

Health and Wellbeing Board Tobacco Update



Question

Smoking is one of the largest causes of health inequalities in England?

Answer

- True - 200 people a day die from smoking-related illness, which could've been prevented
- There are groups locally where smoking prevalence is higher than the County Durham average such as:
 - Those who work in a Routine and Manual Occupation
 - Those with a Severe Mental Illness
 - Those who live in social housing
 - Those who access social care

Question

Stopping smoking will help both a pregnant mother and their baby immediately?

Answer

- True – Stopping smoking will help both mother and baby immediately, regardless of at what point in the pregnancy they decide to stop.
- When a pregnant person smokes, carbon monoxide and thousands of harmful toxins travel through the placenta and into the baby's body. When this happens, it can restrict the essential oxygen supply to the baby. As a result, the baby's heart must beat harder every time a cigarette is smoked.
- When a pregnant person stops smoking, the harmful gases and other damaging chemicals will clear from their body. This will reduce the risk of complications in pregnancy and birth, including lower chance of miscarriage, stillbirth or having a premature or unwell baby.

Question

Vaping is just as harmful as smoking.

Answer

- False - Nicotine vaping is not risk-free, but it is substantially less harmful than smoking.

Question

The average smoker spends £2,000 per year on tobacco?

Answer

- True
 - Smoking costs contribute to 25,000 households living in poverty
 - This includes 16,000 dependent children
 - There are over 4,300 people economically inactive due to smoking

Question

Once you have started smoking the damage is done, so you might as well continue to smoke.

Answer

- False- It's never too late to stop smoking. As soon as a person quits, the body will begin to repair itself and improvements will be noticed within just a few days. Loved ones will also be protected by not breathing in second-hand smoke

Question

Nicotine is harmful?

Answer

- False - Nicotine is a very addictive substance, but it isn't harmful. It's the other ingredients and chemicals in cigarettes such as carbon monoxide and tar that cause serious health impacts.

Question

Stopping smoking increases a person's stress levels?

Answer

- False- People who smoke often say that they can't quit as cigarettes reduce their stress. However, it's been proven that people who don't smoke usually have lower stress levels than people who do smoke.

Question

Each year there are £211.87M worth of costs that are associated with smoking in County Durham. With £13.39M linked to social care?

Answer

- True
- 170.72M of these costs are associated with lack of productivity from people unable to work due to ill health whether this is temporarily sickness, unemployment or early death.
- 26.02M on Healthcare costs associated with smoking. This includes costs for those accessing support in primary care or within hospitals.
- £13.39M on social care, which includes costs of both residential and domiciliary care.

The Fresh programme and evidence base in the North East



LA12 and ICB funding

3 key goals:

1. Helping smokers to stop and stay stopped
2. Preventing uptake
3. Reducing exposure to secondhand smoke and other harms

Creating a smokefree generation and tackling youth vaping

****Raising the age of sale for tobacco products is vital – need to keep the focus on tobacco****

Durham Youth Council took part in filming a North East video on their views regarding raising the age of sale for tobacco products

Cllr Hood has written to Durham MPs to gather support – need to keep the pressure on because...

We were expecting Tobacco and Vapes Bill (draft legislation) to be laid in Parliament before now – still hasn't been published

Parliamentary process (several stages in Commons and Lords) needs to be completed before summer recess 23rd July

ASH and APPG on Smoking and Health Smoking Survivors drop-in event in Parliament on national No Smoking Day – Wednesday 13th March – with people whose lives have been impacted by smoking and young people who will benefit from the smokefree generation legislation. Strong NE presence at this including smoking survivor Cathy Hunt from Durham who will be being used in the national DHSC media campaign from 11th March.

Advocacy Next steps

Things you can do to help please:

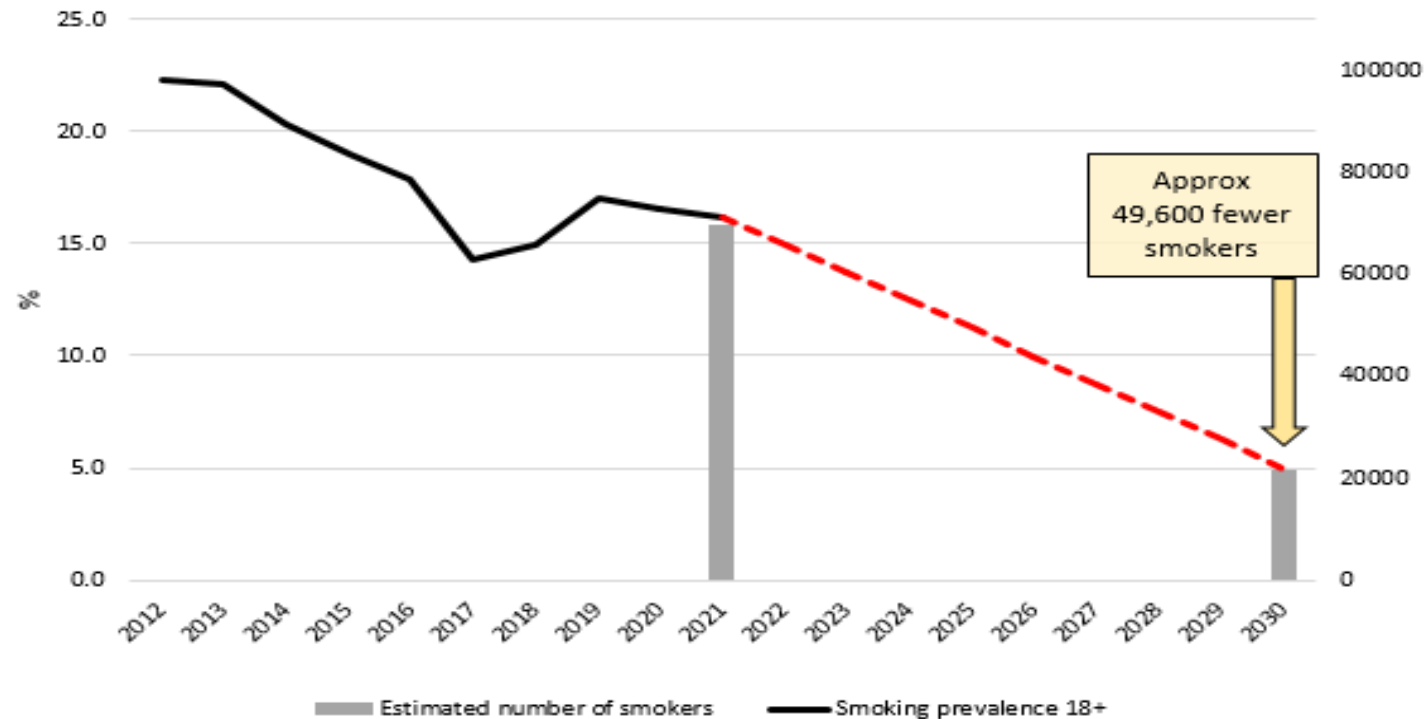
Retweet Fresh posts supporting #SmokefreeGeneration e.g. <https://x.com/FreshSmokeFree/status/1762802132044947810?s=20> - all LAs and FTs are tagged. Add your concerns that the Bill has not been published. Copy in @RishiSunak and if you can the relevant MPs for your LA

Ask elected members to consider adding their name to the ASH and Cancer Research UK letter to be sent on behalf of local councillors to MPs, calling on them to support the Bill. The text of the letter, including the option for councillors to add their names, can be found via [this link](#).

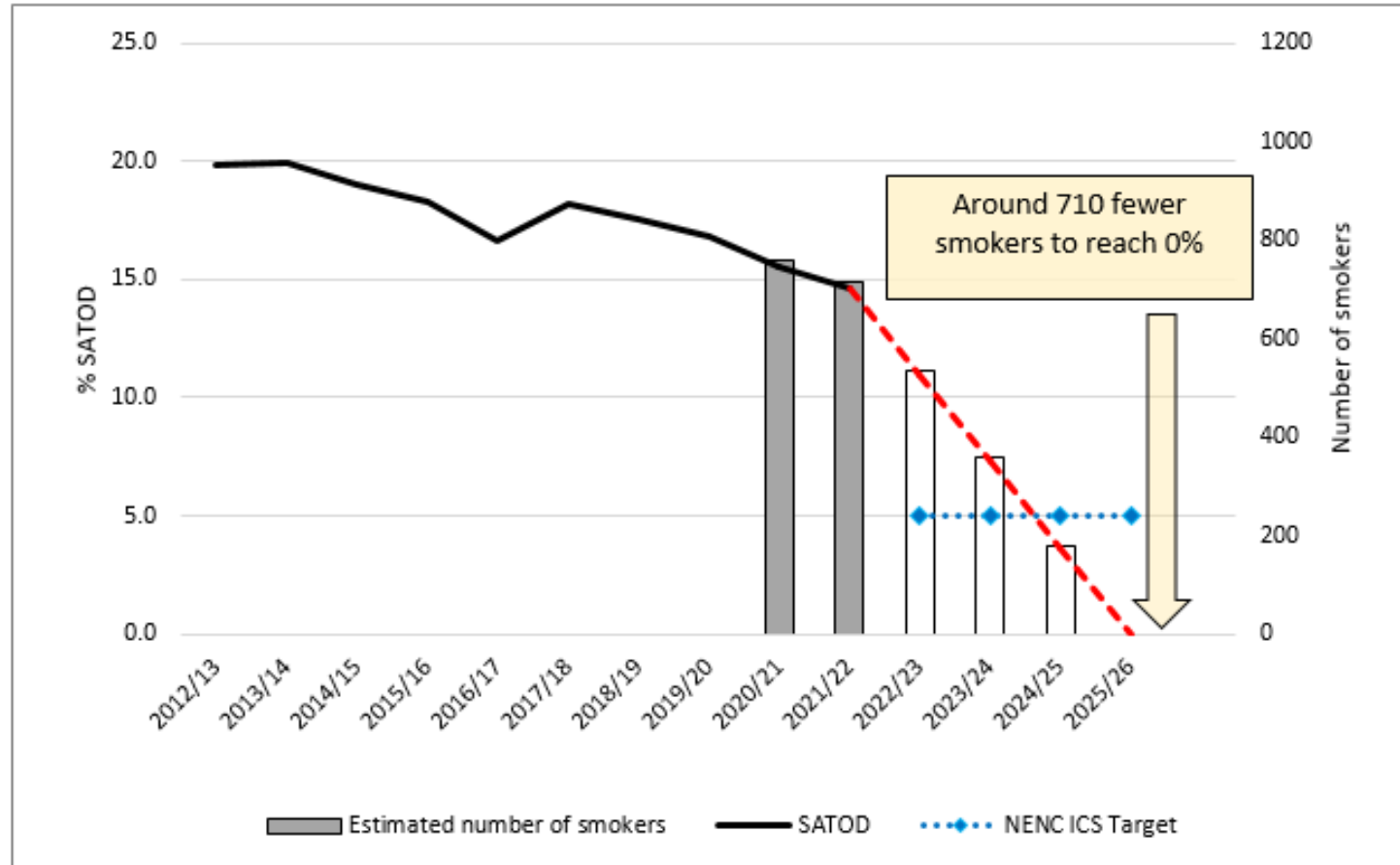
Promote regional comms



Support from Health and Wellbeing Board locally



Support from Health and Wellbeing Board locally – Tobacco dependency in pregnancy



Support from Health and Wellbeing Board locally

- National funding from DHSC from April 2024 for 5-years to increase the number of individuals who are setting a quit date and making a quit attempt. Working as a system across County Durham is important to reduce overall smoking prevalence – how can the Health and Wellbeing Board support this?
- Working as a system across County Durham is important to reduce smoking at time of delivery– how can the Health and Wellbeing Board support this?