

# *Can smoking really end?*

County Durham Health and Wellbeing Board

**Ailsa Rutter OBE**  
**Director of Fresh and Balance**



**Better for everyone**



# The Tobacco industry years



- This is a unique historical phenomenon with a clear beginning – it CAN have an end – it is within our reach....
- Male smoking peaked in 1948 at 82%
- Female smoking peaked in 1960s at 45%
- 3 of top 5 global companies British
- RCP first outlined comprehensive strategy to tackle smoking in 1962. Not implemented by UK until 1998
- ASH set up in 1971; Fresh UK's 1<sup>st</sup> regional TC programme 2005
- Adult smoking is now 15.3% in the North East /17% Co Durham- nearly halved since 2005



But much higher in some groups....

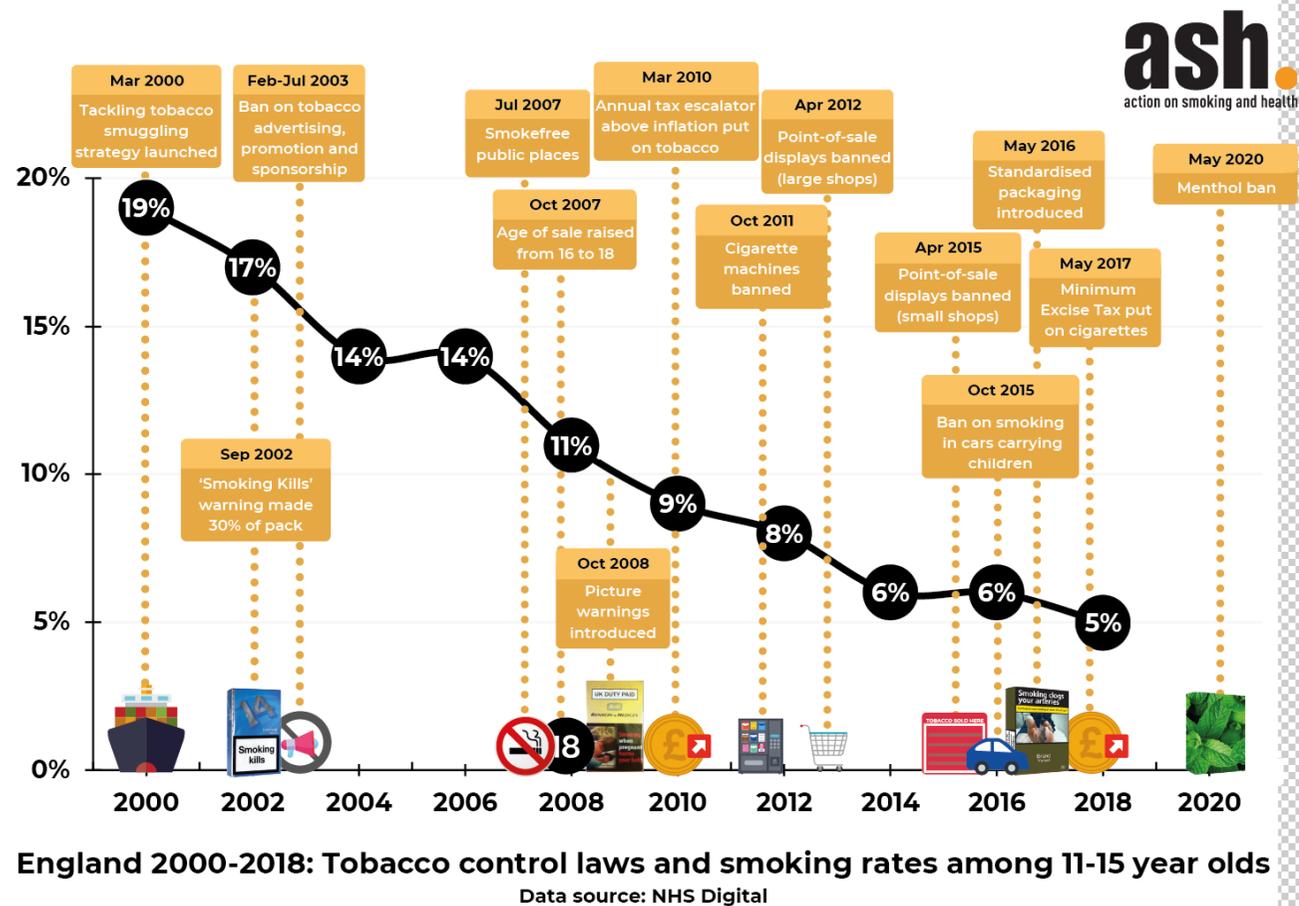


- Routine and manual occupations- 23.3%
- Serious Mental Illness – 40.9%
- Long term mental health condition- 31.0%
- Anxiety and depression- 23.9%
- Adults admitted for substance misuse (opiates) 58.8%
- Adults admitted for alcohol treatment 58.0%
- Also still have 15.5% pregnant women smoking at time of delivery

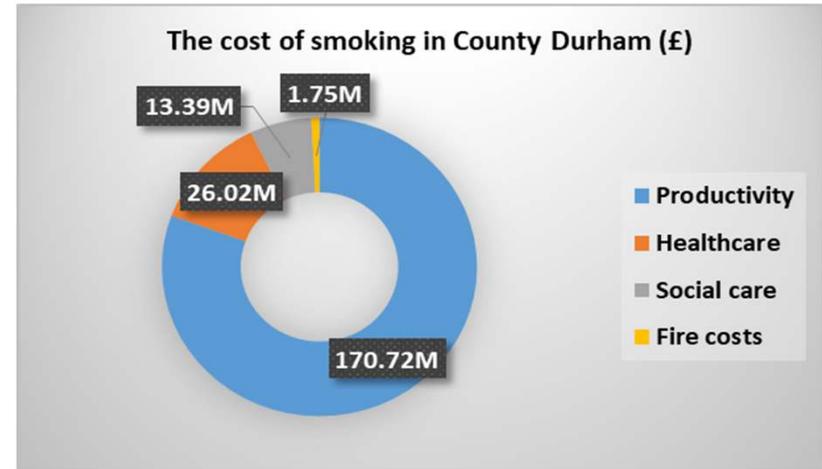
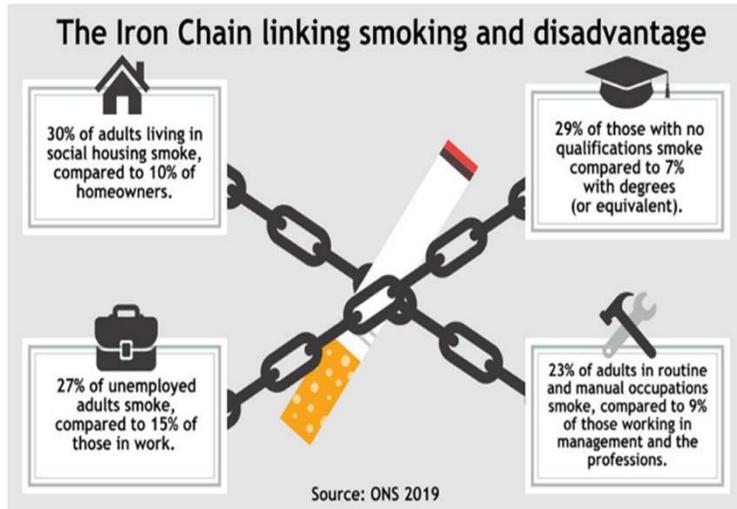


Better for everyone

# Strong evidence base for what to do



# ....But remains key driver health inequalities



Better for everyone

## It can be addressed though and there are real positives

- Most smokers want to quit, yet most never go near a stop smoking service.
  - Smokers can be encouraged, repeatedly and consistently, to keep making quit attempts.
  - And they can be steered towards products, such as stop smoking medications and e-cigarettes, that give them a better chance of quitting.
  - **This is a numbers game: if many more people try to quit more often, more people will succeed, even though the likelihood of success of any individual quit attempt is relatively low.**
  - The key is triggering more quits at population level- around 36% smokers trying to quit annually – get to 45%
- The ten high impact actions for LAs and partners are:
    - 1. Prioritise health inequalities
    - 2. Work in partnership esp regionally
    - 3. Support every smoker to quit
    - 4. Communicate the harms and the hope
    - 5. Promote harm reduction
    - 6. Tackle illicit tobacco
    - 7. Promote smokefree environments
    - 8. Enable young people to live smokefree
    - 9. Set targets to drive progress
    - 10. Protect and promote progressive tobacco control policy



Better for everyone

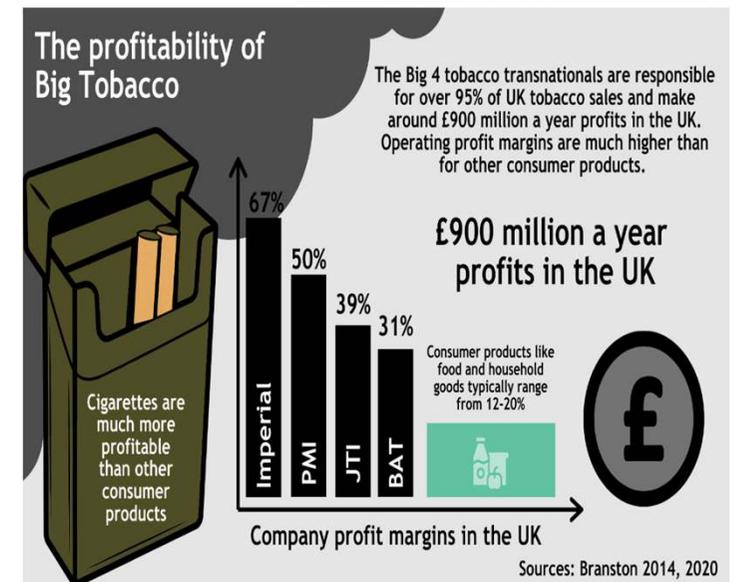
National landscape crucial-  
“we need bold action.....”

July 2019: We are setting an ambition to go ‘smoke-free’ in England by 2030- will be new Tobacco Control Plan  
APPG on Smoking report June 2021- ‘roadmap’:

- Funding is key. Targeted investment to level up and reduce inequalities:

- campaigns
- opt out referrals SSS
- social housing and MH conditions
- incentives pregnancy
- regional programmes illicit tobacco
- low cost policy interventions to denormalise smoking

Tobacco amendments draft Health and Care Bill – levy is key one



Better for everyone

# Low cost policy interventions to denormalise smoking

Including:

- Quit messaging on individual cigarettes and in packs
- Regulating e-cigarettes and other nicotine products to protect young people while helping adult smokers to quit
- Consider raising the age of sale for tobacco products from 18 to 21:
- Almost all smokers (95%) begin smoking before they turn 21
- Raising age of sale to 21 would reduce smoking rates in 18-20 yr olds by ~30%



**IT IS ILLEGAL TO SELL TOBACCO PRODUCTS TO ANYONE UNDER THE AGE OF 18**



Better for everyone



**Nearly 8 million lives**

**26% of all deaths in last 50 years due  
to the tobacco industry**

**have been lost to tobacco since 1971**

# What can you do as a Health and Wellbeing Board?

- **Endorse the APPG on Smoking [report](#)**
- **Support the work of the Alliance and implementation of strategic plan- many partners can be involved**
  - Public Health
  - Elected Members
  - Regulatory Services
  - Children's Services
  - Environmental Health
  - Other relevant council departments (communications, planning, development, regeneration)
  - Acute Trust incl Maternity Team
  - Mental Health Trust
  - Primary care
  - Fire & Rescue Services
  - Police
  - Education representatives (Primary, Secondary, College, University)
  - Social Housing
  - Voluntary and Community Sector groups
  - Poverty, welfare support
  - Stop Smoking Service
  - Pharmacy and Local Pharmaceutical Committee

- **Let MPs know of support**
- **Please support @FreshSmokeFree on twitter**
- **Responding to consultations**



Better for everyone