

# Issue Brief: Tobacco Control to Protect Youth

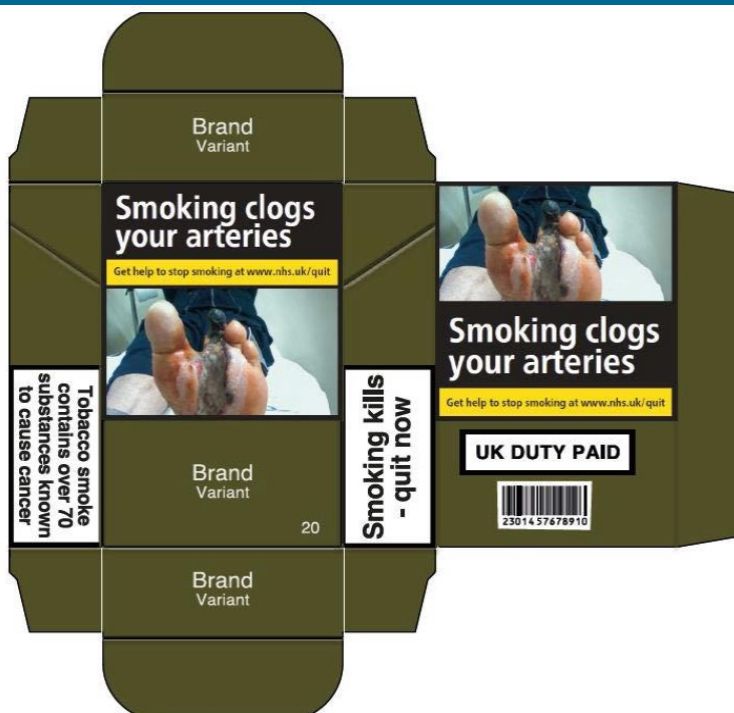
11th April 2019

## NEED TO KNOW

The Ministry of Health is part of global initiatives to reduce tobacco use—a major cause of expensive, preventable illness. As a part of this, we are participating in a study by Public Health England and the University of Edinburgh looking at challenges and opportunities to reduce tobacco use on the Island. For example, it explores views on Standardised Packaging for cigarettes and other tobacco control policies that protect children and youth from tobacco advertising. The research is also being done in other UK Overseas Territories. Your feedback will give insights on the potential for making changes in Bermuda and across the region.

## Survey

- The survey is available here: [https://edinburgh.eu.qualtrics.com/ife/form/SV\\_0v7H4kGBv63vprv](https://edinburgh.eu.qualtrics.com/ife/form/SV_0v7H4kGBv63vprv)
- Deadline for completion is 15th April 2019
- Completion takes 10 - 20 minutes.
- It asks opinions about priorities, barriers and opportunities for improved tobacco control.
- The information received is confidential.
- It will provide the research team and policy makers with guidance on implementation of tobacco control.
- The research is also being conducted in: St Helena, The Cayman Islands, and Anguilla
- (PICTURED LEFT) The standardised packaging proposed internationally for cigarette packaging.



## Next Steps

The results will inform our next steps in introducing changes in Bermuda around tobacco control. For more information contact the Health Promotion office on: [healthpromotion@gov.bm](mailto:healthpromotion@gov.bm)