Comprehensive local tobacco control: why invest?
19% of adults in England smoke – over 8 million people

Smoking is concentrated in the more disadvantaged groups

Two thirds of smokers start before age 18

1 in 2 long-term smokers dies from a smoking-related illness
Smoking harms nearly every organ of the body

- Stroke
- Coronary heart disease
- Cardiovascular disease
- Chronic obstructive pulmonary disease
- Dementia
- Cancer of the throat, larynx, oesophagus
- Lung cancer
- Cancer of the bladder, pancreas, stomach, kidney
- Type 2 diabetes
- Harm to unborn babies
Smoking is the largest cause of premature death

- Smoking: 79,100
- Obesity: 34,100
- Suicide: 4,507
- Alcohol: 21,485
- Drug misuse: 1,812
- Traffic: 1,713
- HIV: 488
Secondhand smoke harms other people

- Middle ear infections
- Coronary heart disease
- Stroke
- Respiratory disease
- Asthma attacks
- Lung cancer
- Sudden Infant Death Syndrome (cot death)
- Reproductive effects in women – low birth weight
- Respiratory disease
- Middle ear infections
- Coronary heart disease
- Stroke
- Respiratory disease
- Asthma attacks
- Lung cancer
- Sudden Infant Death Syndrome (cot death)
- Reproductive effects in women – low birth weight
Smoking harms families and communities

Smoking is the main contributor to health inequalities

Spending on tobacco contributes to child poverty

Illicit tobacco fuels crime and disrupts community safety
The annual cost of smoking-related harm

Total cost to society £13.1bn

Cost to NHS £2.2bn

Cost to social care £1.1bn

Lost productivity £9bn

House fires £610m
Our ambition for England

A tobacco-free generation
The challenge: what needs to be done

1. Improve awareness of tobacco harm among young people and delay the age of first use
2. Ensure effective regulation and enforcement
3. Provide support to help people quit
4. Reduce the harm for those who are not ready to stop in one step
National-level interventions

- Reduced affordability
- Packaging and promotion
- Regulation: 1. retail display 2. proxy purchasing 3. smoking in cars carrying children
- Mass media campaigns
- PHE evidence and advice for local areas
CLeaR: a balanced local tobacco control system

- Vision leadership
- WHO FCTC
- Cessation prevention
- Planning and commissioning
- Supra-local cross-agency and partnership
- Your local vision
- Your innovation and learning
- Communication and denormalisation
- Compliance
- Prevalance
- Quit rate
- Your outcomes
- Local priorities

- Your local priorities
Partnership: the key to success
The benefits of investment

Every £1 spent on smoking cessation saves £10 in future health care costs and health gains

A 20-a-day smoker saves around £3,000 a year by quitting

Reducing smoking prevalence by 1 percentage point a year over 10 years would prevent 69,000 premature deaths
Better public health outcomes

**Tobacco use specific**
- Smoking prevalence – 15 year olds (placeholder)
- Smoking prevalence – adult (over 18s)
- Smoking status at time of delivery

**Children in poverty**

**Sickness absence rate**

**Low birth weight of term babies**

**Mortality from causes considered preventable**

**Mortality from all cardiovascular diseases**

**Mortality from cancer**

**Mortality from respiratory diseases**

**Preventable sight loss**

**Excess under 75 mortality in adults with serious mental illness**

**PHOF indicator domains**
- Improving the wider determinants of health
- Health improvement
- Healthcare public health and preventing premature mortality
Resources

- JSNA resource pack
- CLeaR
- Local tobacco profiles
- ASH local toolkit
- NICE ROI tool