

Smoking *Still* Kills

Where next for tobacco control?

LGA 7th July 2015

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ASH receives funding from:



CANCER
RESEARCH
UK



British Heart
Foundation

ash.
action on smoking and health

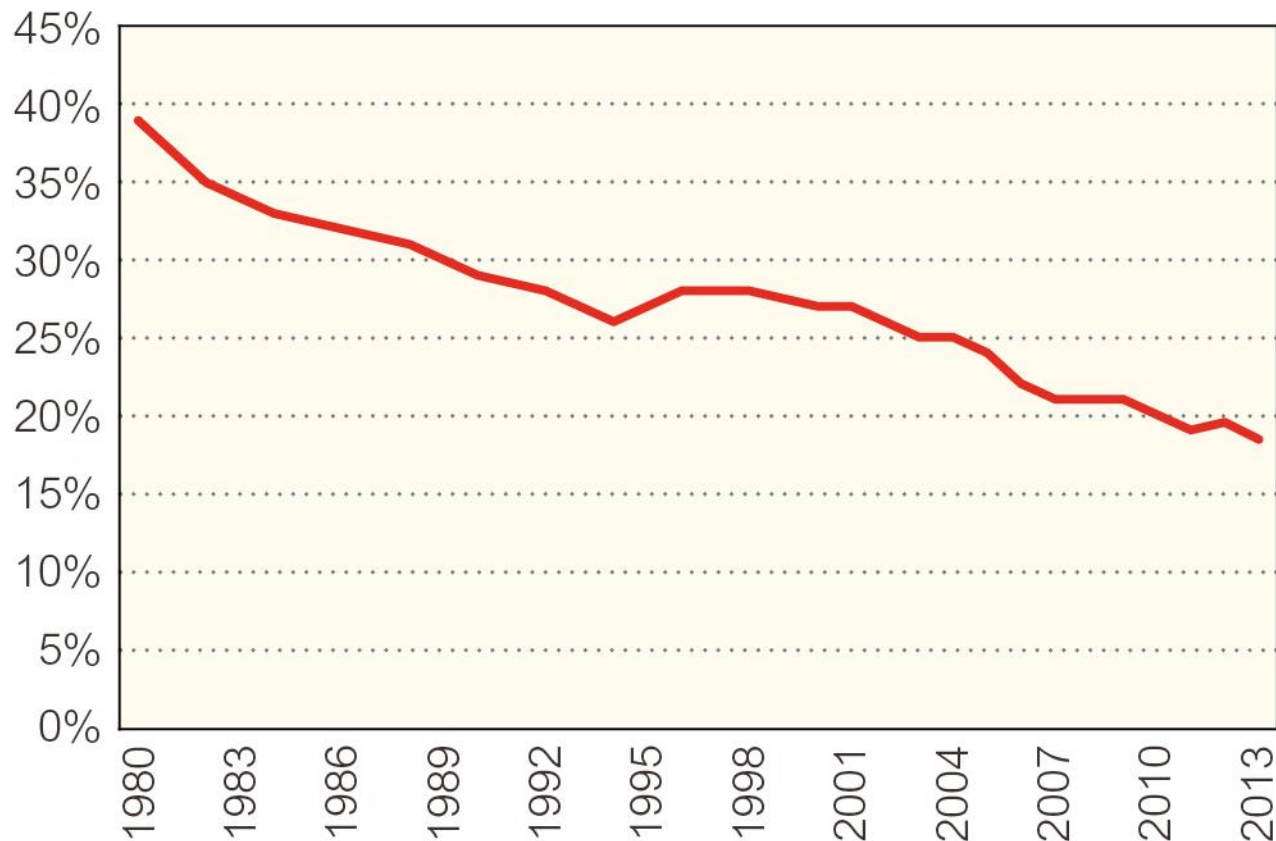
Smoking Still Kills

PROTECTING CHILDREN, REDUCING INEQUALITIES



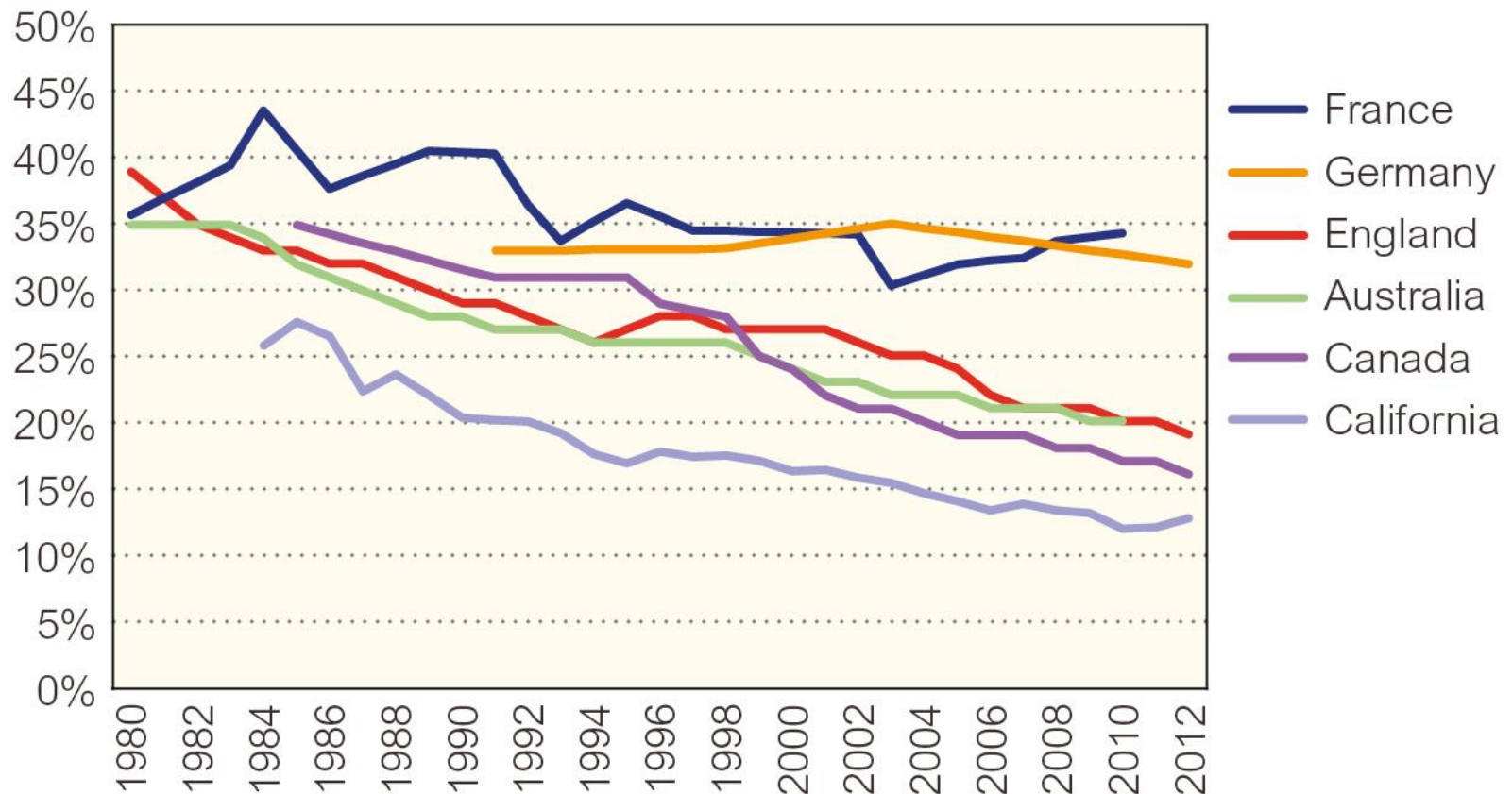
England has made excellent progress reducing smoking rates

Figure 2.1 Adult smoking prevalence in England 1980-2013



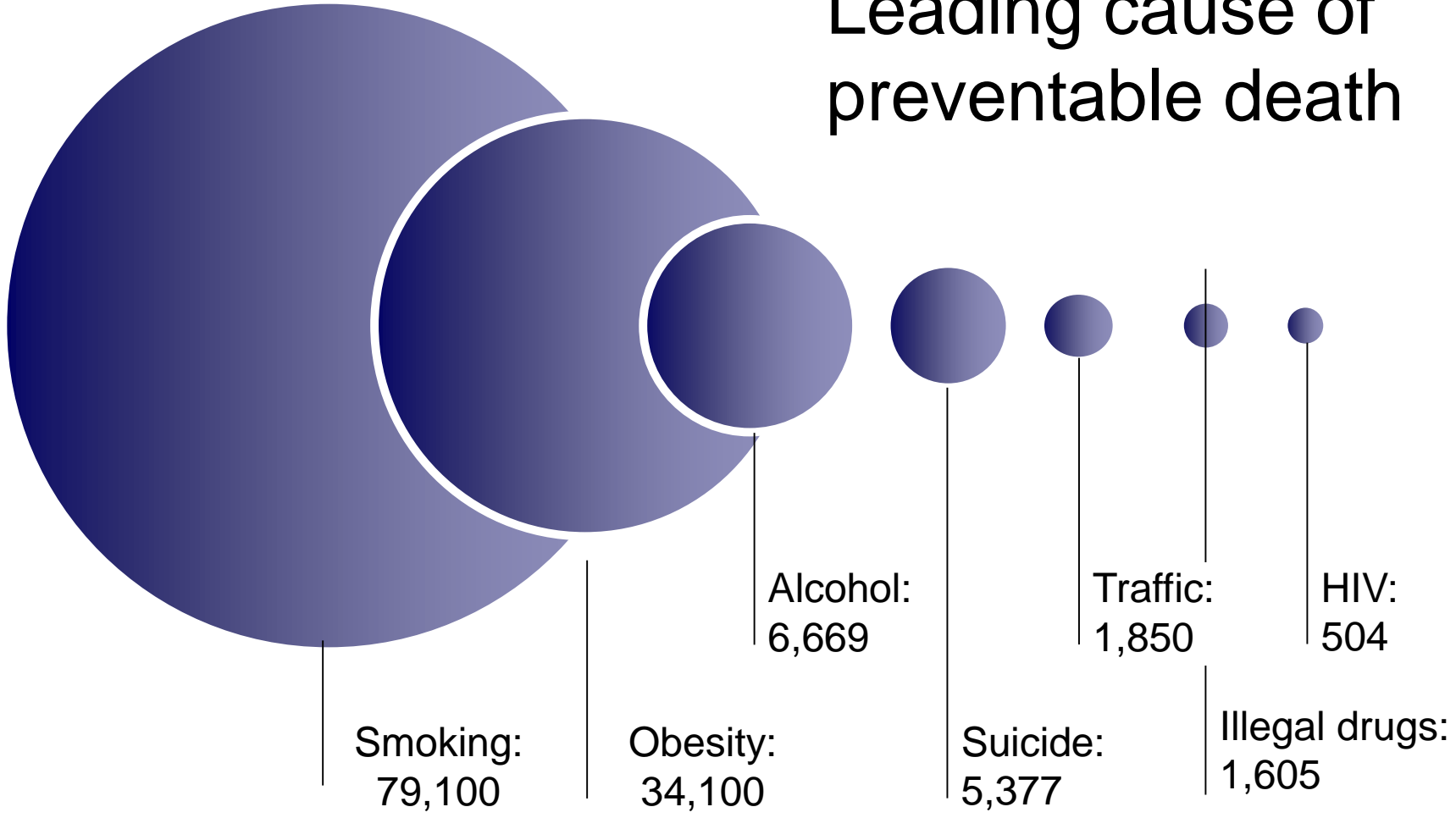
Progress is not inevitable

Figure 2.2 Adult smoking prevalence 1980-2012 in France, Germany, England, Australia, Canada and California



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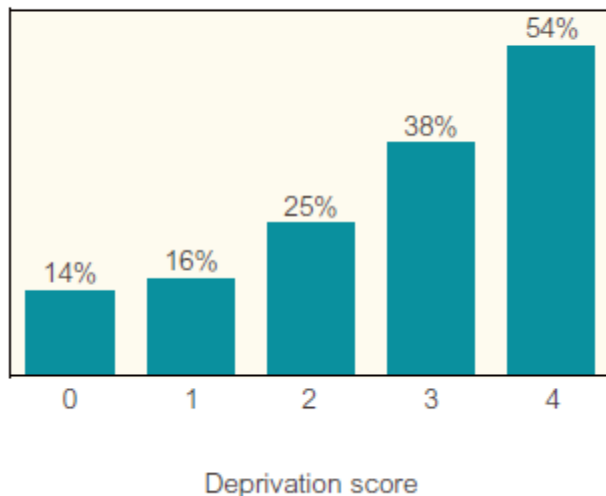
Leading cause of preventable death



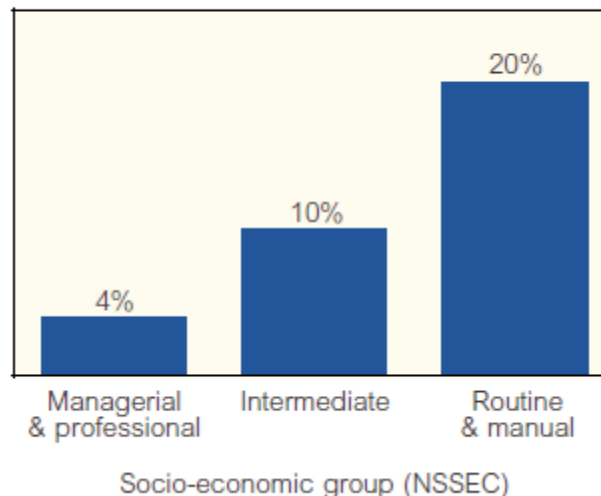
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Wide inequalities between rich and poor

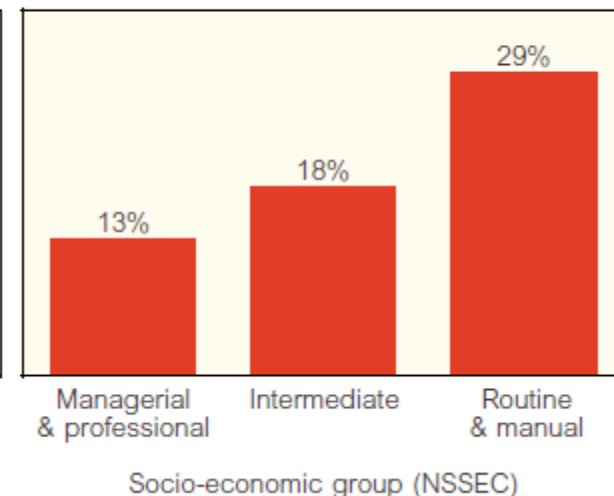
Smoking in pregnancy



Smoking among young people



Smoking among adults



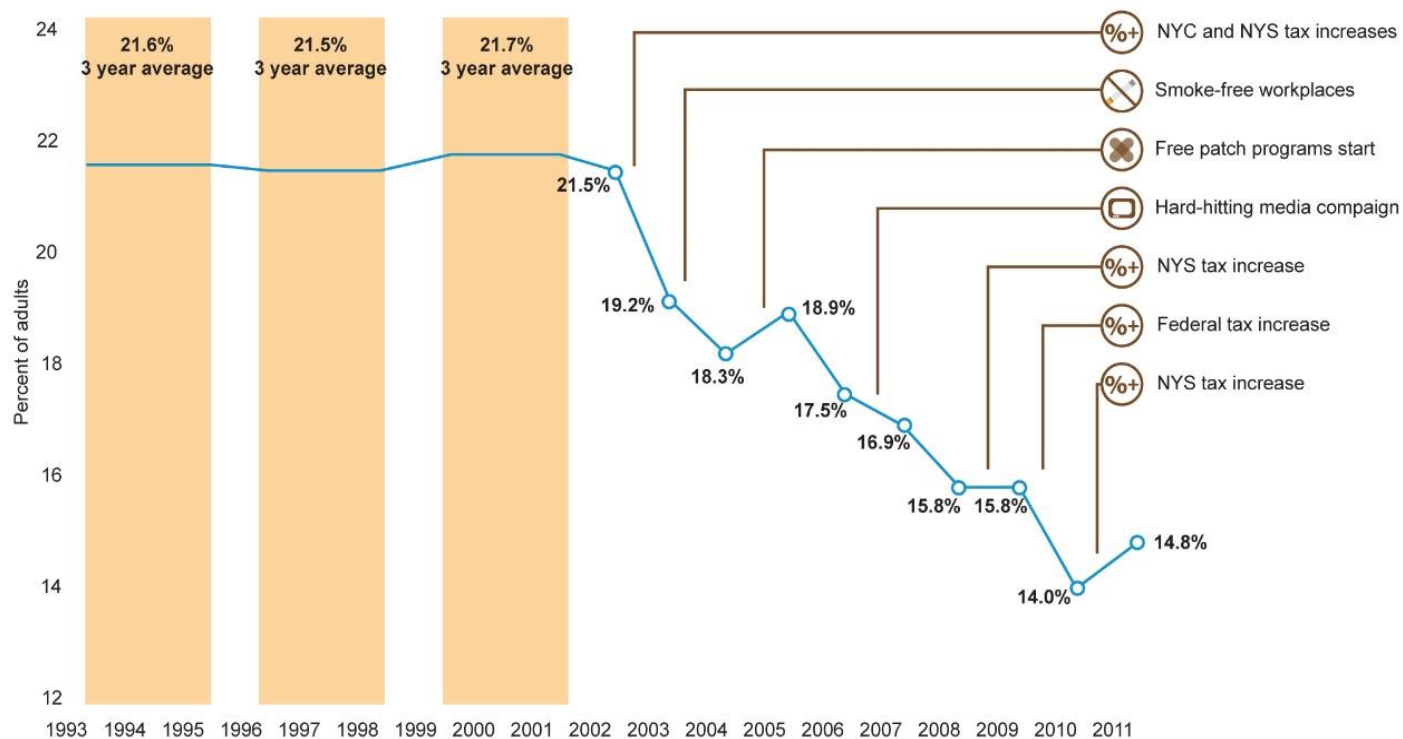
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Significant impact on poverty

	<i>Currently in poverty</i>	<i>Lifted out of poverty if smoking costs removed</i>
Households with smokers	1,788,000	512,000
Children in households with smokers	1,244,000	365,000
Adults in households with smokers	3,192,000	866,000

Lesson from New York

New York City's 'Tobacco Free Living' initiative 2002-2011



NYC – New York City
NYS – New York State

Taken from [Better Health for London](#), the report of the London Health Commission

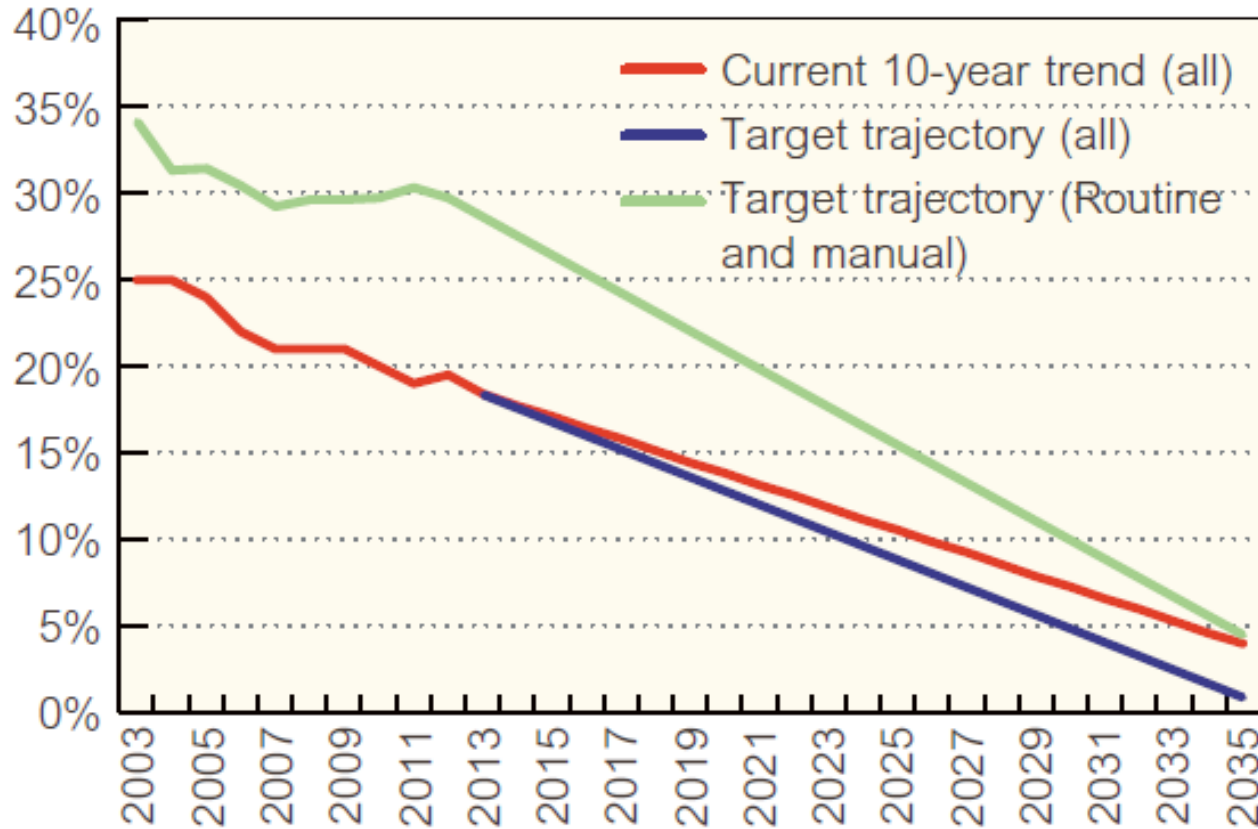
Smoking Still Kills

PROTECTING CHILDREN, REDUCING INEQUALITIES



- Endorsed by more than 120 organisations including 11 royal colleges, UKCTAS, BMA, major charities
- Editorial Board chaired by Peter Kellner – funded by BHF and CRUK
- Launched in parliament 9th June at event attended by Public Health Minister

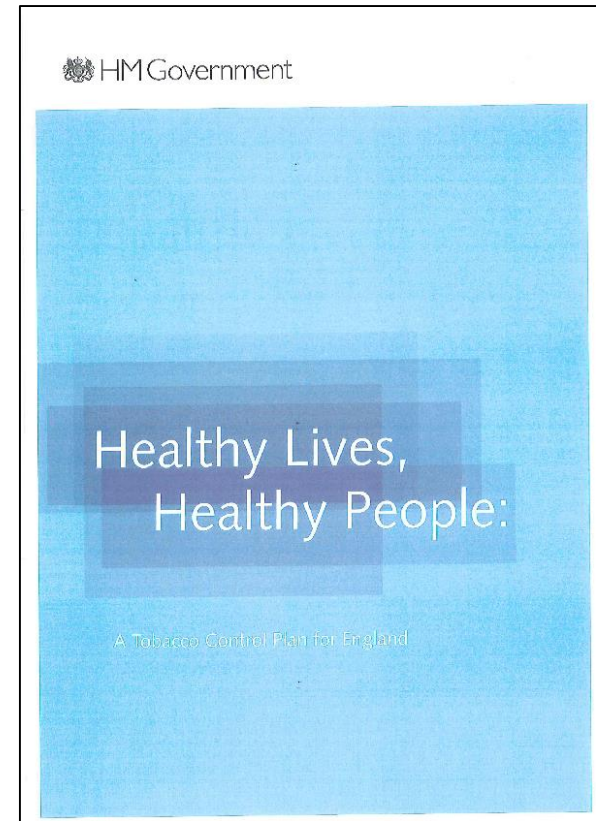
Vision to reduce smoking for all



New comprehensive strategy



- TC plan for England runs till end 2015
- Need a new strategy
- Announced at the parliamentary launch of the report



Funding a new strategy

- NHS funding gap £22 bn by 2020
- Needs *'radical upgrade in prevention and public health'* to be bridged
- £200 million cut in Local Government public health budget
- How do we safeguard what we've got?
- How do we do more?

Spending cuts: Department by department

🕒 4 June 2015 | UK Politics



Chancellor George Osborne has ordered non-protected government departments to find £3bn in savings in the current financial year. It comes ahead of a deeper cuts programme to be announced in his July Budget.

Tobacco companies must pay

- US and UK precedents

How would it work?

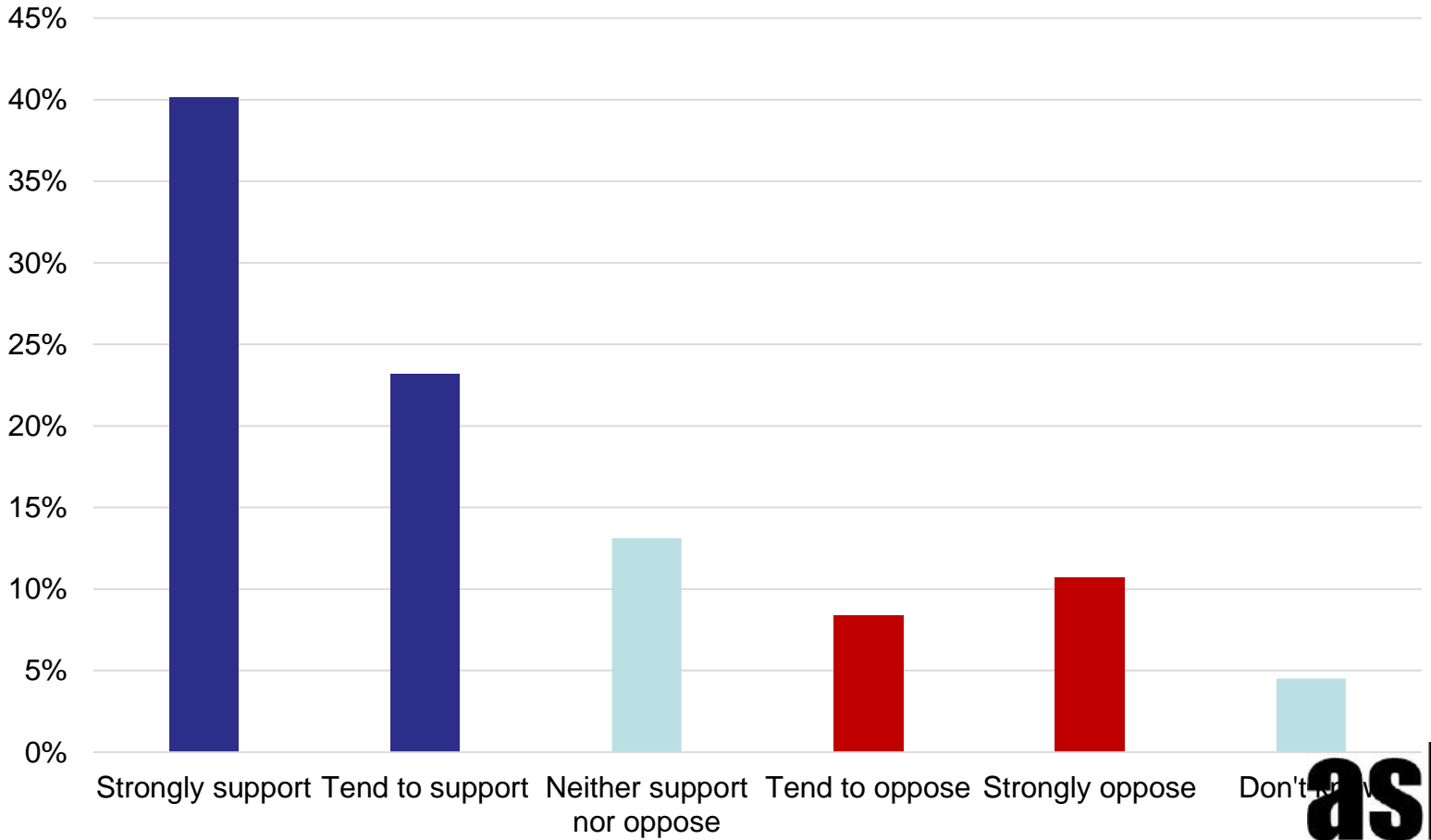
- Based on market share so each company pays according to the damage it does
- Go to fund evidence-based measures with recurring costs, allocated on the basis of local rates of smoking
- No tobacco industry involvement – in line with WHO FCTC

Where are we now?

- Chancellor launched consultation
December 2014
- July Budget announced would not proceed
with a levy
- Labour, Lib Dems and SNP manifestos
supported tobacco industry levy
- BUT only Lib Dems committed to using the
money to fund tobacco control measures

Strong public support for a tobacco levy

How strongly, if at all, would you support or oppose putting an additional 25 pence on a packet of cigarettes, with the money being used to help smokers quit and discourage young people from taking up smoking?



Comprehensive package of measures

- Tough new targets to reduce smoking
- Legislative agenda
 - Require tobacco manufacturers to:
 - Fund Tobacco Control including Stop Smoking Services, mass media campaigns and LA enforcement costs through a levy
 - Provide information on sales, marketing and CSR activity
 - Introduce licensing system for retailers
- Improve support to those quitting
- Reduce affordability
 - Increase tax above inflation
 - Tougher measures to reduce smuggling
- Strengthen denormalisation
 - Smokefree places
 - Smoking in films

What next?

- PH Minister announced new TC strategy at launch of Smoking Still Kills
- BUT funding cuts to public health threaten effectiveness
- Emergency Budget 8 July 2015 – don't expect announcement on levy, but opportunity to raise the issue
- Spending Review Autumn 2015 – further cuts threatened

Key messages – why smoking matters

- Reducing smoking has immediate benefits at national and local level by:
 - Improving productivity
 - Taking children out of poverty
 - Keeping more money in the local economy
 - reducing social care costs
 - Reducing NHS costs
- To keep smoking going down requires a comprehensive and funded strategy

Vision of a smokefree generation

- To get there we need a tough new strategy
 - Need secure funding
 - Need Tobacco Manufacturers to pay
- Last but not least
- Need collective support of Parliament, public sector and civil society



Copies of report and summaries at:

<http://www.ash.org.uk/current-policy-issues/smoking-still-kills>

Question & Answer

