Vision of a smokefree future

Hazel Cheeseman
Director of Policy
Action on Smoking & Health
England has made excellent progress reducing smoking rates.
Political & public support for tobacco control

Support for smokefree legislation
Adults in England (%)

- 2004: 51%
- 2005: 66%
- 2007: 72%
- 2008: 76%
- 2010: 80%
- 2015: 82%

Andy Burnham @andyburnhampp: I often take to Twitter to challenge @Jeremy_Hunt. But today I congratulate him for having courage to set clear timetable for standard packs.

Jeremy Hunt @Jeremy_Hunt: Thanks @andyburnhampp. Nice to enjoy a rare moment of consensus! Let's hope both our children can grow up in a smoke-free generation.
But Smoking Still Kills

Leading cause of preventable death

- Smoking: 79,100
- Obesity: 34,100
- Alcohol: 6,669
- Traffic: 1,850
- Suicide: 5,377
- HIV: 504
- Illegal drugs: 1,605
Smoking Still Kills

Wide inequalities between rich and poor
Smoking Still Kills

Prevalence is highest among the most vulnerable

Reference: Health Survey for England
## Smoking Still Kills

Significant impact on poverty

<table>
<thead>
<tr>
<th></th>
<th>Currently in poverty</th>
<th>Lifted out of poverty if smoking costs removed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Households with smokers</td>
<td>1,788,000</td>
<td>512,000</td>
</tr>
<tr>
<td>Children in households with smokers</td>
<td>1,244,000</td>
<td>365,000</td>
</tr>
<tr>
<td>Adults in households with smokers</td>
<td>3,192,000</td>
<td>866,000</td>
</tr>
</tbody>
</table>
Progress is not inevitable

Figure 2.2 Adult smoking prevalence 1980-2012 in France, Germany, England, Australia, Canada and California
Lesson from New York

New York City’s ‘Tobacco Free Living’ initiative 2002-2011

Taken from Better Health for London, the report of the London Health Commission
Cigarette smoking prevalence

Graph shows prevalence estimate and upper and lower 95% confidence intervals
Can’t afford not to take action

Smoking costs society £13.9 billion every year, or £1805 per smoker per year.
Can’t afford not to take action

• Smoking means that a further 47,000 individuals in England need social care.
• This costs local authorities around £600 million a year.
• A further 846,000 people need informal care from a friend or family member.
• Smokers need care on average 9 years before those who don’t smoke.
Smoking Still Kills: Vision to reduce smoking for all
To achieve the vision

• Comprehensive strategy and delivery at every level (national, regional, local)
• Sustainable funding
• Health partners to play their role
To achieve the vision we need: **sustainable funding**

- NHS funding gap = £22 billion by 2020
- Needs ‘radical upgrade in prevention and public health’ to be bridged
- £200 million cut in Local Government public health budget.
- Chancellor’s Comprehensive Spending Review – further cuts to Public Health of 3.9% per year for the next 5 years.
- Summer 2015 - 40% of councils told us they’d made cuts
TI can afford to pay
Sales stagnant profits up
The role of the healthcare professional

Of nearly 700 smokers hoping to stop, what prompted their attempt to quit?

- Health Problem
- Restrictions
- Poster
- Advert
- Health professional
- Family/friend

[Bar chart showing percentages for each category]
Percent reporting having been advised to stop or offered help by GP

Base: People who smoked cigarettes in the past 12 months

Data from smoking toolkit study: www.smokinginengland.info
An NHS that asks

Does your organisation have a dataset for all patients smoking status & interventions?

London Senate Helping Smokers Quit Programme Board
To achieve the vision we need: An NHS that:

- Asks
- Supports quitting
- Provides alternatives
- Supports national action
- Engages in local partnerships
- Prioritises staff smoking
Summary

• We have made good progress reducing smoking prevalence but progress could be at risk
• Smoking still kills and the most vulnerable communities are worst affected
• We face considerable funding challenges but public & political support remains high
• Comprehensive strategy, sustainable funding and an engaged NHS are critical if we are to maintain momentum