

## Carmarthenshire Campaign Smokes it out

**A MAJOR campaign has been launched to prevent children in Carmarthenshire buying cigarettes. Shops throughout the county are being reminded of their responsibility to avoid selling tobacco to youngsters aged under 18.**

Trading Standards officers have distributed information packs to retailers throughout Carmarthenshire setting out their legal responsibilities and telling them about the council's VALIDATE UK proof of age scheme. The campaign is part of a national initiative co-ordinated by the Wales Heads of Trading Standards Group, representing all 22 Trading Standards Services in Wales.

Trading Standards enforcement officer Mike Grace said: "We have distributed about 200 information packs to shops throughout the county advising them of their responsibility on under age sales of tobacco products and related items such as cigarette lighter refills. We are pointing out that in the near future we will be carrying out test purchasing visits using young volunteers. Retailers who sell to under age children could be reported with a view to prosecution."

Twenty four per cent of the adult population of Wales smokes, and it is estimated that smoking causes around 6,000 deaths in Wales in each year. The total cost to the NHS in England and Wales of treating smoking related illness is £1.5 billion annually with some 34 million working days lost a year. The minimum age for tobacco sales was raised from 16 to 18 in October 2007.

Head of public protection Philip Davies said: "The most recent figures for Wales (2004), suggest that 28 per cent of 15-year-old girls and 19 per cent of 15-year-old boys smoke regularly, which is higher than England at 24 per cent and 16 per cent respectively, and that the average age at which these regular smokers began smoking was just 12. It is an issue in Carmarthenshire that young people are gaining access to tobacco products and it is vital that we tackle this issue."



Executive board member for housing and public protection Cllr Hugh Evans said: "This educational campaign is being carried out to ensure that retailers understand the change in the law on the age at which youngsters can buy tobacco and tobacco-related products. It is important that they understand that those products cannot be sold to anyone under the age of 18 and that they should ask to see proof of age."



Chivers Corner Service Station with Manager Cliff and Mike Grace from Carmarthenshire Trading Standards

# Evey Little Helps...

Tesco, Caramarthenshire County Council Trading Standards & the police team up to get the Challenge 21 message promoted !



## It's a Wheely Good Idea !

Young people in Carmarthenshire who have a VALIDATE UK proof-of-age card can use it to have a free driving lesson.

Get a **VALIDATE UK** Card & Get an AA Driving Lesson **FREE** !



The AA driving school, which has successfully taught more than a million drivers, has joined forces with Validate UK to give learner drivers the best possible start.

Validate card holders who book their first two lessons with the AA will have their third lesson free. They must already hold a provisional driving licence.

Carmarthenshire County Council trading standards officer Mike Grace, who runs the Validate scheme in Carmarthenshire, said: "This offer is mainly aimed at people who have just reached driving age to help them start off. It is an incentive for the youngsters."

Any Validate card holders wanting to book lessons with the AA driving school should contact 0800 294 1216 quoting reference Code 342. They will need a free lesson voucher to show the driving instructor.

Council executive board member for housing and public protection Cllr Hugh Evans said: "This offer to Validate cardholders by the AA will help with the cost for young people starting driving lessons. It is another good reason to apply for a Validate card if you don't already have one."

Marilyn Baverstock, Campaign Manager, AA Driving School said: "AA driving school is happy to be working with Validate to encourage youngsters to adopt a more responsible approach to driving and road safety right from the outset. Young drivers are the most 'at risk' driving group, largely through inexperience, a poor attitude towards speeding, a need to show off in front of others as well as misuse of alcohol and drugs.

Never leave it to chance. We don't. AA driving school uses only fully qualified instructors who are committed to providing you with quality tuition. "



**validateuk™**  
proof of age for everyone

# Carmarthenshire Students in UK National Final

**A team from Ysgol Gyfun Emlyn in Newcastle Emlyn have won this year's Welsh Young Consumers of the Year competition and will now represent Wales at the UK Finals taking place in Brighton in July.**

The winning Ysgol Gyfun Emlyn team was awarded a prize of £250 for their school together with the winners' trophy. The runners up, Bedwas High School, Caerphilly received £100, and all participants in the competition were given certificates, gift vouchers and a bag of goodies. Teams of students representing schools from 14 Welsh Local Authorities, tested their wits on a wide range of consumer related subjects in the Welsh Regional Final at the Pavilion Theatre, Llandrindod Wells.

Fair Trading Officer Heidi Morris said: "This was an exciting and challenging competition held in a knock out format using an electronic buzzer system.

Along the way contestants amass a great deal of knowledge, which they would not otherwise learn at school. The competition raises student's awareness of their rights and responsibilities and gives them essential life skills as they prepare for the world beyond school."

All teams were accommodated overnight in a local hotel and enjoyed a pre-competition dinner and entertainment the night before the competition took

place thanks to the support of the competition sponsors - The Hoover Foundation, Validate UK, The Co-operative Group, Western Power Distribution, Food Standards Agency (Wales), Brecon Carreg, Hasbro, W H Smith, , Consumer Direct Wales and Iceland.

Carmarthenshire County Council Executive Board member for Housing and Public Protection Cllr Hugh Evans said: "I'm delighted that the Ysgol Gyfun Emlyn team are Welsh Champions and wish them well in the UK finals.

The whole experience should provide pupils with invaluable information, which will help prepare them for their journey through life as consumers."

Alan Branch-O`Neill, Chairman of the Welsh YCOY Organising Committee, said: "A team from Wales were UK champions in 2003 and staff from Trading Standards will be giving all the help they can to both Ysgol Gyfun Emlyn and Bedwas High School in the hope that they can bring the trophy back to Wales again."



Photo: Welsh Young Consumer of the Year competition winners Ysgol Gyfun Emlyn pupils Richard Cummings, Max Wilkinson, Ben Phillips and Sara Chattun with Cllr Hugh Evans, Roger Edmunds and Mike Grace of Trading Standards



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