

National Institute for Health and Clinical Excellence

**PUBLIC HEALTH INTERVENTION–PREVENTING THE UPTAKE OF SMOKING BY CHILDREN - Consultation on the Draft Guidance from 19th March – 18th April 2008
Comments to be received no later than 5pm on Friday 18th April 2008**

Stakeholder Comments

Please use this form for submitting your comments to the Institute.

1. Please put each new comment in a new row.
2. Please insert the **section number** in the 1st column. If your comment relates to the document as a whole, please put '**general**' in this column

Name:		Dr Jennifer Mindell
Organisation:		Faculty of Public Health
Section number	Page Number	Comments
Indicate section number or ' general ' if your comment relates to the whole document		Please insert each new comment in a new row.
General	many	Most reference citation systems use authors, or editors, as the in-text citation. Why does NICE use the publisher / commissioner of the Smoking and Drug Use among Secondary School Children (ie The Information Centre) instead of the editors or the organisation that wrote the report (NatCen)?
General	many	Given the many gaps in evidence summarised at the end of Appendix D, this is a good attempt to produce evidence-based recommendations that are deemed likely to result in positive and avoid negative effects on reducing tobacco use and therefore improve short-, medium- and long-term health.
General	several	We are very pleased that NICE has placed these recommendations within the context of a comprehensive tobacco control policy, as effective tobacco control interventions generally have greater impact when introduced in conjunction with other measures rather than in isolation.
Recommendation 1	6	It is crucial that any mass media campaigns that focus specifically on children take note of the specific recommendations listed, to avoid increasing the desirability of smoking. However, not all of the evidence listed in section 1 in Appendix C is included, such as the need not to patronise children.
Recommendation 1	6	In particular, we welcome the final point on page 6, emphasising the need for pre- and post-testing of message contents, format and delivery.

Please add extra rows as needed

Please return the comments form to: smokingandchildren@nice.org.uk

NB: The Institute reserves the absolute right to edit, summarise or remove comments received on during consultation on draft guidance where, in the reasonable opinion of the Institute, they may conflict with the law, are voluminous or are otherwise considered inappropriate.

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Recommendations 2 & 3	7 - 9	It is helpful that NICE is recommending that local authority Trading Standards departments enforce current legislation and conduct test purchases, as this may help such departments find resources for these activities. Their legal obligation under the 1991 Act regarding sale of tobacco to minors is only to report what enforcement activities – if any – they have conducted in the previous year.

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