

Smoke Free Cumbria



**Our vision is
to create a
smoke-free
generation in
Cumbria by
2022**

Background:

The Department of Health's 'Towards a Smoke-free Generation - A Tobacco Control Plan for England' (2017) has recently been published. The plan's vision is to 'create the first smoke-free generation' and the aim, by the end of 2022 is to:

- Reduce the rate of 15 year olds who regularly smoke to 3% or less
- Reduce the prevalence of smoking in pregnancy to 6% or less
- Reduce smoking prevalence amongst adults in England to 12% or less

What can we do?

- Create completely smoke free spaces, such as NHS Trust sites² and playgrounds³
- Frontline staff can complete free e-learning and offer very brief advice on smoking⁴
- Share the following advice: *'if you don't smoke, don't start vaping; if you do smoke, stop altogether if you can - and our pharmacies can help; and if you can't stop, or don't want to - switch to vaping'*
- We can share positive stories about people giving up smoking and give advice via media channels⁵
- All employers can make good use of information and momentum generated by national campaigns such as 'Stoptober'⁶ to promote stopping smoking amongst their employees
- Partnerships, such as the district Health and Wellbeing Forums and Integrated Care Community Leadership Groups can develop/coordinate local smoke free initiatives
- Identify and support smoke free champions within communities, workplaces and social groups e.g. 'smoke free pregnancy champions' in areas where smoking in pregnancy rates are higher than average¹

Our Plan:

To support our vision, and the national tobacco control plan, we are kick-starting our efforts by making 2018 the year when we join forces and mobilise at scale to help Cumbria to become smoke free.

We would like to see everyone across the public, private and third sector pledging to do at least one thing to help people to stop smoking and help achieve our vision for a smoke free Cumbria.



Smoking - the facts:

Overview⁷:

Tobacco use remains the most significant public health challenge. Smoking is the primary cause of preventable illness and death. Every year smoking causes around 96,000 deaths in the United Kingdom (UK).

Smokers under the age of 40 have a five times greater risk of a heart attack. Smoking causes around 80% of deaths from lung cancer, around 80% of deaths from bronchitis and emphysema, and 14% of deaths from heart disease.

More than one quarter of all cancer deaths can be attributed to smoking. These include cancer of the lung, mouth, lip, throat, bladder, kidney, pancreas, stomach liver and cervix. About half of all life-long smokers will die prematurely.

1 www.gov.uk/government/uploads/system/uploads/attachment_data/file/630217/Towards_a_Smoke_free_Generation_-_A_Tobacco_Control_Plan_for_England_2017-2022__2_.pdf
2 publichealthmatters.blog.gov.uk/2016/12/06/its-time-for-a-truly-tobacco-free-nhs/
3 www.theguardian.com/society/2016/sep/26/smoking-ban-playgrounds-zoos-theme-parks-environmental-health
4 www.ncsct.co.uk/publication_very-brief-advice.php
5 www.nice.org.uk/guidance/ph10/documents/expert-opinion-mass-media-interventions-summary2
6 campaignresources.phe.gov.uk/resources/campaigns/6-stoptober/overview
7 www.gov.uk/government/uploads/system/uploads/attachment_data/file/630217/Towards_a_Smoke_free_Generation_-_A_Tobacco_Control_Plan_for_England_2017-2022__2_.pdf

What do we know about Smoking in Cumbria? ^{8 9}



22.1% of people in Cumbria in routine and manual jobs smoke

64,000 people (15.5% of the population) **over the age of 16** smoke in Cumbria

Estimated annual cost of smoking to the Cumbria Economy



12.3% of mothers in Cumbria **say they smoke** when asked about their smoking habits at the time of giving birth (national average 10.6%)



Smoking contributes towards approximately **2,800** deaths in Cumbria each year in people aged **35+**

Every year, around **74,000 GP appointments** in Cumbria are thought to be due to **smoking**



Costs of smoking to health care economy in Cumbria in the region of



£16 million

Annual days sickness from work due to smoking – **over 80,000** days



Smoking causes over **3,500** hospital admissions each year in Cumbria

⁸ fingertips.phe.org.uk/profile/tobacco-control/data#page/1/ati/102/are/E1000006

⁹ www.nice.org.uk/about/what-we-do/into-practice/return-on-investment-tools/tobacco-return-on-investment-tool