Tobacco Control Strategy 2016-19: a Summary for Consultation

Our vision is for a Smokefree South Gloucestershire where future generations are protected from tobacco related harm and live longer, healthier lives. We believe this comprehensive tobacco control strategy will support all South Gloucestershire’s communities in moving towards a future free from tobacco.

Tobacco use remains one of our most significant public health challenges.

One in two people who use tobacco will die as a direct consequence of its use. Whilst smoking rates have declined over recent decades, tobacco use in South Gloucestershire remains around 14% or just under 30,000 smokers.

Whilst this figure is below the average for England, it masks huge inequalities within our area, with smoking levels around 24% in some communities.

What is Tobacco Control?

The term tobacco control refers to an internationally recognised, evidence based approach to tackling the harm caused by tobacco.

A call to action – the health burden from using tobacco

Tobacco use is the single greatest cause of preventable death in England, killing over 80,000 people per year: greater than the combined total of preventable deaths caused by obesity, alcohol, traffic accidents, illegal drugs and HIV infections.

Smoking is responsible for the largest proportion of the excess mortality of people with mental illness.

Smoking is associated with an increased risk in the onset of depression and anxiety disorders: smokers are 50% more likely to suffer from a mental disorder than non-smokers.

Of the 10 million smokers in the UK today, almost one in three reports mental health problems.

A call to action – health inequalities from tobacco use

Higher smoking prevalence is strongly correlated with areas of socio-economic deprivation: approximately 24.6% in the most deprived areas compared to 10.6% in the least deprived areas.

Smoking is highest amongst younger males from routine and manual occupations, communities of mixed-heritage and minority groups such as LGBT.
A call to action – costs to society

It is estimated that smoking costs South Gloucestershire £57.5 million a year.

Current and ex-smokers who require care in later life as a result of smoking-related illnesses cost South Gloucestershire £5 million each year.

Smoking related disease cost the local NHS economy £7.95m per year.

 Delivering the strategy

This three year strategy sets out a range of actions across the following three themes:

 Prevention

Smoking is an addiction largely taken up in childhood and adolescence. Two- thirds of smokers say they began smoking before the age of 18. Nine out of ten started before the age of 19.

- We will continue to deliver effective communication and education campaigns to increase awareness of the risk of smoking and to prevent the uptake of tobacco use
- We will work towards creating environments where young people choose not to smoke
- We will continue to train the wider workforce on the harms of smoking tobacco and second hand smoke so that they have the skills to intervene early

 Protection

Smoking is harmful not only to smokers but also to the people around them. Children from less affluent backgrounds suffer greater levels of exposure to second-hand smoke when growing up. Infants of parents who smoke are more likely to suffer from serious respiratory infections such as bronchitis.

- We will work with the wider public health workforce to reduce exposure to and protect people from second-hand smoke
- We will work with Partners to reduce the availability and supply of tobacco products to children and young people
- We will work with Partners to ensure compliance with Smokefree and tobacco sales legislation
- We will reduce supply and demand for illegal tobacco

 Cessation

To improve a smoker’s chance of quitting they need access to effective services and therapies, supportive social networks and smokefree environments.

Local stop smoking services offer the best chance of success. Smokers are up to 4 times more likely to quit using Smokefree Services than going it alone with no help or using over the counter nicotine replacement therapy.
We will continue to support all smokers who wish to quit tobacco
We will continue to deliver high quality social marketing campaigns, increasing motivation amongst those who are contemplating a quit attempt
We will work with other health care professionals to deliver a brief Smokefree intervention, Making Every Contact Count
We will ensure services meet the needs of communities with high smoking rates; manual workforce, deprived communities, pregnant women, mental health service users
We will ensure that all Smokefree Services reach out to users of electronic nicotine delivery devices who wish to quit tobacco
We will continue to support the Smokefree Service workforce to delivery high quality services through the provision of ongoing Continuous Professional Development

Please refer to the full, draft Tobacco Control Strategy for more detail and background information including how we will measure progress against the aims of the strategy.

**Find out more and have your say**

We welcome comments on the proposals outlined in this consultation document between 21st March and 16th May 2016.

We are particularly keen to find out if you feel that all relevant areas are being considered and whether you think there are any specific impacts or alternatives that the council should consider.

Further information is available on our consultation webpage:

[www.southglos.gov.uk/consultation](http://www.southglos.gov.uk/consultation) or from your local South Gloucestershire library and One Stop Shops.

You can find out more and tell us your views by:

Email: consultation@southglos.gov.uk

Write to: FREEPOST Plus RTCT-JXLE-EETT, South Gloucestershire Council, Corporate Research & Consultation Team, Tobacco Control Strategy Consultation, Civic Centre, High Street, Kingswood, BRISTOL, BS15 9TR

Phone: 01454 868195

If you would like someone to talk to your group or organisation about these proposals, please contact us using the details above to arrange.