

BEYOND *SMOKING KILLS* where next?

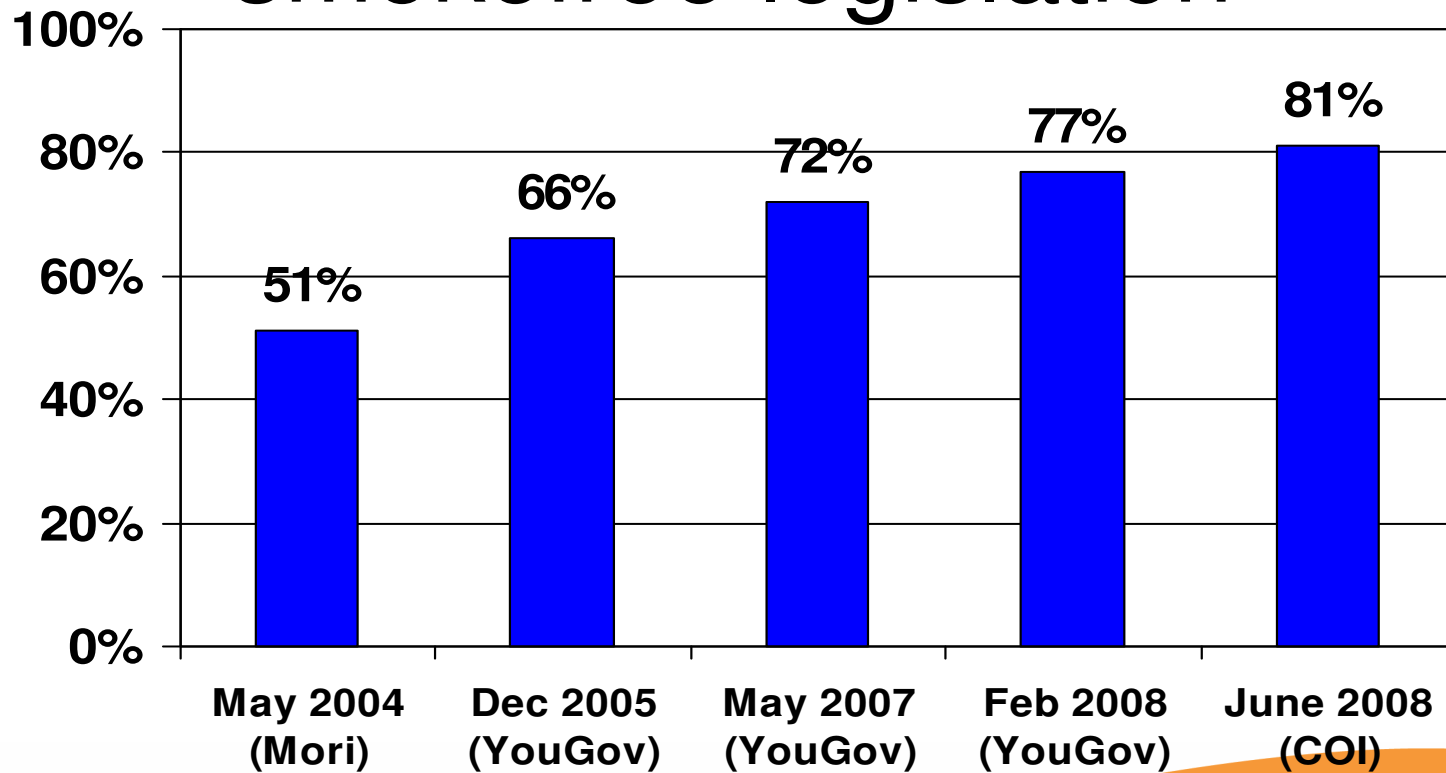
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National Strategy: Local Reality

Wednesday 4 February 2009

www.ash.org.uk



Overwhelming support for smokefree legislation



Overwhelming success of Smokefree legislation

- ① Successful collaboration DH and Local government
- ① Over 98% compliance
- ① Compares to only 50% compliance with 30 mph limit
- ① 87% businesses said implementation had gone well
- ① 40% report positive impact



Local action key to its SUCCESS

- 🌀 **Local action by PCTs, local authorities and local alliances both in building support and ensuring effective implementation;**
- 🌀 Key opinion formers were on board – health experts and organisations, parliamentarians etc.;
- 🌀 Campaign had built positive public opinion - still the case;
- 🌀 Proactive and reactive media coverage;
- 🌀 Partners all promoting the same evidence-based arguments.

European countries ranked by total Tobacco Control Scale score



Score out of 100

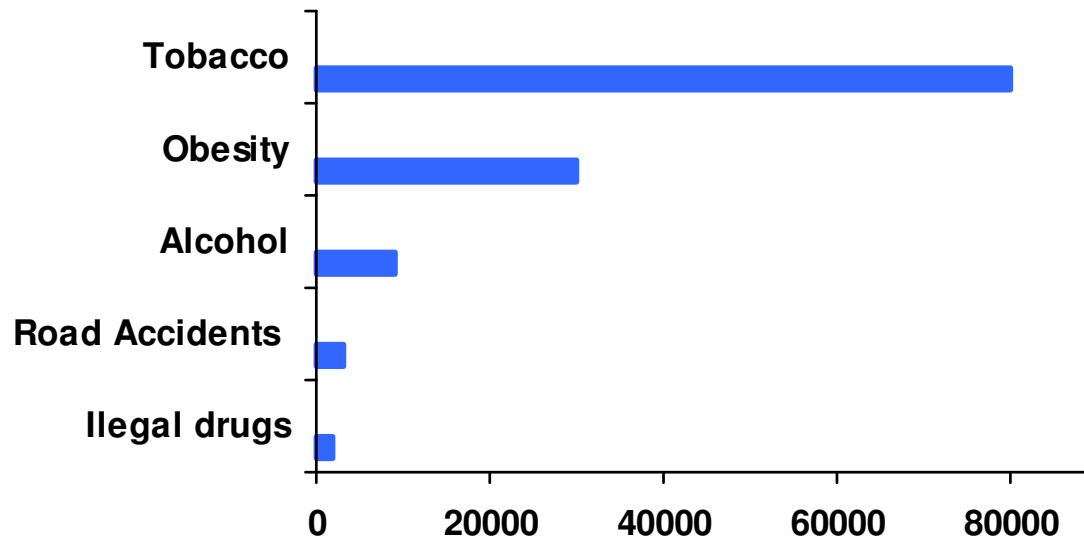
UK	93
Ireland	74
Norway	66
Finland	58
France	59
Germany	37

Weights: Price 30; Public places bans 22;
Campaign spending 15; Ad ban 13; Health
warnings 10; Treatment 10

Joossens & Raw 2007

Why tobacco is still a priority for public health

Major causes of preventable and premature deaths in the United Kingdom



DH Consultation on new national tobacco control strategy

- ④ **Reducing smoking rates and health inequalities caused by smoking**
- ④ **Protecting children and young people from smoking**
- ④ **Supporting smokers to quit**
- ④ **Helping those who cannot quit**
(considering the potential of a harm reduction approach)

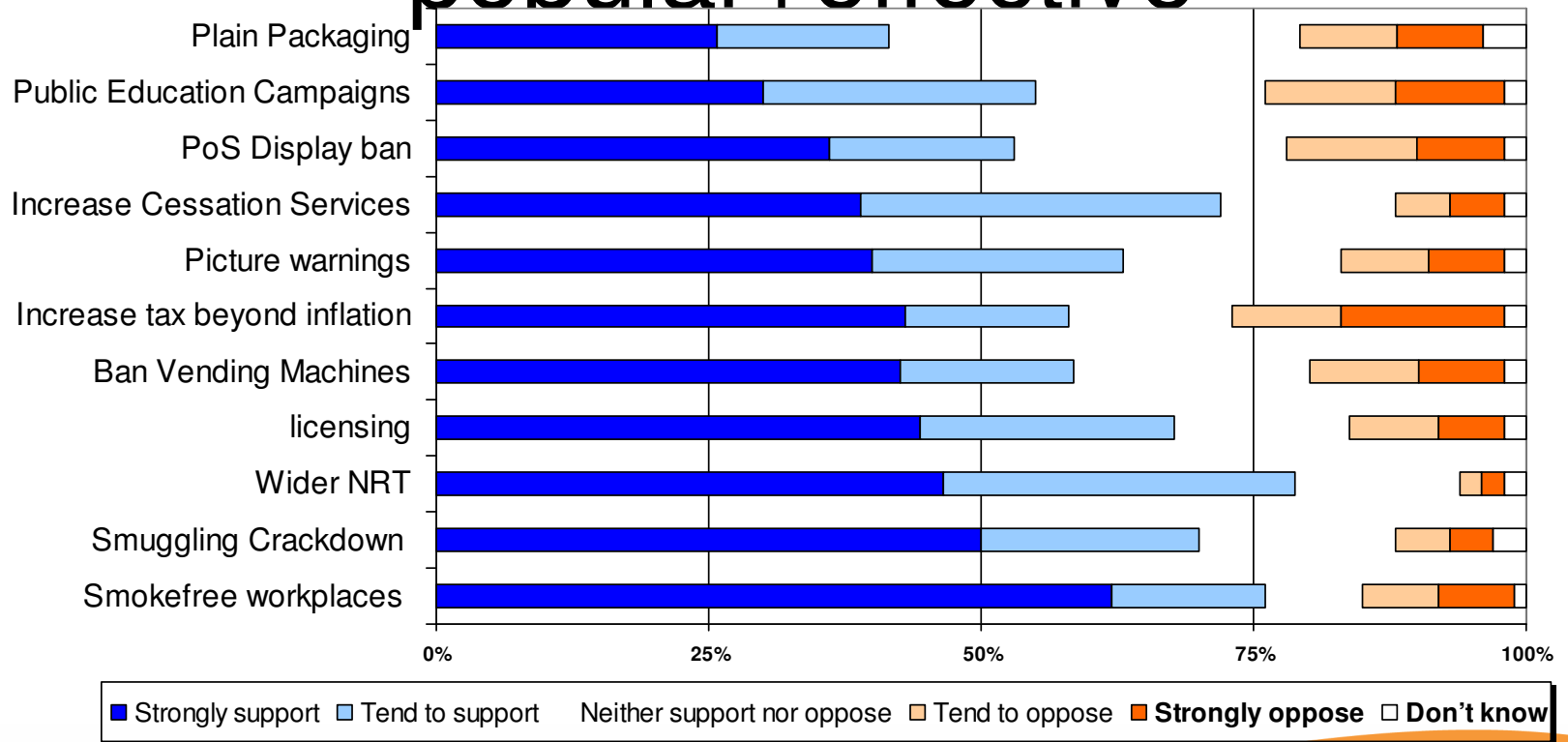
Core elements to a national tobacco control strategy (1)

- ① Comprehensive well funded strategy
- ① Regularly updated and reviewed
- ① Tough new targets at national, regional and local level.

Core elements to a national tobacco control strategy (2)

- ④ Sustain and improve current strategy
 - Tax + smuggling, education and media, SHS, helping smokers quit, labelling regulation and promotion
- ④ New legislation
 - plain packs, prohibit retail display, ban tobacco sales from vending machines, licensing for retailers
- ④ Harm reduction based on better medicinal nicotine products.
- ④ **For detailed recommendations see Beyond Smoking Kills report – funded by BHF and CR-UK and endorsed by 110 health and welfare organisations.**

Tobacco control is popular+effective



Effective tobacco control depends on national, regional and local action

- Local action central to delivery of public health measures
- Smoking key indicator of health inequalities
 - Half the difference in life expectancy between the richest and the poorest due to smoking
 - Smoking causes 30% of all cancers
 - Smoking causes nearly 20% of cardiovascular disease
 - Smoking responsible for most bronchitis and emphysema
 - Secondhand smoke major cause of cot death
 - Secondhand smoke strongly linked to increased risk of pneumonia and bronchitis, asthma attacks and middle ear disease in children

Economic impacts of tobacco

- ④ Reducing smoking has positive impact on local economy
- ④ Total cost of smoking in the West Midlands £1.25bn in 2001 alone (lost productivity, cost of treatment, premature death and ill health)
- ④ Calculate the costs to your area using <http://www.smokingcosts.org.uk/>

Local Area Agreements

- 89/150 local authorities have smoking prevalence as a key target
- Should be a local target for all local authorities
- Need to develop local targets and local action plans
- New integrated Household Survey will provide local data

LAA Action plans need to include

- ① Helping smokers to give up (signposting and services)
- ① Protection from secondhand smoke – encouraging smokefree homes and cars etc.
- ① Education and media - social marketing campaigns making the bridge between the local and the national.
- ① Regulatory enforcement (including under-age sales, smokefree legislation, the advertising ban and enforcing retail display ban longer-term)
- ① Tackling smuggling (together with HMRC and CDRPs)

Helpful Resources

- ① Using Local Area Agreements to reduce health inequalities
<http://www.renewal.net/Documents/RNET/Solving%20the%20Problem/Usinglocalarea.doc>
- ① Negotiating new Local Area Agreements
<http://www.communities.gov.uk/documents/localgovernment/pdf/476151>
- ① The New Performance Framework for Local Authorities & Local Authority Partnerships
<http://www.communities.gov.uk/documents/localgovernment/pdf/505713>
- ① ASH mapping project giving synthetic smoking prevalence by ward
<http://oldash.org.uk/html/mappingproject/mappingproject.html>
- ① ASH factsheets on smoking and health
http://www.newash.org.uk/ash_f5izj246.htm

Take home message

- ① Join the Smokefree Action Coalition
www.smokefreeaction.org
- ① Help build local support for legislative measures (hand in your card!)
- ① Make reducing smoking prevalence a key target in your area
- ① Ensure it is in your Local Area Agreements
- ① Come to us if you want help
hazel.cheeseman@ash.org.uk