

Fresh (Smoke Free North East)

Smoking is the biggest cause of preventable early death, ill health and health inequalities in Newcastle. It kills one in every two lifelong smokers. Smoke Free Newcastle works with Fresh and Smoke Free on an annual plan outlining its work to tackle smoking:

- protecting people from passive or secondhand smoke
- supporting smokers to quit smoking
- developing health education campaigns giving information, support and advice on secondhand smoke, giving up smoking and illegal tobacco
- preventing children and young people from taking up smoking
- campaigning for changes to strengthen laws on smoking
- making sure national laws and regulations related to smoking are being enforced. This includes for example; making sure retailers are not selling cigarettes and tobacco to anyone under the age of 18 years
- tackling illegal tobacco through the [Keep It Out](#) campaign
- supporting research related to smoking

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