



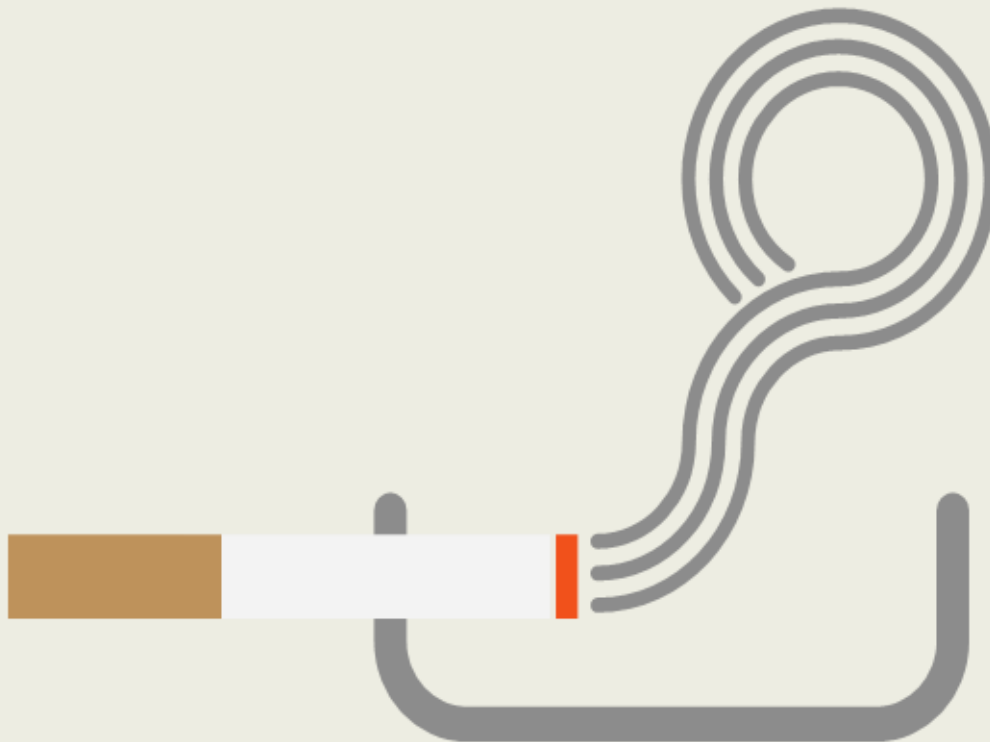
Public Health
England

Why tobacco is a public health priority

Rosanna O'Connor, Director Alcohol, Drugs & Tobacco, PHE



Smoking in England



19% of adults in England smoke – over **8 million people**

Smoking is concentrated in the more disadvantaged groups

Two thirds of smokers start **before age 18**

1 in 2 long-term smokers dies from a smoking-related illness



Smoking is the largest cause of premature death



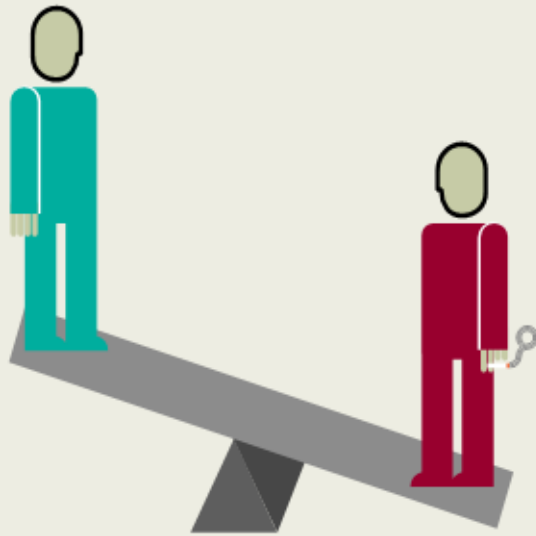


The annual cost of smoking-related harm

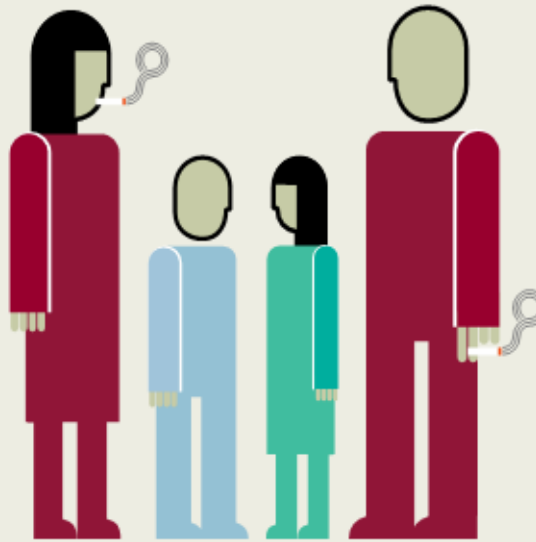




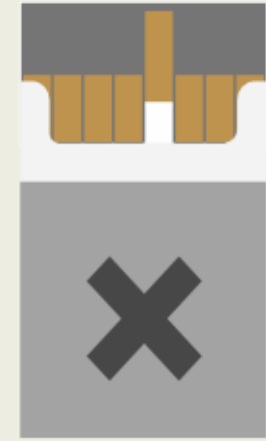
Smoking harms families and communities



Smoking is the main contributor to health inequalities



Spending on tobacco contributes to child poverty

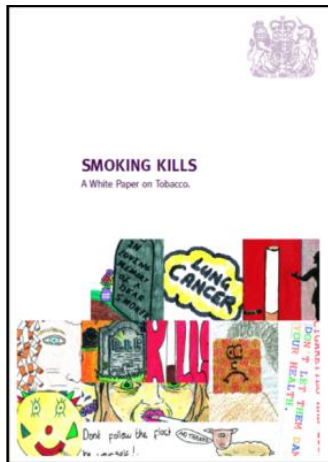


Illicit tobacco fuels crime and disrupts community safety

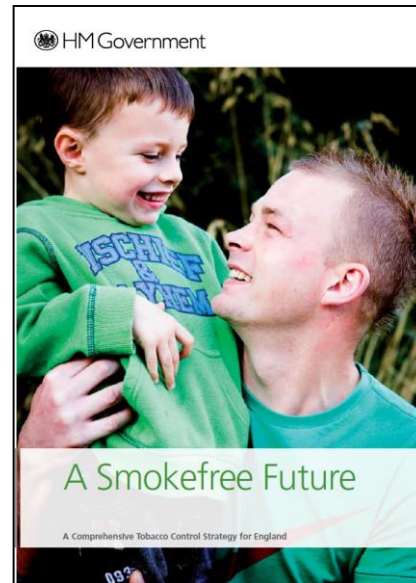


National Tobacco Control Plans

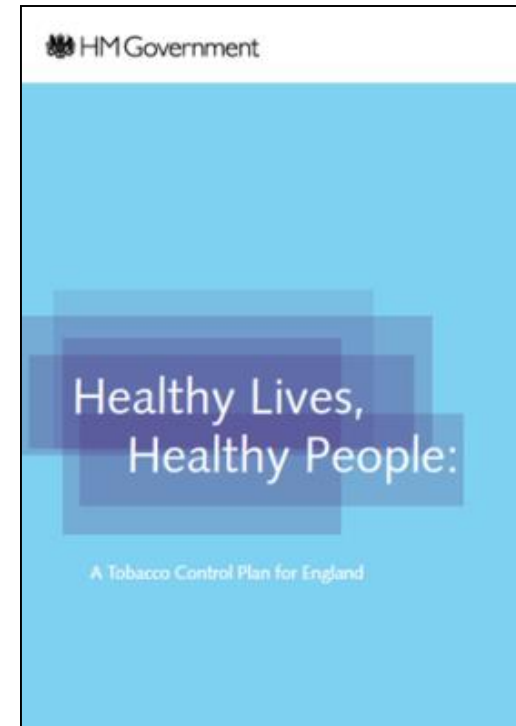
1998



2006



2011



Commitment for a NEW tobacco control plan for England in 2016



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A partnership with civil society

2008

BEYOND Smoking Kills

PROTECTING CHILDREN, REDUCING INEQUALITIES



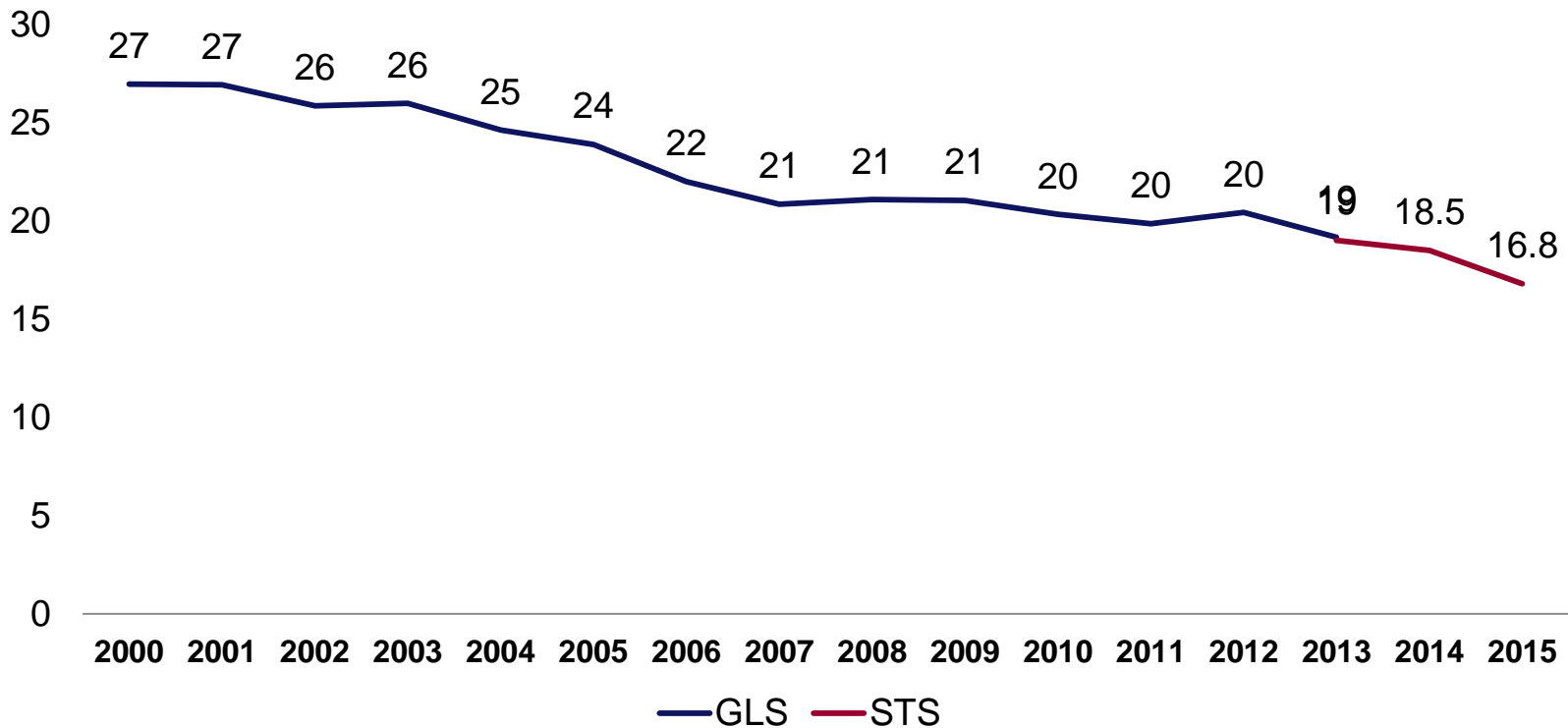
2015





Adult smoking rates are falling

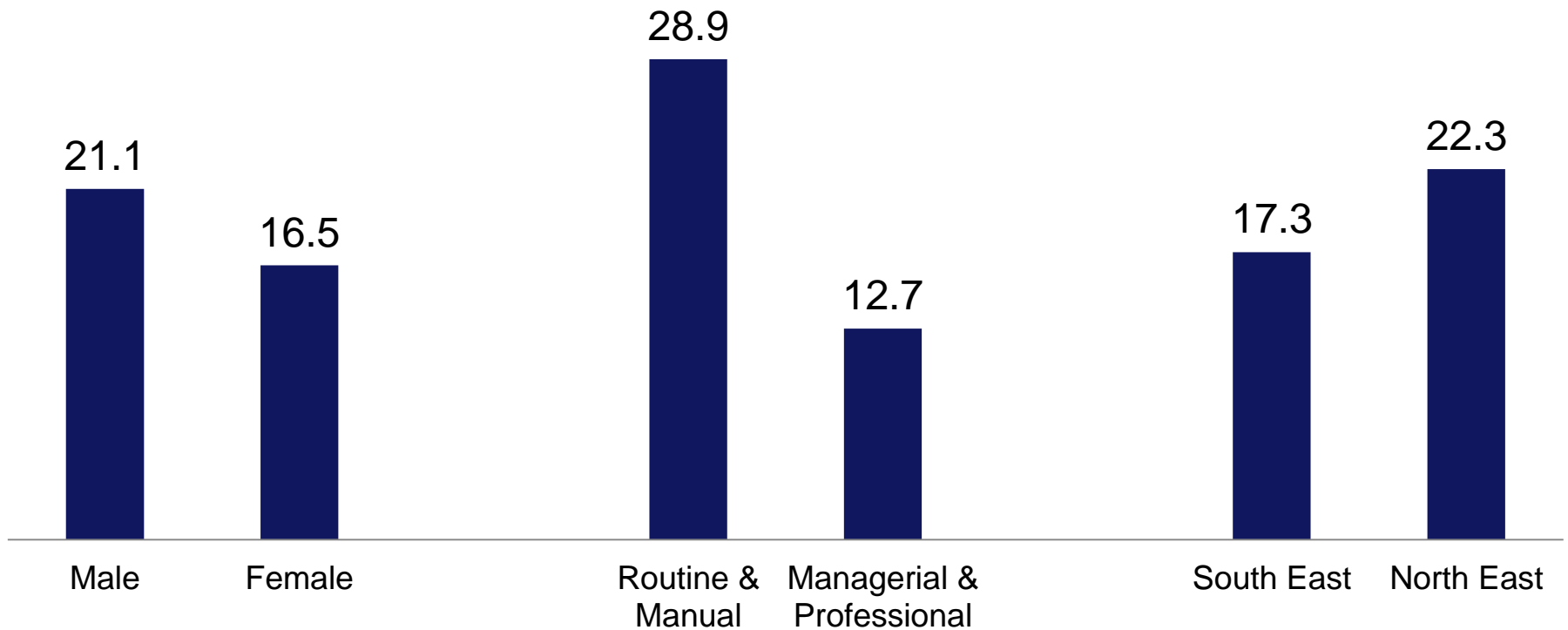
Smoking prevalence in England
(ONS and Smoking Toolkit Study)





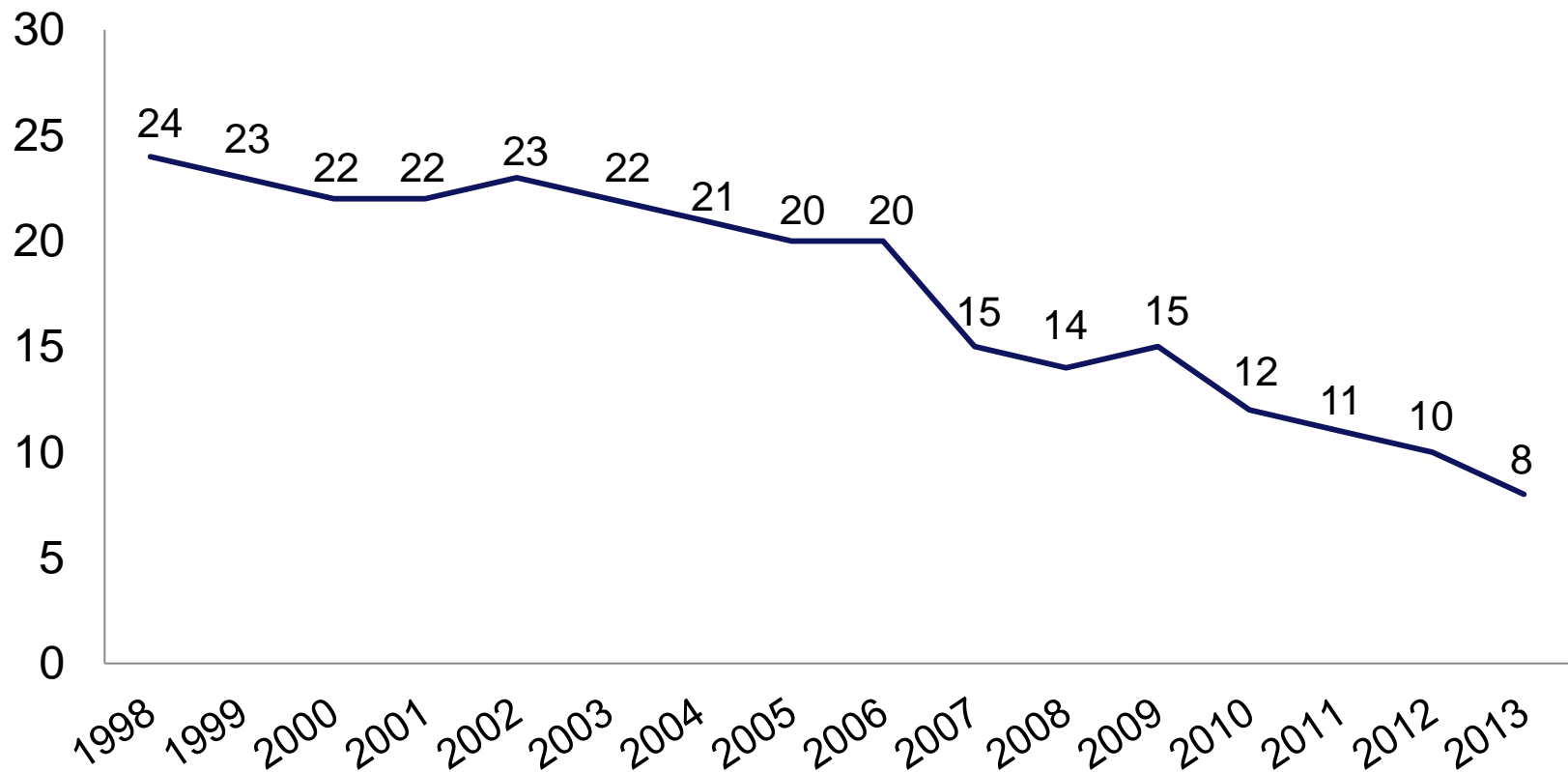
Smoking prevalence in England 18.4%

Variations across populations



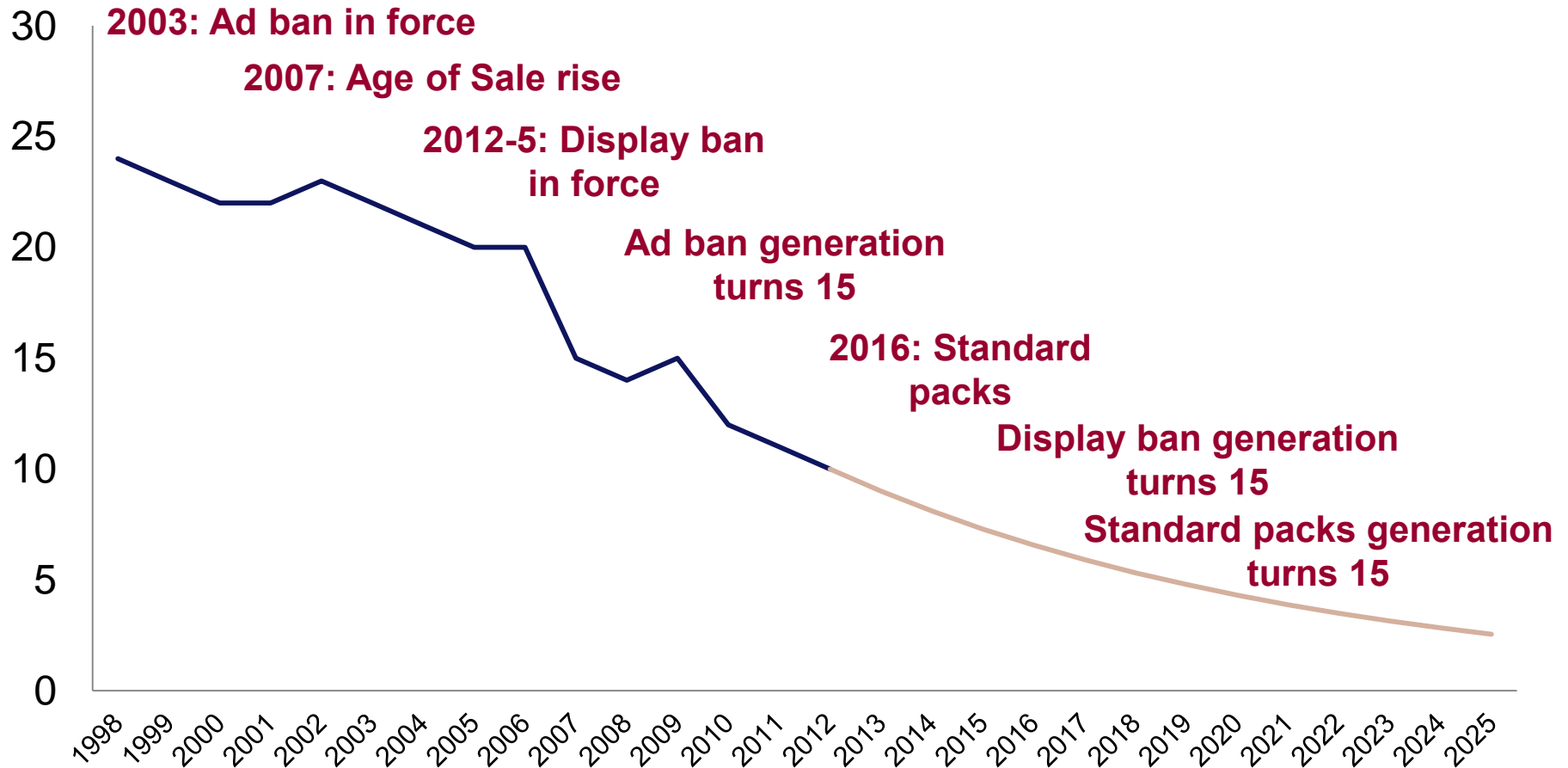


Smoking among children is falling faster





We plan to go further





Our ambition for England

A tobacco-free
generation

5% smoking prevalence
in 15 year olds
by 2025





Children smoke because adults smoke

- Reducing adult smokers will remove role modelling effects
- Smokefree homes will protect children from second-hand smoke
- Harm reduction can help people not ready or able to quit to protect their families
- Young people see and understand social marketing messages



The challenge: what needs to be done

1

Improve awareness of tobacco harm among young people and delay the age of first use

2

Ensure effective regulation and enforcement

3

Provide support to help people quit

4

Reduce the harm for those who are not ready to stop in one step



National-level interventions



Reduced
affordability



Packaging
and
promotion



Regulation:
1. retail display
2. proxy purchasing
3. smoking in cars
carrying children



Mass media
campaigns



PHE evidence
and advice for
local areas



Over the next 18 months, PHE will:

- stimulate 500,000 quit attempts through smokefree campaigns, including Stoptober, a New Year health harms campaign, and combating smoking in cars
- produce an independent report for government on e-cigarettes
- continue to advise government on the evidence for the introduction of standardised packaging of tobacco products
- work with government, local authorities, the NHS, and the voluntary and community sector to develop tools to support effective commissioning
- provide seminars across England to support local partners in addressing smoking and mental health, smoking in pregnancy and making the case for comprehensive local tobacco control
- work with the National Offender Management Service, NHS England and mental health charities to reduce the prevalence of smoking within the prison population; and support NHS mental health services to become smoke-free



Public Health
England

PHE National Campaigns





E-cigarettes: PHE's aim

PHE is working to **build consensus** within public health and beyond around an approach to e-cigarettes and harm reduction that is:

- Rooted in the evidence
- Supports NICE tobacco harm reduction guidance
- Promotes regulation that manages the risks while maximising the benefits.



Our ambition for England

A tobacco-free generation

- Helping smokers stop for good
- Helping smokers who think they can't stop
- Reducing access and appeal
- Reducing exposure to second-hand smoke

