Reducing harm from tobacco

Why is this issue important for Cornwall and the Isles of Scilly?

Whole community
In Cornwall and the Isles of Scilly there are...

- 1,000+ deaths per year
- £14 million annual social care costs
- £145.4 million annual cost to local society
- Smoking costs the local economy £10 million a year in lost productivity and over 113,000 in lost working days
- £20 million annual NHS costs
- 57 tonnes of waste annually
- 13 tonnes of cigarette waste discarded as street litter

Notes:
6. 1,000+ annual fatalities

Personal costs
over 80% start smoking before the age of 20

25% of smokers will die in middle age
15% of smokers for lowest income households
15X more likely to die from lung cancer

What are the local outcomes?

Adult smoking rates
2014 18% England
2014 19.3% Cornwall

Smoking in pregnancy rates
2014 11.4% England
2014 13.9% Cornwall

Smoking rates in routine and manual workers
2014 28% England
2014 27.8% Cornwall

Inequalities

People in the most deprived areas are twice as likely to smoke as those in the least deprived areas

3X Children in smoking households are three times more likely to take up the habit

Tony’s story
I had a stroke at 63. I was told I had to give up all my favourite things – smoking and booze. I wasn’t very happy, but they were nice to me. We talked, a lot, about how I was feeling and how I could cope with wanting a cigarette. The next week I went back, and was proud to say I hadn’t smoked. I saw them once a week for four months. It has been a year now since my stroke and I haven’t had a cigarette, although I still dream of them sometimes. I feel better – my speech and walking which were bad after my stroke have improved, and the speech therapist has said that stopping smoking has helped. They stuck with me.

Helping people to quit
3,000 people are set to quit each year through the Stop Smoking Service
85% of all pregnant smokers are referred to the Stop Smoking Service
20 stop smoking service advisors work innovatively in a range of community and primary care settings tailored to the needs of the individual

Stopping children starting
Peer education programme (STOPS) in 10 secondary schools to help reduce smoking uptake

Additional services targeted at areas of high deprivation
Reactive test purchase operations, plus support at junior life skills events

What is being done locally to address this issue?

Challenging supply
One in five cigarettes smoked in Cornwall are illegal
Strong local support for standard (plain) packs which are less attractive to young people

Changing social norms
1,000+ families signed up to Smokefree Homes
One in three fire deaths are caused by cigarettes
Fire Service provide Smoke Outside advice with every Home Safety Check (over 4,000 a year)

Smoke free assessment and advice is included in the 2,500 annual visits by Cornwall Council to food premises

Partnerships
Tobacco Control Alliance including Stop Smoking Service, Fire & Rescue Service, Trading Standards, Public Health, Children’s Services and Environmental Health

Why invest?
£16 for every £1 invested in smoking cessation in Cornwall and the Isles of Scilly

Local advice and support
For free, friendly support to stop smoking please call 01209 313419 or email smokefree@nhs.net
Local Authority Tobacco Profile (range of indicators) www.tobaccoprofiles.info
ASH – the case for local action on tobacco www.ash.org.uk/localtoolkit

Notes:
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Evidence
A wide range of NICE guidance is used including evidence on effective stop smoking services, smoking prevention in schools, stop smoking in workplaces, Health Checks and reducing smoking rates in pregnancy

Notes:
1. Statistics from the Tackling Illegal Tobacco for Better Health programme, 2013
2. Excluding illegal smoking
3. ASH – the case for local action on tobacco
6. 1,000+ annual fatalities