marketed for use in combination with tobacco products was finalised in December 2020 and will apply from July 2021.			

Chapter and no.	Recommendation	Lead	Action	Time frame
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.			
Update 2018	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. Officials from DOH TACU and the Office of the Revenue Commissioners participate in meetings of the EU Expert Sub-group on Traceability and Security Features. The Office of the Revenue Commissioners, as competent authority for the traceability and security features system, is responsible for overseeing the implementation of the system, while DOH TACU is drafting the necessary accompanying legislation.			
Update 2019	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. Officials from DOH TACU and the Office of the Revenue Commissioners participate in meetings of the EU Expert Sub-group on Traceability and Security Features. The EU-wide traceability and security features system applying to cigarettes and roll-your-own tobacco became operational on 20 May 2019. The Office of the Revenue Commissioners, as competent authority, was responsible for the development of the system in Ireland and has oversight of the system. DOH TACU is drafting the necessary accompanying legislation in consultation with the Office of the Revenue Commissioners.			
Update 2020	Discussions on-going with respect to illicit trade in the context of the implementation of the EU Tobacco Products Directive and the WHO Protocol to Eliminate Illicit Trade in Tobacco Products. DOH TACU and the Office of the Revenue Commissioners continue to engage in relation to the EU-wide traceability and security features systems.			
National and International Partnerships				
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 ⁷ , 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.			

Chapter and no.	Recommendation	Lead	Action	Time frame
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.			
Update 2018	The HSE Tobacco Free Ireland Programme coordinated and chaired 4 meetings of our tobacco stakeholders in 2018 where programmes of work were shared, campaign activities were shared and cross referenced. The HSE (TFI) Programme and TFI Partners Group held a World No Tobacco Day Conference at Farmleigh House on the 31st May 2018 with an aim to mobilise and empower all stakeholders towards achieving the TFI target. The conference theme was Mobilising Communities Towards a Tobacco Free Ireland. The conference was attended by 121 delegates (54 of which were HSE staff and 67 representatives from external agencies). The event provided an opportunity to present relevant national and international research in tobacco control & explore current research gaps in Ireland as well as an opportunity for discussion/debate/input to identify & prioritise recommendations for progressive actions across policy, practice and research in tobacco control. It also provided a platform to engage the Tobacco Partners group and wider stakeholders in working towards improved collaboration for implementation of the HSE TFI action plan.			
Update 2019	The HSE Tobacco Free Ireland Programme coordinated and chaired 4 meetings of our tobacco stakeholders in 2019 where programmes of work were shared, campaign activities were shared and cross referenced. See action 7.5			
Update 2020	The HSE Tobacco Free Ireland Programme coordinated and chaired two meetings of our tobacco stakeholders in 2020 where programmes of work were shared, campaign activities were shared and cross referenced. The Department of Health engaged in bilateral contacts with NGOs in 2020 in relation to tobacco control issues and COVID-19 and smoking.			
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			

Chapter and no.	Recommendation	Lead	Action	Time frame
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 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.			
Update 2018	The European Union (Manufacture, Presentation and Sale of Tobacco and Related Products) Regulations 2016 (S.I. No. 271 of 2016) were amended in 2018 by S.I. No. 132 in relation to product presentation for electronic cigarettes and refill containers; S.I. No. 364 on safety and quality requirements for electronic cigarettes and refill containers and S.I. No. 504 which designates the Office of the Revenue Commissioners as the competent authority for the EU-wide traceability and security features system. Work on drafting the necessary legislation to implement the EU Commission Implementing Acts on the traceability and security features system in Irish law by the DOH TACU is ongoing. The DOH TACU continues to engage with the European Commission and the HSE in relation to implementation and enforcement of the Directive.			
Update 2019	Work on drafting the necessary legislation to implement the EU Commission Implementing Acts on the traceability and security features system in Irish law by the DOH TACU, in consultation with the Office of the Revenue Commissioners, is ongoing. The DOH TACU continues to engage with the European Commission and the HSE in relation to implementation and enforcement of the Directive. The EU Commission has signalled its intention to begin consulting with Member States on the review of the Tobacco Products Directive in 2020.			
Update 2020	The DOH TACU continues to engage with the European Commission and the HSE in relation to the implementation and enforcement of the Directive. Work on the review of the 2016 Directive began in 2020 and the DOH, HSE and Office of the Revenue Commissioners have contributed to that review via comprehensive questionnaires and surveys.			
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).			

Chapter and no.	Recommendation	Lead	Action	Time frame
Update 2017	<p>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.</p> <p>Ireland actively participated in WHO meetings (Copenhagen and Heidelberg) on tobacco control issues and the WHO FCTC.</p>			
Update 2018	<p>In March 2018 Dublin was selected to host the World Conference on Tobacco or Health (WCTOH) in 2021. This Conference is the premier convention on tobacco - related issues, taking place every 3 years. It will be the first time the WCTOH has been hosted by a European city since 2003. Hosting the convention will provide an excellent opportunity for Ireland to highlight its position as a global leader in tobacco control measures, with the WCTOH often the main forum for discussing the next steps in global tobacco control efforts.</p> <p>Ongoing engagement with the WHO in relation to tobacco control issues. Officials from the DOH TACU participated in meetings of the Conference of the Parties (COP8) of the WHO FCTC and the first Meeting of the Parties to the Protocol to Eliminate Illicit Trade in Tobacco Products (MOP1) in October 2018.</p>			
Update 2019	<p>Following Dublin being selected in 2018 as host of the World Conference on Tobacco or Health, due to take place in March 2021, the DOH convened several meetings of the Local Organising Committee (consisting of a wide range of governmental and civil society organisations) and a joint meeting with the International Advisory Board in 2019.</p> <p>By year end, date and venue were confirmed (9-11th March 2021, Convention Centre Dublin) as the was the Conference logo and theme (Navigating Change: Leading with Impact) as well as a broad outline of the Conference Programme.</p>			
Update 2020	<p>Planning for the World Conference on Tobacco or Health in Dublin continued. The plenary programmes for the conference were finalised by the end of February. All preparations were completed to invite abstracts from mid March. Due to the COVID-19 pandemic, planning was then put on hold. In May 2020, the Advisory Board, in consultation with Local Organising Committee agreed to postpone 2021 the event until 2022 and to hold a virtual Leadership Summit in May 2021.</p> <p>A series of webinars were organised in 2020 to take place in advance of the Leadership Summit. In 2020 these were:</p> <ul style="list-style-type: none"> • Tobacco and covid-19: understanding the science and policy implications. • Plain packaging: lessons for the next round of implementing countries. • Fiscal strategies for financing health services in pandemic times: the case for tobacco tax. <p>A further series of webinars were prepared for 2021. Organisation of WCTOH for 2021 to be kept under constant review.</p> <p>DOH TACU and the HSE participated in a WHO workshop on <i>FCTC Article 5.3 and Novel Tobacco and Nicotine Products</i> in February 2020. DOH TACU delivered a presentation on regulatory approaches to ENDS and HTPS.</p>			
10.4	<p>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.</p>	DOH TACU	<p>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.</p>	On-going

Chapter and no.	Recommendation	Lead	Action	Time frame
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	<p>See 10.3 above.</p> <p>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.</p> <p>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.</p> <p>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.</p>			

Chapter and no.	Recommendation	Lead	Action	Time frame
Update 2018	<p>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.</p> <p>The HSE Tobacco Free Ireland Programme Lead travelled to Bellelay, Switzerland on the 13th and 14th of September 2018 to participate in the General Assembly of the GNTH and GNTH autumn workshop. A Clinical Nurse Manager 3 also travelled to this event and presented a case study on Tobacco Free Campus implementation in a mental health inpatient facility at Cluain Lir, Mullingar, Co. Westmeath.</p> <p>HSE TFI Programme staff continue to chair and provide administrative support to the GNTH network. The TFI Programme financially supported the redevelopment and improvement of the GNTH Network and online self-audit tool and website.</p> <p>In March 2018 Dublin was selected to host the World Convention on Tobacco or Health in 2021. This Convention is the premier convention on tobacco - related issues, taking place every 3 years. It will be the first time the WCTOH has been hosted by a European city since 2003. Hosting the convention will provide an excellent opportunity for Ireland to highlight its position as a global leader in tobacco control measures, with the WTCOH often the main forum for discussing the next steps in global tobacco control efforts.</p>			
Update 2019	<p>In April 2019 DOH hosted a delegation from Armenia, including the Armenian Minister for Health. DOH briefed the delegation on Ireland's progress in tobacco control and provided guidance on how Armenia might facilitate their own national tobacco control initiatives.</p> <p>In April 2019 Ireland was invited to chair the Tobacco Control Informal Network for 2019-2020. The Network is a group of eight countries that have similar approaches to tobacco control issues. The other members are Canada, Uruguay, the UK, Australia, France, New Zealand and Norway. The duties of the chair country including organising expert meetings during the year to exchange knowledge and best practice and organising a lunch meeting on the fringes of the World Health Assembly with participants up to Ministerial level in attendance. On 21 October, Ireland hosted a meeting of experts from Network member countries on the topic of e-cigarettes and novel tobacco products. The meeting was held in the Permanent Mission of Ireland to the United Nations in Geneva.</p>			
Update 2020	<p>The WHO World Health Assembly scheduled for May 2020 was postponed as a result of COVID-19 resulting in the cancellation of the meeting of the Tobacco Control Informal Network which was to be chaired by the Minister for Health.</p> <p>DOH TACU and the HSE Tobacco Free Ireland Programme participated in the European Conference on Tobacco or Health (ECToH) in Berlin in February 2020. The TFI Programme presented an Irish case study, Supporting Tobacco Free Campus Implementation in Ireland, as part of an international Role of Health Professionals in Tobacco Prevention and Control workshop. The Programme also presented the case study to the Global Network for Tobacco Free Healthcare Services (GNTH) General Assembly.</p> <p>In 2020, the TFI programme participated in two meetings of the recently re-established European Quitlines Group. The meetings involve sharing of experiences and resources regarding the provision of services to particular population sub-groups including young people and those with other addictions. The HSE has also become involved in the Coalition of Nurses and Health Professionals against tobacco. The group has representation from across Europe and the United States and is concerned with the de-normalisation of tobacco use among health professionals with an initial focus on influencing nursing and medical students.</p>			

Chapter and no.	Recommendation	Lead	Action	Time frame
Legend	<ol style="list-style-type: none"> 1. DOH TACU: Department of Health Tobacco and Alcohol Control Unit. 2. WHO FCTC: World Health Organisation Framework Convention on Tobacco Control. 3. DOH H&W P: Department of Health Health and Wellbeing Programme. 4. HSE: Health Service Executive. 5. EU: European Union. 6. TFI Programme: Tobacco Free Ireland Programme 7. CHO: Community Healthcare Organisations 8. HP & I: Health Promotion and Improvement 9. Environmental Health Service 10. NRT: Nicotine Replacement Therapy. 11. NGOs: Non-Governmental Organisations. 12 ILO: International Labour Organisation. 13. TFC: Tobacco Free Campus 14. NHS: National Health Service (UK) 15. TPD: Tobacco Products Directive. 16. RIA: Regulatory Impact Assessment. 17. BISC: Brief Intervention in Smoking Cessation. 18. MECC: Making Every Contact Count. 19. HIQA: Health Information and Quality Authority 			