

Reducing the sale of counterfeit cigarettes in Kilburn



Overview:

What makes Kilburn special

Area map (ADD)

Kilburn High Road covers two boroughs

Crime and disorder hotspot

Thriving counterfeit goods market

Counterfeit Cigarettes: Kilburn Profile

- Challenges
- Profile
 - Sellers and buyers
- Prioritisation
 - Community
 - Politically
 - Community safety

Developing a response

Identifying:

- Partners
- Resources

Multi agency partnership operations

- Operation TANKER and MORBIDA

Focus on demand

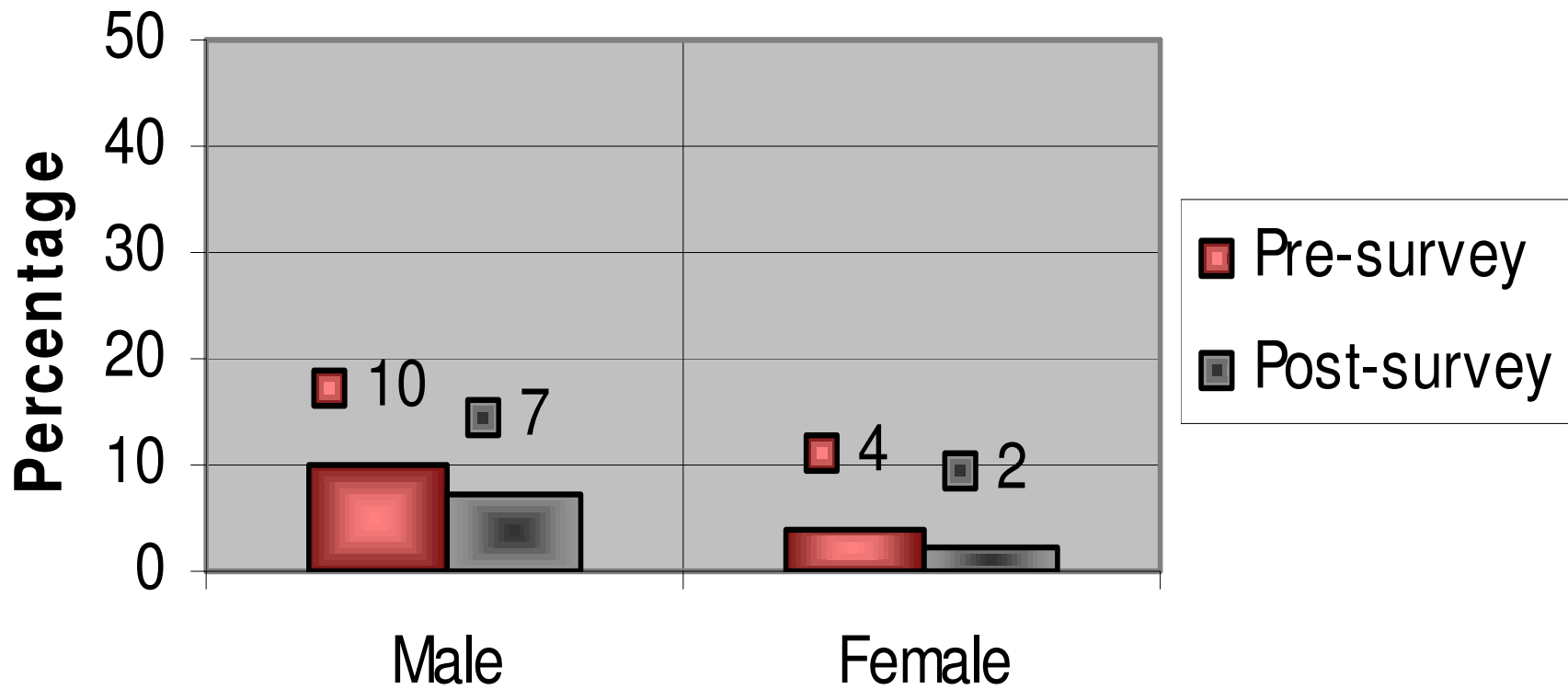
Has it worked?

- Higher profile
- Agency responsiveness
- Change in tactics
- Reduction in crime

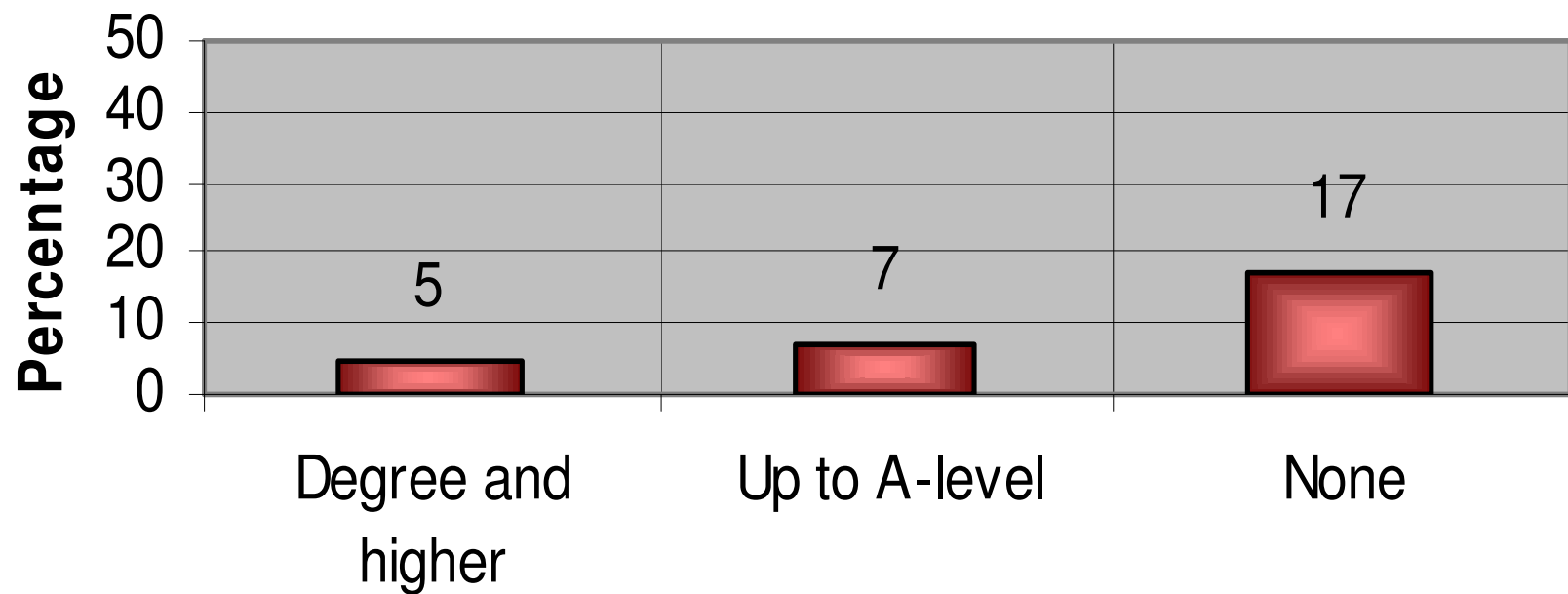
Decreasing demand for counterfeit cigarettes

- Media campaign: bus shelters, bus backs, flyers distributed to retailers, newspaper ads
- Pre & post phone survey: 750 Camden residents
- Retailer survey

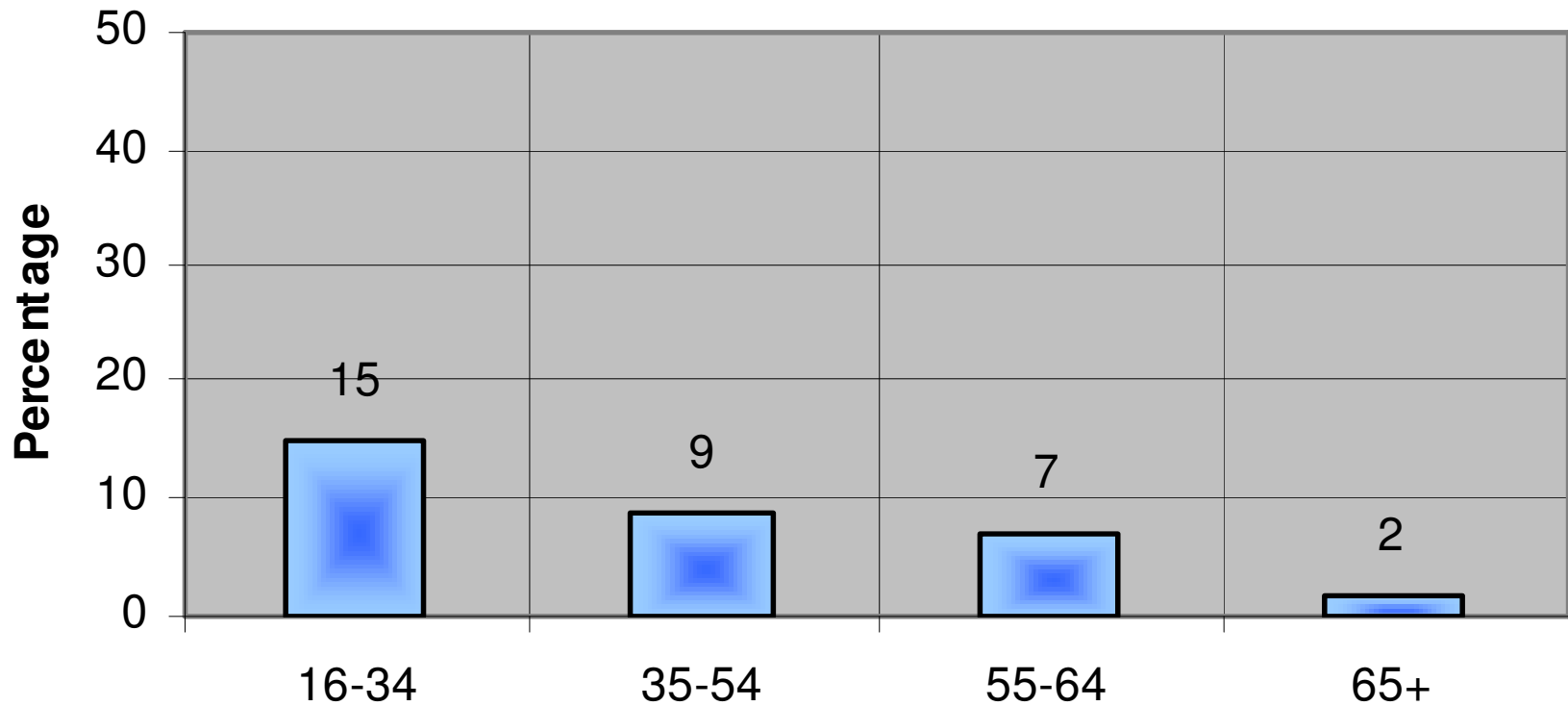
Participants who Had Bought Counterfeit Cigarettes in the Last Year Split by Gender



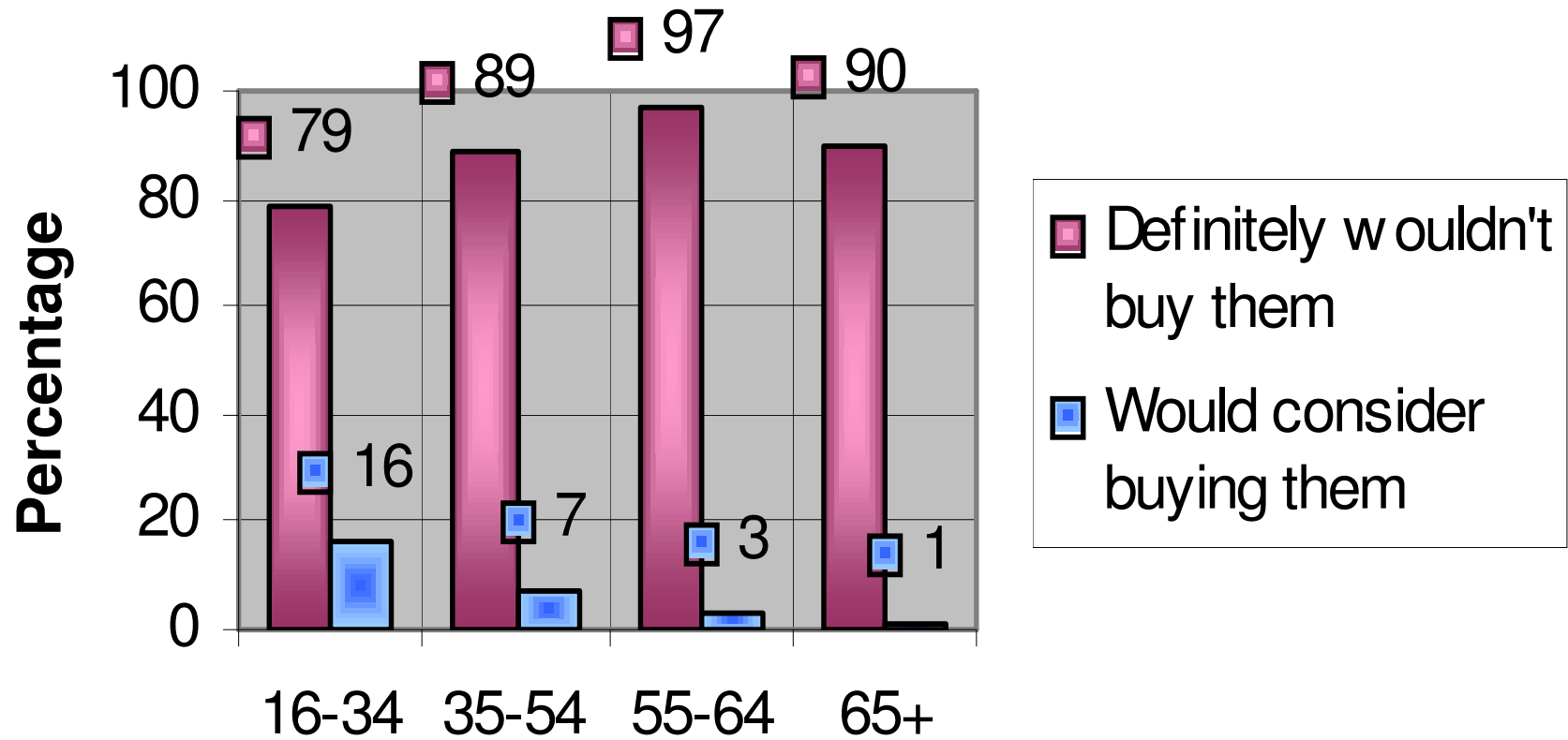
Participants who Had Bought Counterfeit Cigarettes in the Last Year Split by Education



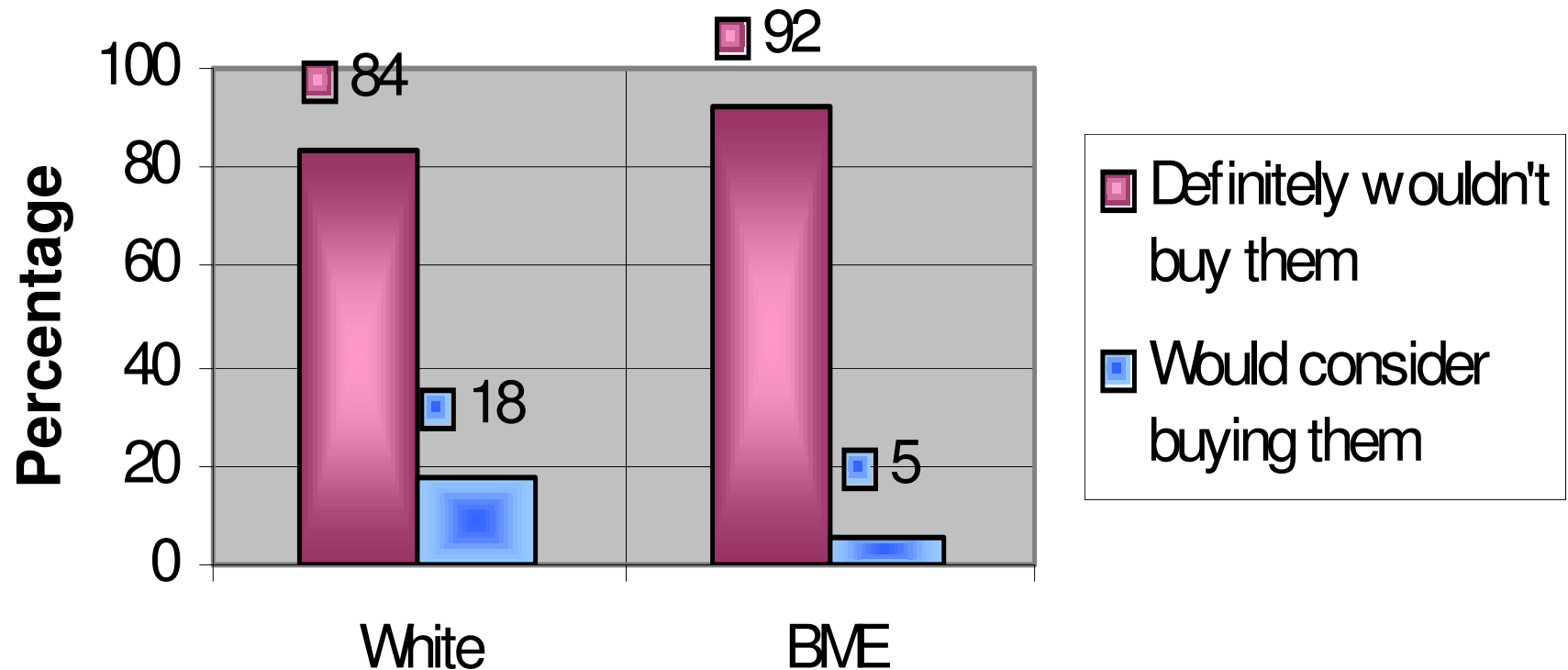
Participants who Would Consider Buying Counterfeit Cigarettes and Age Group



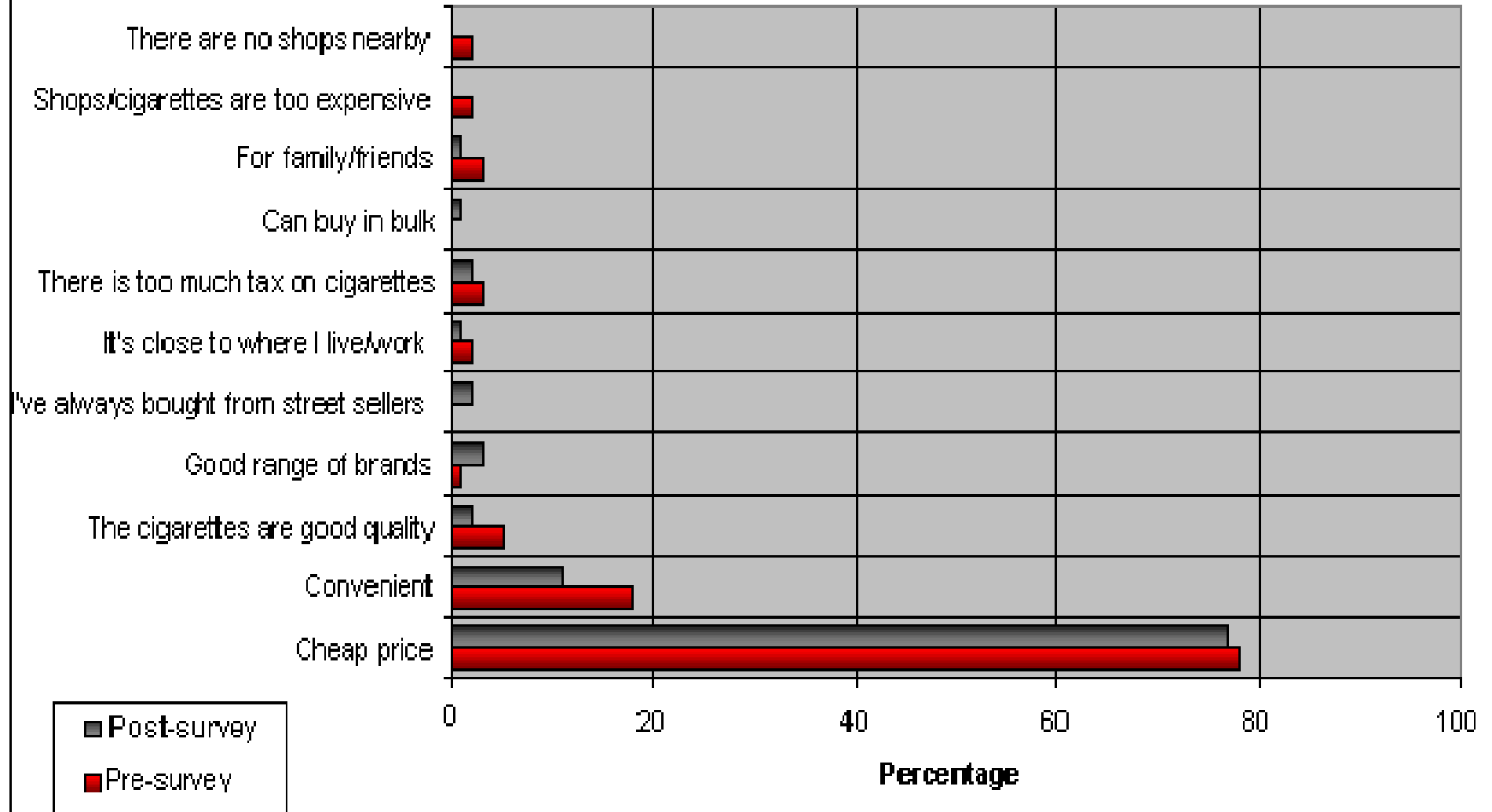
Cigarette Buyers Predicting their Future Behaviour According to Age Group



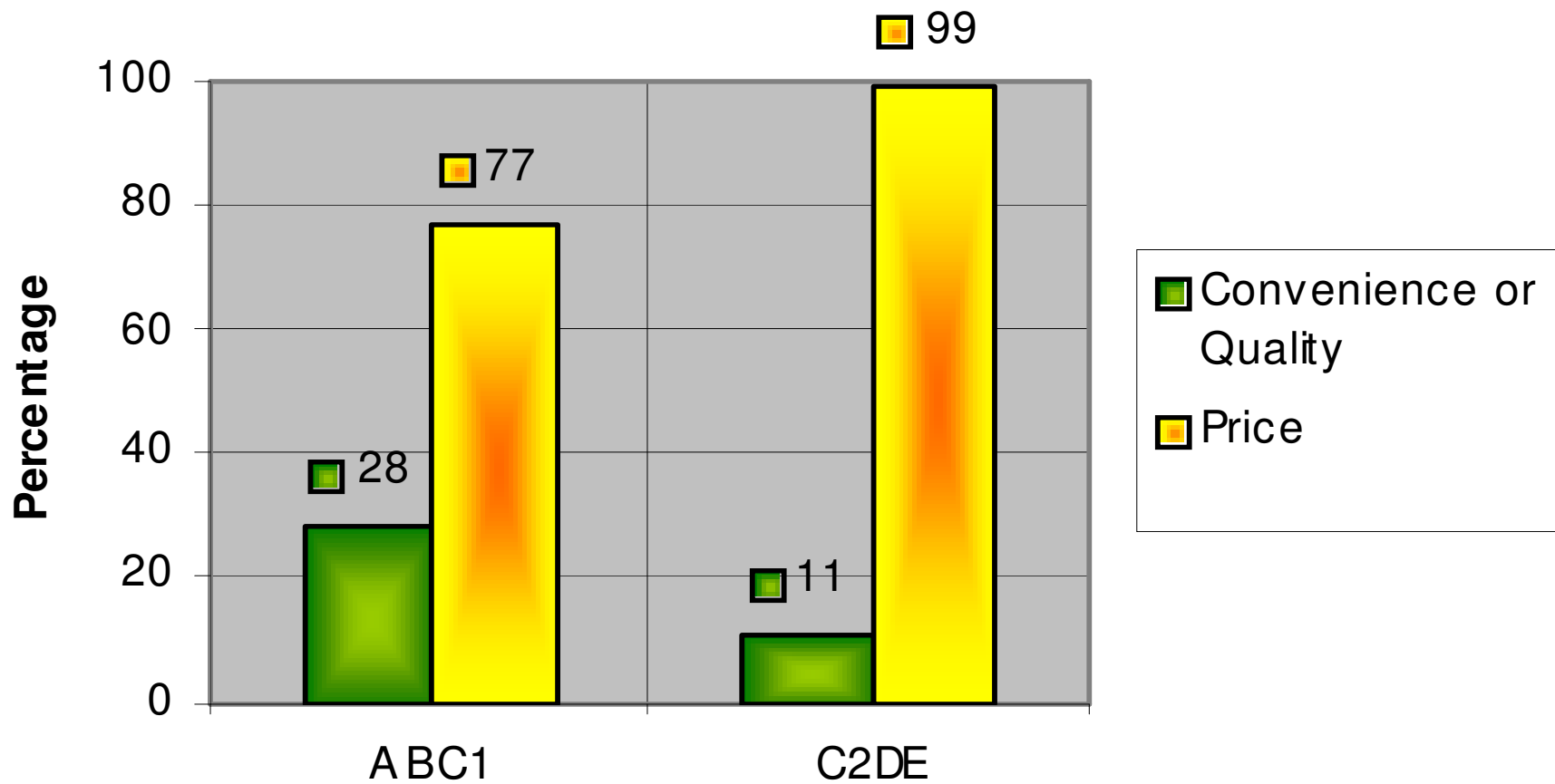
Cigarette Buyers Predicting their Future Behaviour According to Ethnicity



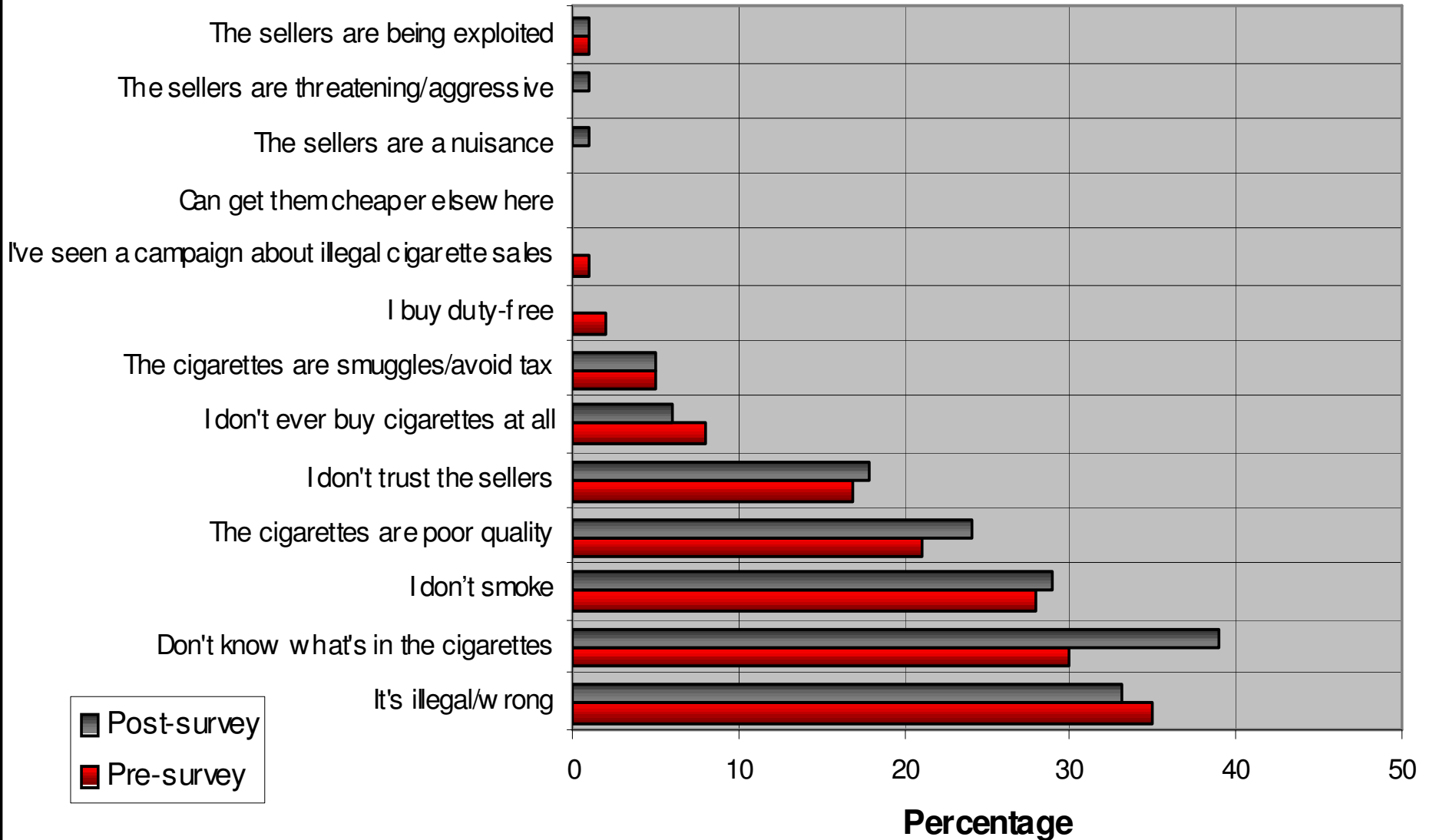
Reasons for Buying or Considering Buying Counterfeit Cigarettes



Reasons Given for Considering to Buy Counterfeit Cigarettes and Social Class



Reasons for Not Buying Cigarettes/Tobacco Sold in the Street

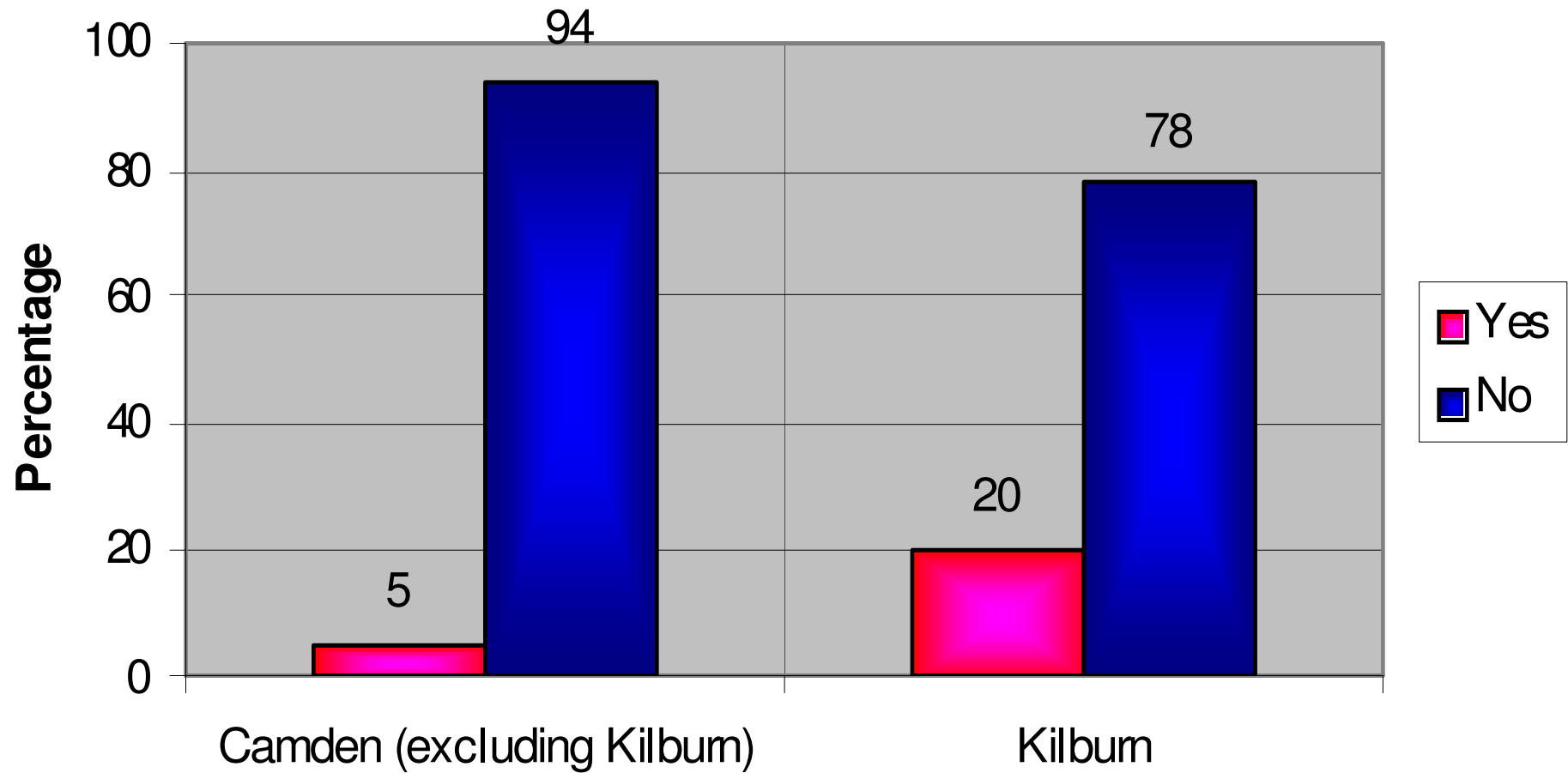


**CIGARETTES YOU
BUY ON THE STREET
MAY CONTAIN
ANIMAL DROPPINGS**

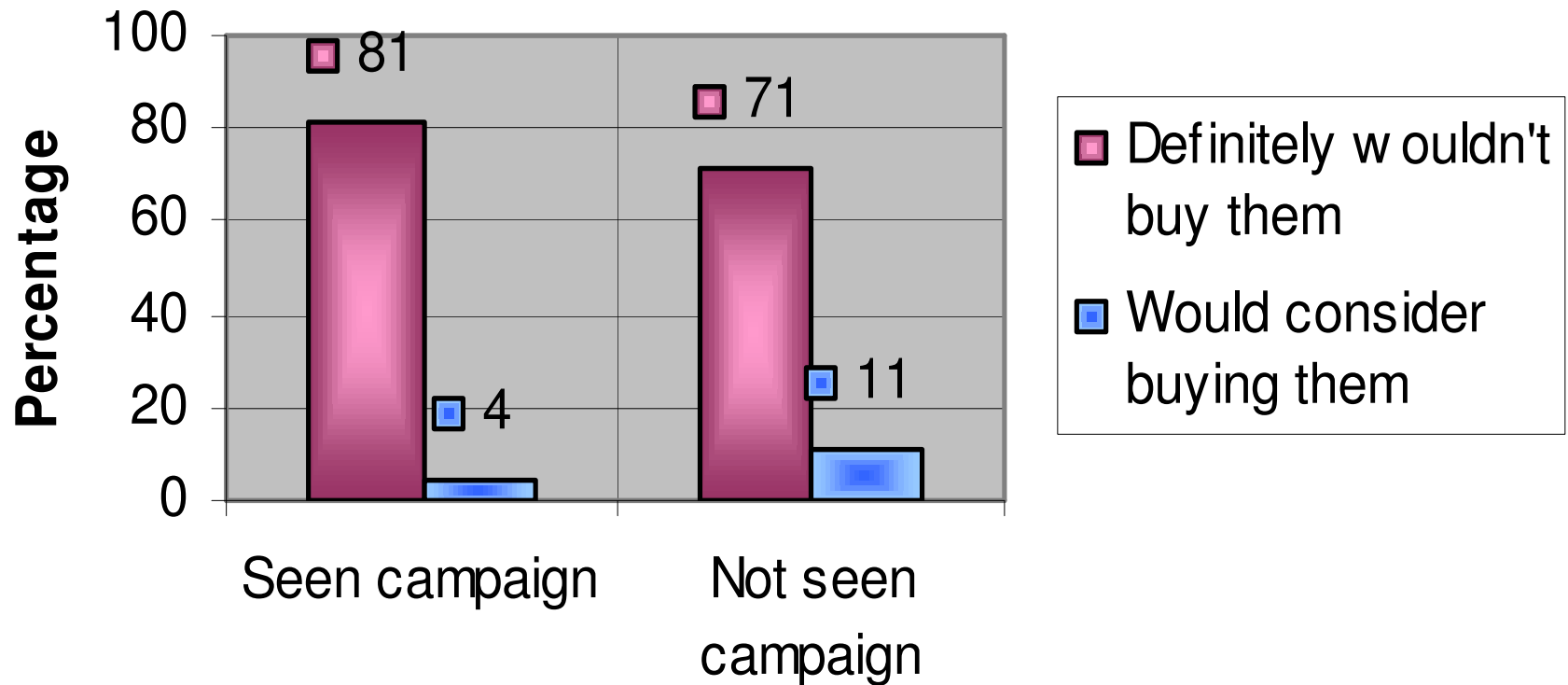


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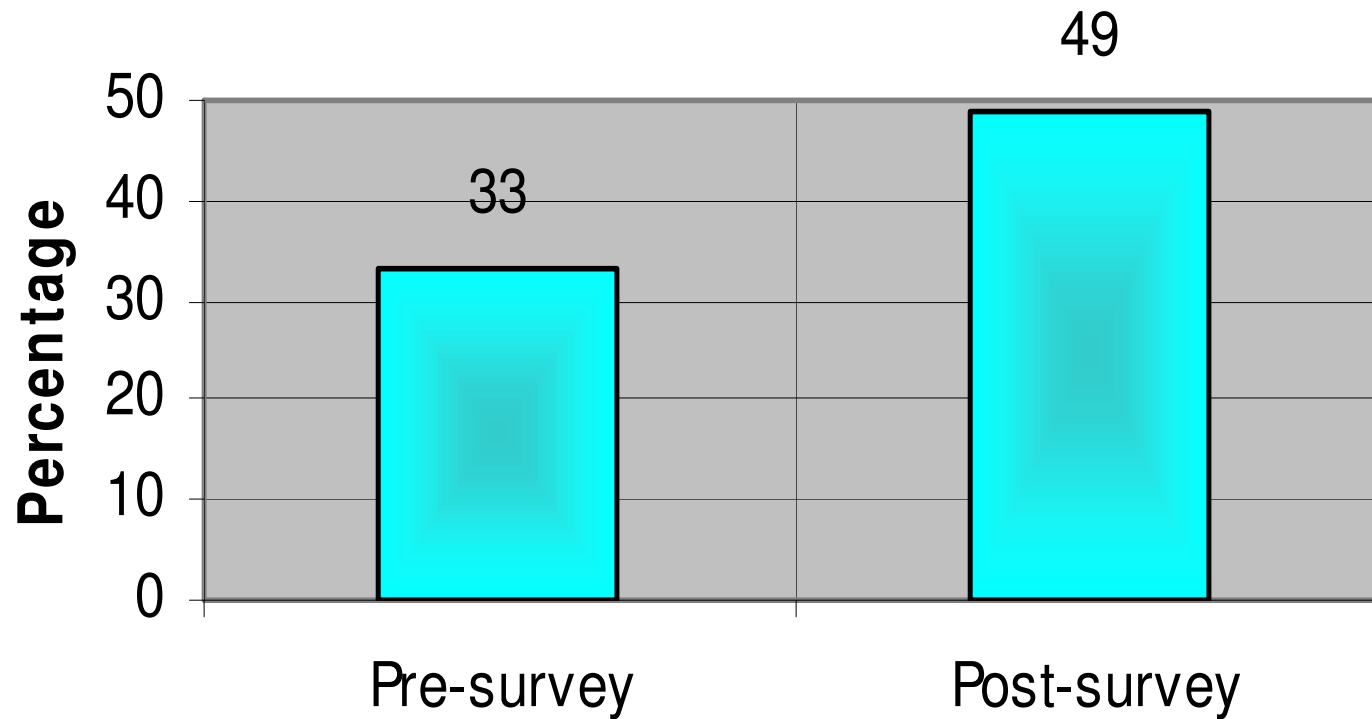
Participants who Had Noticed Advertising or Media against Counterfeit Cigarettes Split by Area



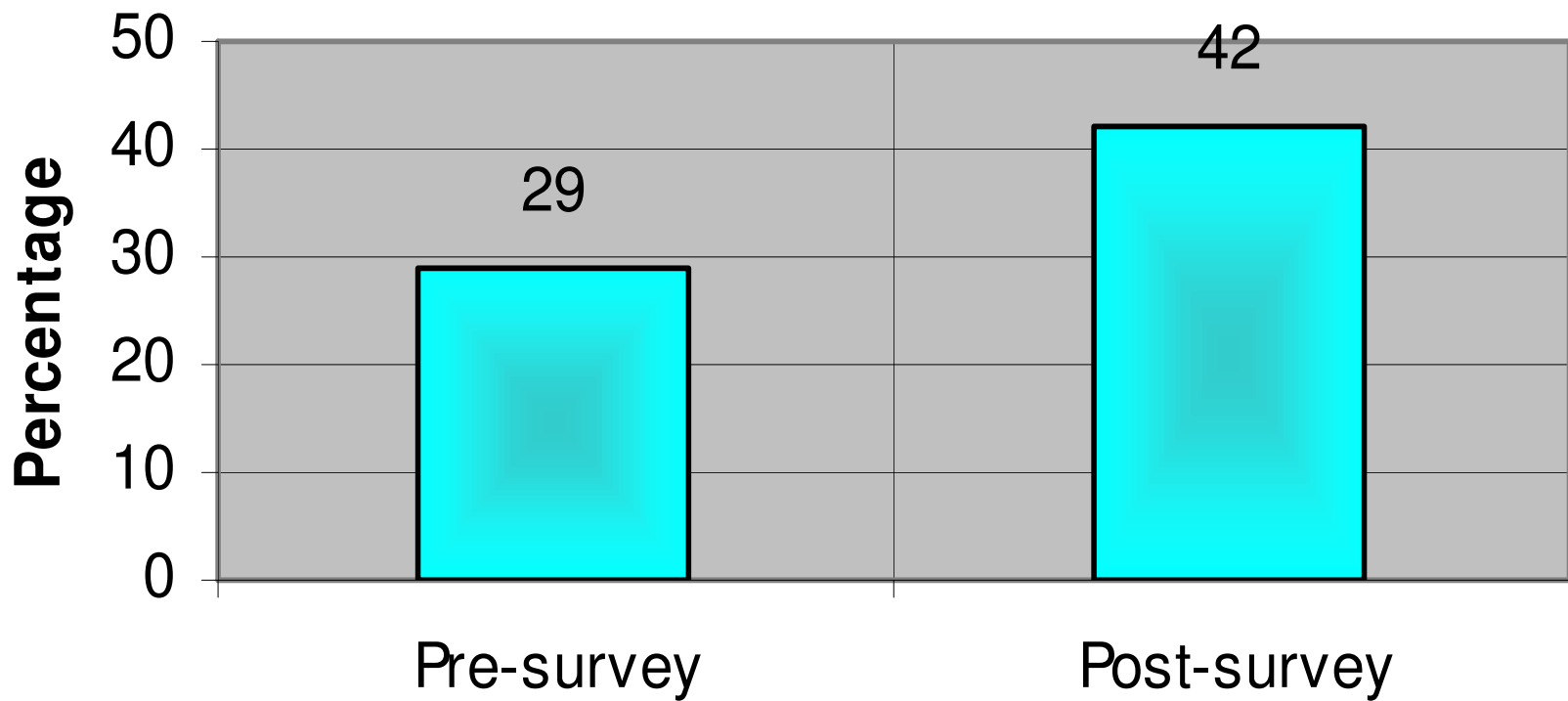
Participants' Predictions of Their Future Behaviour According to Campaign Awareness



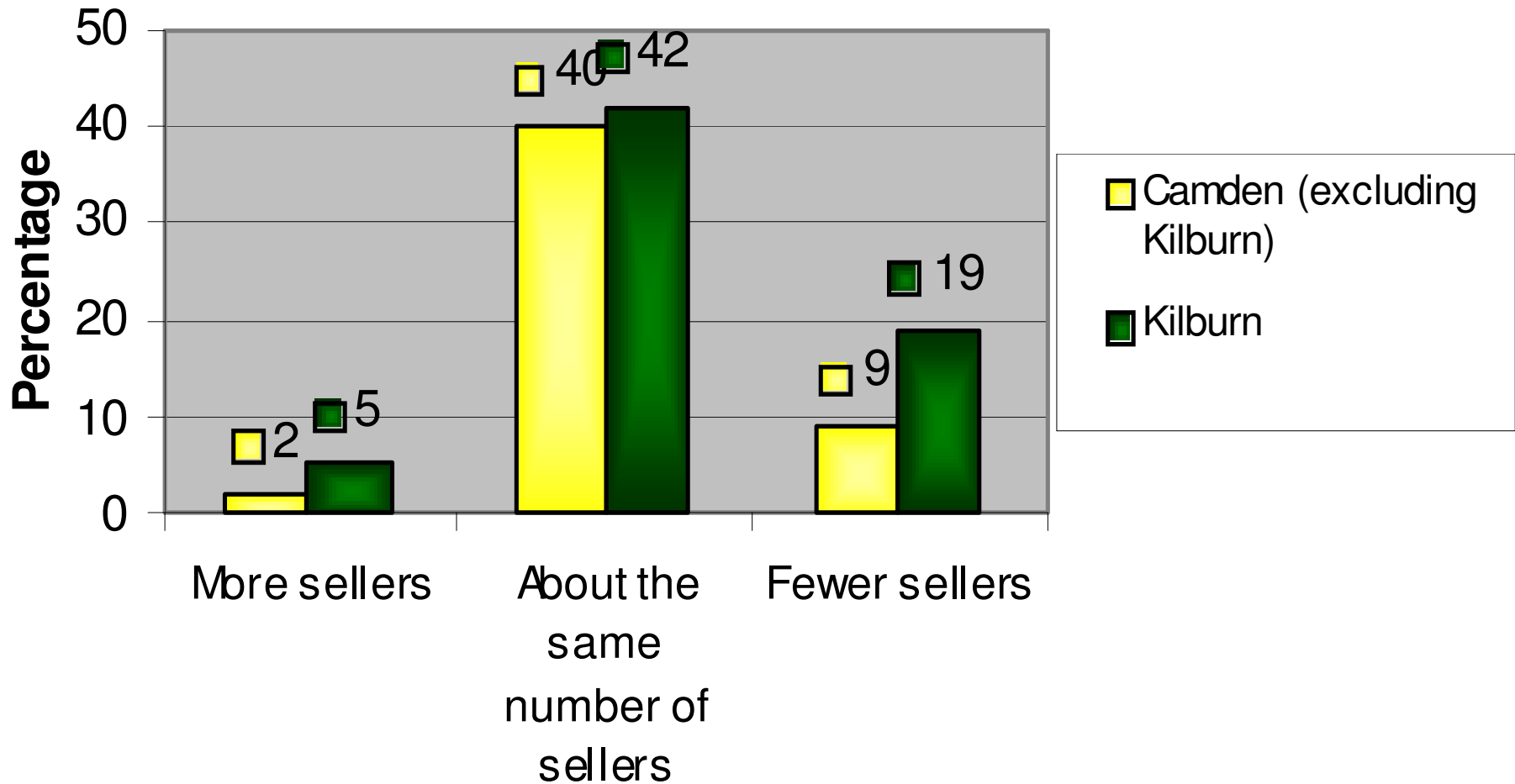
Smokers Who Would Not Buy Counterfeit Cigarettes Due to the Fact that They Do Not Know What Is in the Cigarettes



16-34 Year Olds Stating that They Would Not Buy Counterfeit Cigarettes as They Do Not Know What Is in the Cigarettes



Perceived Changes in the Number of Street Sellers of Cigarettes Split by Area



What next?

Sustaining good practise

Multi agency operations

Increased use of post conviction ASBOs