

Office of Tobacco Control Annual Report 2004





Office of **TOBACCO
CONTROL**

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Chairman's Statement

As Chairman of the Office of Tobacco Control, I am pleased to present the 2004 Annual Report. The year was a very significant one for the Office, which was responsible for preparing for, overseeing and co-ordinating the introduction of the smoke-free workplace legislation – the first of its kind in the world.

The introduction of the smoke-free workplace legislation is one of the most significant public health measures ever introduced in this country and would not have been possible without the support and leadership of the Government, all political parties, the Department of Health and Children, the members of our Board and staff of the Office, the non-governmental organisations and the wider public.

The end of year figures show compliance with the legislation at 94% indicating that the measure enjoys widespread public support. It also indicates that the genuine reservations expressed over potential difficulties with implementation and enforcement did not materialise. In fact implementation and enforcement have been extremely successful.

On behalf of our Board I would like to congratulate the environmental health officers in the health boards who had responsibility for compliance building and enforcement. I would also like to thank the Health and Safety Authority, the public, management and employees in workplaces, particularly the hospitality sector, which once the legislation was introduced, supported compliance and enforcement.

The introduction of the smoke-free workplace legislation, which was primarily a public health measure, is also an important step in achieving the Office's wider remit of implementing the Government's policy on tobacco control as outlined in its policy document *Towards a Tobacco Free Society*. However lest we think that we have dealt with the tobacco control problem, this could not be further from the truth. While smoking prevalence has dropped significantly since the eighties we still have a smoking prevalence of about 24% and a high prevalence of smoking among young people, especially young women.

There is a need to carry out research in these and other areas so that we have the evidence base for developing measures that will tackle all the challenges in the area of tobacco control. The establishment of the Research Institute for a Tobacco Free Society on a firm footing in 2004 should see developments in this area in the coming months and years.

The work of the Office to achieve the government policy of a tobacco free society must continue and will require the ongoing commitment and support of government if it is to achieve this aim.

This report outlines significant progress made by the Office in 2004. It also shows that we managed our resources prudently with the outturn showing a small under spend at year-end.

The achievements in this report would not have been realised without the support, commitment and dedication of many people and organisations. On behalf of our Board I would like to express our congratulations and sincere thanks to the government and in particular to the Tánaiste and Minister for Health and Children, Ms Mary Harney TD, for her support to her predecessor Mr Micheál Martin TD, for his vision and leadership in introducing the smoke-free workplace legislation during his time as Minister and to the Ministers of State, especially Mr Seán Power TD, who has responsibility for tobacco control. I would also like to thank the Secretary General and staff of the Department of Health and Children for their ongoing help and assistance and the management and staff of the health boards, particularly the environmental health officers, the health promotion staff and the directors of communications.

We look forward to working with the Tánaiste, the Minister of State, the Department and the Health Service Executive (HSE) to further progress the work of achieving a tobacco free society.

The work and support of the non-governmental organisations is extremely important in achieving a tobacco free society and this is evident from the role that they played in ensuring the introduction of the smoke-free workplace legislation. I would like to express our thanks to all of the organisations and in particular the Irish Cancer Society, the Irish Heart Foundation and ASH Ireland, as well as the trade unions and other civil society organisations, for their commitment and support to the work of the Office.

In conclusion I would like to express sincere thanks to the management and staff of the Office for their hard work and commitment during the year and in particular to pay tribute to Mr Tom Power, Chief Executive Officer, for his significant contribution not only to the development and work of the Office but for his wider work and knowledge on tobacco control.

To my colleagues on the Board I say thank you for your support, commitment and dedication in steering the Board through an exciting and often challenging year.



Dr Michael Boland
Chairman



Chief Executive's Review

Welcome to the Office of Tobacco Control's Annual Report for 2004. The report documents the range of activities that the Office was engaged in and the performance and outcomes for the year. Here I will outline some of the key activities from the report but would recommend that you read the entire document.

The focus of the Office's work was on the preparation for and the implementation of the smoke-free workplace legislation. This work included establishing an inspection programme, a compliance line and commissioning research to monitor compliance with the legislation once introduced. A series of guidance documents to assist employers and those in the licensed trade to comply with the provisions of the legislation were produced with 15,000 documents issued to the trade. After the commencement and implementation of the legislation a number of reports were prepared to monitor progress on implementation and compliance and as this report indicates, by year end compliance remained high at 94%, indicating widespread support for the measure and success in the implementation of the law.

The Office engaged in a wide range of communications activities during the year, which assisted in preparing for the introduction of the legislation and in maintaining compliance once introduced. These activities included providing information on the legislation through a range of channels, responding to media queries, organising seminars and information meetings and developing a range of media campaigns. As part of Ireland's Presidency of the European Union, the Office planned and organised with the Department of Health and Children and the European Commission, an international conference on tobacco control.

Research is very important in the work of tobacco control and if we are to succeed in implementing government policy in this area we need to progress research. During the year the Research Institute for a Tobacco Free Society was progressed with the employment of a Director and support staff, which enabled a number of research studies to commence including the exposure assessment to second-hand smoke in exempted areas and pharmacoeconomics.

The All-Ireland Bar Workers' Study commenced in 2003 and is examining the impact of the smoke-free workplace legislation on bar workers before and after its implementation. It is expected that this study will be published in late 2005.

Corporate services were also advanced and saw developments in recruitment, training, and improvement in information communication technology and in financial systems. The Office performed well in managing its budget with a small under spend reported at year-end.

2004 was an exceptional year for the Office and saw the successful implementation of the smoke-free workplace legislation. However the Office has a broad remit in the area of tobacco control and as the Chairman has pointed out, there is still much work to be done particularly in further reducing smoking prevalence among young people, most significantly among young women.

The success achieved is a result of the work and commitment of many people. I would therefore like to register on behalf of the management and staff my thanks to the Tánaiste and Minister for Health and Children, Ms Mary Harney TD, for her support since taking up her post, to her predecessor, Mr Micheál Martin TD, for his vision in and commitment to introducing the smoke-free workplace legislation, and to Mr Seán Power TD, Minister of State with responsibility for tobacco control, for his ongoing support, the Secretary General and staff of the Department for their ongoing help and assistance and the non-governmental organisations for their support and help. I want to thank the Chairman and members of the Board for guiding us through the year and for their enthusiasm in developing and progressing policies to achieve our aim of achieving a tobacco free society.

To my colleagues on the management team and the staff, I wish to express my sincere thanks for your support, commitment and dedication and to those staff who left us during the year to take up other opportunities I wish you every continued success.

We made significant progress in moving towards a tobacco free society in 2004. Let us go forward to emulate this achievement in 2005 and beyond.



Raphael Mitchell
A/ Chief Executive Officer



Board Members

At the end of December 2004 the following were members of the Office's board:



Dr Michael Boland (Chair)
Director
Irish College of General Practitioners



Dr Shane Allwright
Senior Lecturer in Epidemiology
Trinity College Centre for Health Sciences



Tony Christie
Principal Environmental
Health Officer
Southern Health Board



Dr Patrick Doorley
National Director
Population Health
Health Service Executive



Chris Fitzgerald
Principal Officer
Department of Health and Children



Nuala Flavin
Director of Development/
Programme Manager
Health and Safety Authority

The board met eight times in 2004. The following four committees are also established:

- **Audit Committee**
- **Medical Committee**
- **Regulatory Affairs Committee**
- **Scientific Committee**



Ann Guilfoyle
Board of Management Member
Scoil an Bhreac Chluain



Donal O'Shea
Chairman
Beaumont Hospital



Dr Edward O'Sullivan
Vice Chairman
Cork City General Practitioners Cooperative



Eileen O'Sullivan
Director of Teaching Practice
University of Limerick



Prof. Michael P. Ryan
Department of Pharmacology
University College Dublin



Dr Jane Wilde
Director
Institute of Public Health

Introduction

The Office of Tobacco Control is a statutory body set up to implement and manage the Government's tobacco control policy as outlined in the report *Towards a Tobacco Free Society*, published in 2000.

The Office is committed to supporting the Government's policy of promoting a tobacco free society by performing the functions assigned to it under the Public Health (Tobacco) Act, 2002 in a professional and independent manner.

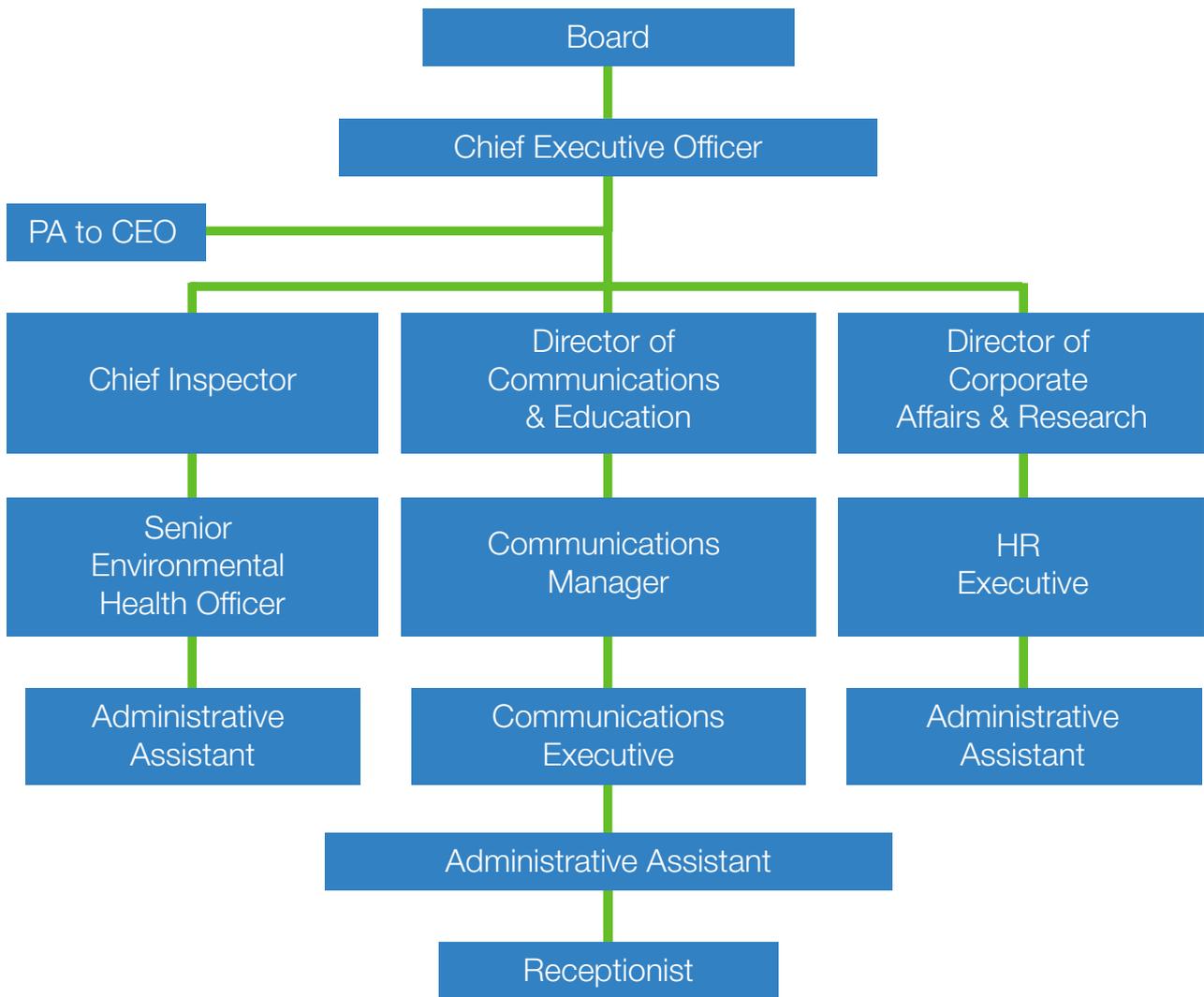
These functions are:

- 1. To advise the Minister for Health and Children, and assist him or her in the implementation of policies and objectives of the Government, on the control and regulation of tobacco products generally**
- 2. To consult with relevant national and international bodies on developments in tobacco control**
- 3. To advise the Minister on any further actions that should be taken to reduce or eliminate smoking or its effects**
- 4. Organise research and disseminate the results**
- 5. Coordinate a national inspection programme in cooperation with the health boards**
- 6. To advise the Minister as required on the manufacturing and marketing activities of the tobacco industry**
- 7. To perform such other functions as the Minister may assign to the Office from time to time**

In addition, the Office will perform certain specific functions such as the maintenance of a register of retail premises and conduct compliance testing on tobacco products.

As the report indicates the work of the Office during the year encompassed a wide range of activities. However, a report such as this cannot capture the entire work and activity of any organisation, but it does give an account of the main activity of the Office during the year. In the pages that follow the Office's activities are outlined under the following main headings, Inspectorate, Communications and Education, Research, Corporate Affairs and Financial Accounts. The following chart outlines the organisational structure of the Office at the end of 2004.

Organisational Chart



Inspectorate

As was indicated earlier in this report, the Office has a range of monitoring and inspection responsibilities. Specifically, the Office's role includes:

- **The development and monitoring of the national legal requirements on the tobacco and linked industries**
- **Development and monitoring of the national inspection programme for the national smoke-free workplace legislation**
- **Acting as an authorised officer and initiating legal action as necessary**
- **Evaluating existing and proposed statutory provisions on tobacco control and making proposals where necessary**
- **Monitoring international developments in lawmaking and litigation in the area of tobacco control**

Not surprisingly, during 2004 much of the Inspectorate's work was directed towards assisting with the implementation of the smoke-free workplace legislation.

Smoke-Free Workplace Legislation

The Minister for Health and Children announced in January 2003 that he would introduce legislation in early 2004, which would make all enclosed workplaces smoke-free. In preparation for the introduction of the legislation the Inspectorate developed, in consultation with the health boards and the Department of Health and Children, a national inspection programme which included:

- **A series of protocols and a data system**
- **A smoke-free workplace compliance line**

Both of which would assist in monitoring compliance with the legislation when introduced.

Guidance Documents

The Inspectorate, in consultation with the key stakeholders, employers and licensed trade, developed a series of guidance documents to assist employers and those in the licensed trade to comply with the provisions of the legislation. *Guidance for the Irish Licensed Trade* and *Guidance for Employers and Managers* were produced and they provide advice on the practical steps that need to be taken by the occupier, manager, or other person in charge of a workplace to comply with their obligations arising from Section 47 of the Public Health (Tobacco) Act, 2002 and the Public Health (Tobacco) (Amendment) Act, 2004.

Implementation of the Legislation

On commencement of the legislation on 29 March 2004 in all workplaces, including bars and restaurants, the health boards commenced the inspection programme and the Office's Inspectorate commenced the work of co-ordinating compliance with Sections 46 and 47 of the Public Health (Tobacco) Act, 2002 and the Public Health (Tobacco) (Amendment) Act, 2004. Information on compliance with the legislation was obtained from the systems put in place by the Inspectorate prior to the introduction of the legislation:

- **The smoke-free workplace compliance line**
- **The national tobacco control inspection programme**

Smoke-Free Compliance Line

The lo-call smoke-free workplace compliance line became operational on 29 March 2004 to coincide with the introduction of the legislation. The line aims to offer additional support to building and maintaining compliance with the legislation. The compliance line was monitored carefully during the year and the following outlines the level of calls received to the compliance line.

Since the commencement of the smoke-free workplace legislation a total of 3,121 calls were made to the compliance line. Complaints accounted for 1,881 or 60% of the 3,121 calls received. 49% of the calls (1,524) were received in the first month alone. Of those, 677 (44%) were complaints. After the first month, there was a steady decline in call volumes with 196 or 6% of the calls received in December. See Table 1 overleaf for details.



Legislation plays a critical role
in protecting people from
second-hand tobacco smoke.

Table 1 – Calls to Smoke-free Compliance Line

Call Type	April*	May	June	July	Aug	Sept	Oct	Nov	Dec	TOTAL
Complaint	677	177	165	214	105	110	171	133	129	1881
Info Request	20	4	2	6	5	3	1	7	4	52
Query	464	49	37	37	23	23	28	38	31	730
Prank	363	32	15	10	5	9	7	6	11	479
Total Calls	1524	262	219	267	138	145	207	184	175	3121

*Includes calls made between 29 March and 30 April 2004

Overall, 1,341 (71%) of the complaints received, related to the hospitality sector, of which 1,262 were in respect of licensed premises.

All complaints to the compliance line were investigated swiftly. Enforcement actions prompted by these complaints resulted in a number of prosecutions. While the volume of calls to the compliance line declined by year end, the lo-call service continues in operation as an additional support in maintaining compliance levels.

National Tobacco Control Inspection Programme

The second source of information on compliance was provided from the data from the programme of inspections undertaken by each health board. This information was generated by the use of the national protocols and records and indicates the level of national compliance.

By the end of 2004, environmental health officers across the country had conducted a total of 34,957 inspections/compliance checks. The following tables and charts outline the information gathered from the national inspection programme.

Table 2 below provides a summary of the data on complaints, inspections and compliance levels.

Table 2 – National Compliance Data

Business Type	Complaints	Inspections	Section 47 % Compliant	Section 46 % Compliant
Hotel	84	1,454	(1,359) 93%	(1,346) 93%
Restaurant	53	6,873	(6,806) 99%	(5,725) 83%
Licensed Premises	1,814	14,400	(12,918) 90%	(13,212) 92%
Other	479	12,230	(11,817) 97%	(9,836) 80%
Total	2,430	34,957	(32,900) 94%	(30,119) 86%

Chart 1 presents the end of year compliance rate by health board in respect of the smoke-free workplace provision (Section 47). The key finding from the data is that national compliance levels are high with 94% of premises inspected being compliant.

Chart 1 – Section 47 Smoking Prohibition – % compliance by Health Board

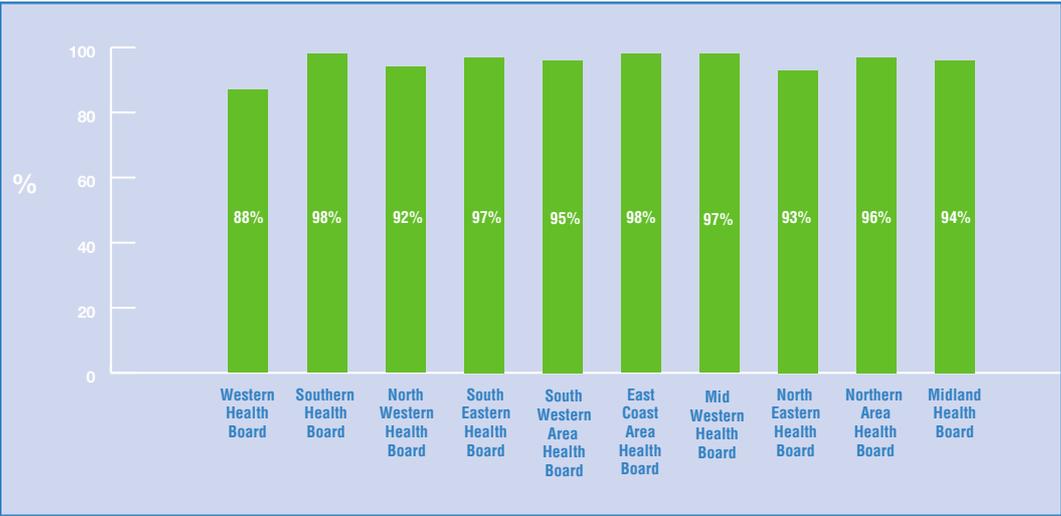
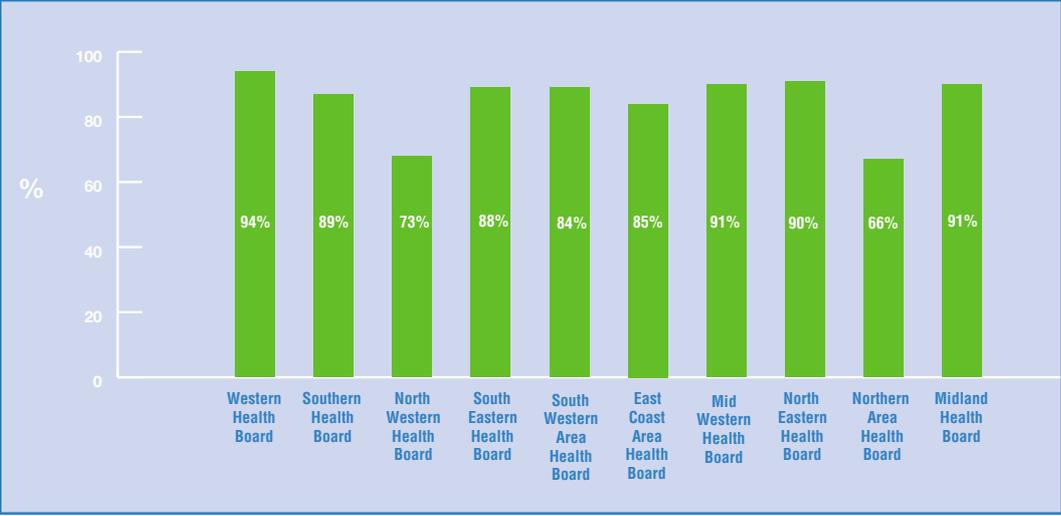


Chart 2 below presents the compliance rate by health board in respect of the ‘No Smoking’ signage provision (Section 46). Reported compliance levels in respect of Section 46 range from 66 – 94% with an average of 86%.

Chart 2 – Section 46 ‘No Smoking’ Signage – % Compliance by Health Board



Market Research on Public Attitudes and Behaviour

The Office also monitored compliance and public support through research commissioned through the TNS mrbi research company. The information from this research continued to support the view that compliance with the law remained high throughout the year. The research showed that of all indoor workers surveyed, 96% reported that their work atmosphere was not smoky. In pubs, 98% surveyed who visited a pub in the previous fortnight stated that the atmosphere was not smoky, in comparison to 46% prior to the introduction of the legislation.

Handling Queries

In addition to the above activity the Inspectorate responded to a wide range of information queries on the smoke-free workplace legislation and provided guidance to the hospitality industry and other workplaces.

Tobacco Testing Programme

Under section 51 of the Public Health (Tobacco) Act, 2002, the Minister for Health and Children is empowered to designate a laboratory at which tobacco samples taken under the legislation may be analysed. During the year, the Inspectorate commenced the process of establishing the availability of the necessary expertise and facilities to undertake the testing programme envisaged. A range of national and international laboratories was consulted with a view to securing the necessary expertise and testing facilities. It was considered that the State Laboratory has the capability of providing the required laboratory space, equipment and expertise to carry out tobacco related analysis.

The Office commenced work with the Department of Health and Children to have the State Laboratory designated and it is hoped that this will be completed in 2005.

The development of such a facility and associated expertise will enhance the ability to monitor, advise and implement controls on the content of and emissions from tobacco products.

Monitoring International Developments

In addition, during the year the Inspectorate continued to monitor international developments and in particular contributed to the work of tobacco control at EU level. The Office also advised on the progress being made on the ratification of the World Health Organisation's international Framework Convention on Tobacco Control (FCTC).

Communications and Education

Evidence demonstrates that environmental controls and comprehensive regulation of tobacco products play a critical role in reducing tobacco consumption especially among young people. These controls are only effective when those affected by them are fully aware of their obligations and when society as a whole supports them and demands compliance with them. The role of the Communications and Education function is to inform public opinion and build support for those interventions. In the context of 2004 the key challenge was the successful implementation of the smoke-free workplace initiative.

On 29 March 2004, section 47 of the Public Health (Tobacco) Acts, 2002 and 2004 came into force to protect third parties, such as workers, from the ill-effects of exposure to second-hand smoke. The Office of Tobacco Control, as the national co-ordinating body for tobacco control legislation, played a key role in this event.

A range of communications activities and events were undertaken by the Office's Communications and Education department to drive awareness of and build initial compliance with the measure among the key audiences such as employers, employees, customers and members of the public. The Office worked closely with the Department of Health and Children and all the key stakeholders involved to ensure the successful introduction of the law. Once the law came into effect the Office's communications plan focused on highlighting the high levels of compliance with and support for the law.

The activities undertaken by the Office included:

- **Public information campaigns**
- **Publication and distribution of guidance documentation**
- **Publication of research data**
- **Media briefings**
- **Issuing of press releases**
- **Direct marketing campaign**
- **Website development**
- **Seminars**
- **Compliance data reports**

Public Information Campaigns

The Office launched a national television and radio advertising campaign to raise awareness about the introduction of smoke-free workplaces. The campaign consisted of two 20-second television adverts, a 20-second radio advert and print adverts in various trade publications.

Phase one of the campaign was launched on 2 March 2004 by Mr Michéal Martin TD, Minister for Health and Children, and focused on announcing the commencement of smoke-free workplaces on 29 March. Phase two, which began on 29 March, focused on building compliance with the new legislation and provided details of the lo-call compliance line.

The television advertisements were set in workplace environments – one in a bar/restaurant and the other in an office setting representing the wider range of workplaces. The campaign focused on highlighting the fact that second-hand smoke causes lung cancer and heart disease, and on the date on which the new legislation became effective.

The campaign theme ‘Smoke-free works’ was designed to reinforce the message that smoke-free workplaces work for employees’ health and well-being.

The third phase of the advertising campaign was a follow up television and radio campaign launched in October 2004. The objective of this campaign was to reflect the fact that the legislation is being complied with by the overwhelming majority of employers, employees and the public. It also served to remind people that smoke-free workplaces are working and that there is a lo-call compliance line (1890 333 100) that people can contact to register complaints or request information.

The campaign “Smoke-free is working” was launched by Minister Seán Power TD at the Royal Hospital Kilmainham. The campaign launch was supported by a short seminar focusing on the health benefits of smoke-free laws. Presentations by leading academics reviewed international research on the health impacts of smoke-free workplaces policies and also presented research currently under way in Ireland on the effect on bar workers health following the introduction of the law.



Smoke-free
is working.
Let's keep it that way

Publications

One of the Office's primary functions is to communicate with and disseminate information to a wide variety of audiences. To this end the Office commissions and publishes a series of research and information publications and reports.

In 2004 a range of guidance materials was published to support the introduction of the smoke-free workplace legislation. Two compliance reports were also published in 2004 to provide an overview on the national picture on compliance with the Public Health (Tobacco) Acts, 2002 and 2004.

A full list of the Office's publications are outlined in Appendix A.

Guidance Documents:

A series of documents was produced by the Office to inform employers, managers and the Irish licensed trade of their obligations in respect of the new legislation. These included guidance documents, signage and posters, available in both English and Irish. 15,000 licensed trade premises received guidance information through a direct mail campaign prior to the introduction of the law. The documents were also available for download from the Office's website.

Smoke-Free Policies and the Hospitality Sector:

In March, the Office organised a media briefing to launch the publication of the report *Smoke-Free Policies: Market Research and Literature Review on Economic Effects on the Hospitality Sector*, which was commissioned by the Office. The first part of the report focused on people's attitudes towards smoking in pubs and bars. The second part of the report was a critical review of published literature by two independent Irish economists on the experience of other countries that had introduced smoke-free legislation.

Other Publications:

During 2004, the Office produced other publications including an updated consumer information leaflet entitled *Second-hand smoke: the facts*, highlighting what second-hand smoke is and why it is dangerous. This leaflet was widely distributed by the Office and a number of non-governmental organisations.

A revised edition of a second information leaflet, entitled *Promoting a tobacco free society*, was produced and it gives an overview of tobacco control measures in Ireland over the past number of years, including the establishment of the Office of Tobacco Control and the introduction of smoke-free workplaces.



Press Releases

Central to the successful introduction and implementation of the new legislation was engaging broad public support to build high compliance levels. As part of a proactive public and media relations campaign, press releases were issued to coincide with the Office's major events surrounding this significant public health initiative.

EU Presidency Conference

The Office of Tobacco Control was invited to host and organise a conference on behalf of the Minister for Health and Children to coincide with Ireland's Presidency of the European Union. The conference was a joint Presidency/European Commission event and was entitled, *Change is in the air – future directions in tobacco control in the European Union*.

The aim of the conference was to review tobacco control policies in the European Union. The programme focused on taking stock of what has been achieved to date in this field and, in the context of enlargement of the European Union, provided an opportunity to stimulate debate on where we go from here in the 21st Century and specifically to make recommendations for the development of tobacco control policy in Europe over the next decade.

The conference made a series of recommendations which were issued to delegates and are published on the Office's website and the website of the European Commission's Directorate for Health and Consumer Protection. The aim of the recommendations is to contribute to the ongoing and future tobacco control policy in the European Union in accordance with a strengthened scientific evidence base. Actions at European and national level are outlined. The recommendations highlight the need for a comprehensive multifaceted approach to tobacco control encompassing prevention, protection, cessation and harm reduction, together with strong political leadership and the need to engage and empower communities and stakeholders in support of tobacco control policies.

Information Queries

In 2004, the Office processed a large number of information requests that were communicated to the Office by means of phone, fax, email and letter. The Office's website also has a 'contact us' email function and a significant number of requests were received via this method. Enquiries from health professionals relating to the area of tobacco control were also dealt with.



Change is in the air.
Future directions in
tobacco control in the EU

Media Relations

National media interest was much more intense during 2004 due to the introduction of the smoke-free workplace legislation on 29 March 2004. As Ireland was the first country in the world to introduce such legislation, it gained the attention of the international media resulting in a considerable and sustained demand for input to printed media and participation in news, current affairs, documentary and other radio and television programming.

As a result, the Office handled in excess of 1,000 press queries. Many of these queries resulted in live or recorded interviews with a spokesperson from the Office for a wide range of print and broadcast media both nationally and internationally. Our activities were widely reported in the media during the year.

Articles on the Office and its work were produced and featured in trade union, retail trade and consumer publications.

Website

The Office's website www.otc.ie plays a vital role in communicating with and disseminating information to a wide variety of audiences, both national and international, including the general public, media, social partners, health professionals, regulatory partners and non-governmental organisations.

In 2004 the website was updated regularly with press releases, publications and relevant information on a range of tobacco control related material.

Specific website activities in 2004 included:

- **The establishment of an enforcement extranet, which facilitates the transfer of information from calls to the compliance line to the officers authorised to enforce the smoke-free workplace legislation;**
- **The development of a key section entitled 'Smoke-free Workplaces' which contains information dealing with key aspects of this major public health measure including the legislation, enforcement of the law, the compliance line and the compliance reports published by the Office;**
- **The development of a section in 'Events' for the EU Presidency conference 'Change is in the air – future directions in tobacco control in the EU'. This section included the conference programme and schedule;**
- **Training was provided to members of staff on using the content management system so that information on the site could be updated internally.**

Partnership

Extending ownership of the tobacco free society initiative is a key task for the Office. We continued to communicate with key parties, such as trade unions, and encourage the active participation of people and organisations at home and abroad in tobacco control activities. The role of non-governmental organisations is well recognised in tobacco control and throughout the year the Office worked closely with ASH Ireland, the Irish Cancer Society, the Irish Heart Foundation, the Environmental Health Officers' Association as well as numerous other bodies and professional organisations to ensure the smooth implementation of the smoke-free legislation.

Throughout 2004 we were proactively involved in the Department of Health and Children's Smoking Cessation Action Plan Steering Group.

The Group was set up in 2003 with the task of co-ordinating and ensuring that the public would have access to adequate and sufficient smoking cessation services. During 2004 the group facilitated and advised on the development of programmes and materials to assist smokers to quit and to support the introduction of the smoke-free legislation.

Presentations were made at a range of events during the year including the World Cardiac Conference in Dublin, the Royal College of Physicians Environmental Tobacco Smoke conference in London and the "Towards a Smoke-free Environment" national conference in Edinburgh, Scotland. The Office also participated in the International Union against Cancer (UICC) conference in Dublin, the Environmental Health Officers' Association Conference and the North Western Health Board's First Winter Smoking Cessation School.

Tobacco is a global public health issue and a large number of international and parliamentary delegations from around the world met with the Office to hear of Ireland's transition to smoke-free workplaces e.g. Denmark, Norway, Scotland, Sweden and the United Kingdom.

Research

Research is vital to the Office's work in tobacco control and under Section 10 of the Public Health (Tobacco) Act, 2002 the function of the Office is to:

"...(d) undertake, sponsor or commission, or provide financial or other assistance for, research aimed at identifying measures that when adopted are likely to reduce the incidence of smoking or its effects; (e) prepare and publish, in such manner as it thinks fit, reports on any research undertaken, sponsored or commissioned, or for which financial or other assistance was given, under paragraph (d)".

During 2004 the following areas of research were progressed:

- **Establishment of the Research Institute for a Tobacco Free Society**
- **All-Ireland Bar Workers' Study**
- **Public opinion surveys**

The Research Institute for a Tobacco Free Society

The Research Institute is a limited company formed as a partnership between the Office of Tobacco Control and ASH Ireland/Irish Heart Foundation/Irish Cancer Society.

The development of the Research Institute was progressed in 2004 with the appointment of a Director General.

The Research Institute was also established in new premises in Dublin and appointed two part-time staff to assist in the administration of the office and conduct research in the area of tobacco/smoking.

The Research Institute has a number of ongoing research projects which are related to the smoke-free workplace legislation. These include exposure assessments to second-hand smoke in exempted areas and pharmacoeconomics. Other projects in the planning stage are the influence on adults smoking rates and the effects on children's smoking.

These research projects are at various stages of progression and it is anticipated that some of them will be completed in 2005.

All-Ireland Bar Workers' Study

This study commenced in 2003 with the aim of assessing the impact of Ireland's smoke-free workplace law on exposure to second-hand smoke and on the respiratory health of bar staff in the Republic of Ireland by comparing levels prior to and after implementation of the law in a number of urban and rural sites in the Republic and Northern Ireland.

There are four study centres; Dublin, Cork, Galway and Northern Ireland. The first phase of the study was carried out prior to the commencement of the smoke-free law in March 2004. The second phase commenced in September 2004.

329 bar staff were enrolled in the base line survey from Dublin (91) Cork (129) Galway (68) and Northern Ireland (41) (Derry, Strabane, and Limavady).

It is anticipated that the study will be completed and published in Autumn 2005.

Public Opinion Surveys

During 2004 the Office, as part of the preparation for and monitoring of the smoke-free workplace legislation, commissioned the TNS mrbi research agency to undertake the following research:

- **A survey of attitudes in relation to the legislation was conducted prior to the introduction of the smoke-free workplace legislation**
- **Surveys of attitudes in relation to the smoke-free workplace legislation after the legislation was introduced in March 2004**
- **A monthly tracker research on smoking prevalence, which commenced in August 2002, was continued during 2004**

The findings from the first two surveys form part of the smoke-free workplace legislation compliance reports prepared by the Office's Inspectorate team during the year. The report on prevalence and information from the monthly tracker can be found on our website.

The battle against tobacco remains one of the most important public health challenges facing us

Corporate Affairs

The function of the Corporate Affairs department is to support the work of the Office and to put systems in place to ensure good governance. The department is responsible for:

- **Human resources**
- **Accommodation**
- **Information Communication Technology**
- **Policies and procedures**
- **Finance**

The department also provides secretariat support to the Board and some of its committees.

Human Resources and Training

In 2004 the department processed a number of recruitment competitions, organised and arranged training for staff in the areas of IT, fire safety for training officers, fire safety for managers, new accounting software and website development training.

Accommodation

The Office at the end of 2004 received approval from the Department of Health and Children to procure new accommodation to meet its current and future needs.

ICT Infrastructure

The Office secured a broadband connection in early 2004, which increased the efficiency of our internet and email usage. All workstations were updated with security/anti-virus updates and the operating system for all workstations and servers were updated. The email system was also upgraded, while the server infrastructure was streamlined by consolidating our three servers into one new highly specified server.

Policies and Procedures

In 2004 a computer/internet usage policy was introduced for all staff. The Office also continued to work towards introducing further measures to ensure good corporate governance.

Finance

A core function of the corporate affairs department is to monitor and report frequently on the Office's allocated budget and ensure that we meet our requirements under the accountability legislation and the prompt payments legislation.

The Office had an approved budget allocation of €2.426m in 2004, which included once off expenditure on certain items including the holding of an EU Conference. Expenditure is outlined in the financial accounts. To enhance our accounting systems the department oversaw the introduction of a new accounting software system.



Financial Accounts

Statement of Accounting Policies

The following accounting policies have been applied consistently in dealing with items which are considered material in relation to the financial statements.

A. Basis of Accounting

The financial statements are prepared under the accruals method of accounting, except as stated below, and under the historical cost convention in the form approved by the Minister for Health and Children, with the concurrence of the Minister for Finance in accordance with Section 24 of the Public Health (Tobacco) Act, 2002.

Financial Reporting Standards recommended by the recognised accountancy bodies are adopted, as they become operative. The Office also complies with the accounting standards issued by the Minister for Health and Children.

B. State Grants

Grants from the Department of Health and Children are accounted for on a receivable basis.

Grants from the Department of Health and Children are the amounts for the year allocated by the Department up to the date of certification of these accounts by the Chief Executive Officer.

C. Tangible Assets and Depreciation

Tangible fixed assets are shown at cost less accumulated depreciation. Depreciation is charged in the income and expenditure account, on a straight-line basis, at the annual rates set out below, so as to write off the assets, adjusted for estimated residual value, over the expected useful life of each appropriate category.

- (i) **Computer equipment and software 33%**
- (ii) **Fixtures and fittings 15%**
- (iii) **Communications equipment 15%**

A full year's depreciation is provided for in the year of acquisition.

D. Capital Account

The Capital Account represents the unamortised value of income from the Department of Health and Children used for capital purposes.

Statement of Income and Expenditure

For the year ended 31 December 2004

	Note	31/12/2004 €	31/12/2003 €
Grant income	1	2,451,300	1,925,000
Sundry income	2	1,645	10,269
		<hr/>	<hr/>
		2,452,945	1,935,269
Transfer to capital account	8	8,833	(1,580)
		2,461,778	1,933,689
Salaries & wages	3	787,477	639,511
Other operating costs	4	1,511,361	1,135,179
		2,298,838	1,774,690
Surplus/ (Deficit) for the period		162,940	158,999
Balance at 1 January 2004		222,143	63,144
Balance at 31 December 2004		385,083	222,143

The accounting policies on page 28 and the notes 1 to 10 form part of the financial statements.

The Office has no recognised gains or losses other than those dealt with in the Income and Expenditure Account.

Balance Sheet

As at 31 December 2004

	Note	31/12/2004 €	31/12/2003 €
Tangible assets	5	50,572	59,405
Current assets			
Bank		(405,453)	563,776
Debtors & prepayments	6	1,102,825	36,162
		<hr/>	<hr/>
		697,372	599,938
Creditors - amounts falling due within one year			
Creditors & accruals	7	312,289	377,795
		<hr/>	<hr/>
Net Current assets		385,083	222,143
Total Net Assets		435,655	281,548
Financed by :			
Income & expenditure account		385,083	222,143
Capital account	8	50,572	59,405
		<hr/>	<hr/>
		435,655	281,548

Cash Flow Statement

For the year ended 31 December 2004

Note	31/12/2004 €	31/12/2003 €
Reconciliation of surplus to net cash inflow from operating activities		
(Deficit)/surplus for the period	162,940	158,999
Transfer to capital account	(8,833)	1,580
Depreciation charge	30,214	45,027
(Increase)/decrease in debtors	(1,066,663)	(21,873)
(Decrease)/increase in creditors	(65,506)	(398,156)
Deposit interest	(1,584)	(2,790)
Net cash outflow from operating activities	(949,432)	(217,215)
Cash flow statement		
Net cash inflow from operating activities	(949,432)	(217,215)
Return on investments and servicing of finance		
Deposit interest received	1,584	2,790
Capital expenditure		
Payments to acquire tangible fixed assets	(21,381)	(46,607)
Decrease in cash	(969,229)	(261,032)
Reconciliation of net cash flow to movement in net funds		
Net funds at start of year	563,775	824,807
Net cash outflow	(969,229)	(261,032)
Net funds at end of year	(405,454)	563,775

Notes to the Financial Statements

For the year ended 31 December 2004

Note	31/12/2004	31/12/2003
	€	€
1. Grant income		
Department of Health and Children grant	2,383,300	1,837,000
ERHA recurring costs grant	68,000	88,000
	2,451,300	1,925,000
2. Sundry income		
Deposit interest	1,645	2,790
Miscellaneous	-	7,479
	1,645	10,269
3. Wages and salaries		
Staff costs comprise:		
Salaries and wages	326,822	261,398
Seconded salaries	428,095	357,757
Social insurance costs	24,302	18,111
Staff temping	8,258	2,235
	787,477	639,511
The average number of staff employed during the year was 14.		
4. Other operating costs		
Audit fee	6,600	3,000
Travel expenses	32,733	62,535
Training	2,349	12,804
Insurance	4,459	2,157
Stationery, publications and postage	19,852	25,880
Telephone and internet	26,914	18,729
Research Institute	104,000	-
Additional research costs	104,633	208,969
Cleaning and housekeeping	11,215	6,042
Inspection framework	121,840	37,121
Rent and service charges	43,928	43,928
Legal and professional fees	73,987	83,231
Conferences	207,302	59,965
Communications and Education	38,899	176,836
Public information campaigns	622,487	321,266
Depreciation	30,214	45,027
Other operating costs	59,949	27,682
	1,511,361	1,135,179

5. Tangible Fixed Assets

	Computer Equipment €	Communications Equipment €	Fixtures and Fittings €	Total €
As at 1 January 2004	116,368	25,461	18,716	160,545
Addition for this period	20,207	0	1,174	21,381
As at 31 December 2004	136,575	25,461	19,890	181,926

Accumulated Depreciation

As at 1 January 2004	83,554	10,248	7,338	101,140
Charge for this period	23,878	3,389	2,947	30,214
As at 31 December 2004	107,432	13,637	10,285	131,354

Net Book Value

As at 31 December 2004	29,143	11,824	9,605	50,572
As at 31 December 2003	32,814	15,213	11,378	59,405

	Note	31/12/2004 €	31/12/2003 €
6. Debtors and Prepayments			
Accrued Income		1,091,833	-
Prepayment		9,592	29,296
Deposit Interest receivable		1,400	1,339
Wages prepaid		-	5,526
		1,102,825	36,161

7. Creditors and Accruals

Supplies and services		185,099	245,643
Audit		6,600	13,300
Payroll		9,796	7,356
Department of Health and Children	10	107,707	65,007
Other taxation		3,087	37,489
		312,289	377,795

	31/12/04 €	31/12/03 €
8. Capital Account		
At 1 January 2004	59,405	57,825
Transfer From/(To) Income and Expenditure Account		
Funds allocated to acquire fixed assets	21,381	46,607
Amount amortised in line with asset depreciation	(30,214)	(45,027)
Balance at 31 December 2004	50,572	59,405

9. Board Member Interests

The Board adopted procedures in accordance with the guidelines issued by the Department of Finance in relation to the disclosure of interests by Board Members and these procedures have been adhered to in the year. There were no transactions in the year in relation to the Board's activities in which a Board Member had any beneficial interest.

10. Department of Health and Children

The figure of €107,707 represents an outstanding recoupment of €65,007 in respect of the years 2000/01 and a refund of €42,700 for 2004 which are due to the Department of Health and Children at the 31 December 2004.

APPENDIX A

OFFICE OF TOBACCO CONTROL PUBLICATIONS

Category	Publication
Guidance	Guidance for employers and managers Guidance for the Irish licensed trade
Information	Second-hand smoke: the facts Promoting a tobacco free society Summary of the report on the health effects of environmental tobacco smoke (ETS) in the workplace
Reports	Smoke-free workplace legislation implementation – May progress report Smoke-free workplace legislation implementation – six month progress report Towards a tobacco free society – summary of the report of the Tobacco Free Policy Review Group
Research	Smoke-free policies – market research and literature review on economic effects on the hospitality sector Irish women and tobacco: knowledge, attitudes and beliefs Report on the health effects of environmental tobacco smoke (ETS) in the workplace
Signs and Posters	No Smoking sign Smoke-free bars poster

Notes