Smoking *Still* Kills
Where next for tobacco control?

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Smoking Still Kills

PROTECTING CHILDREN, REDUCING INEQUALITIES
England has made excellent progress reducing smoking rates.
Progress is not inevitable

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

Leading cause of preventable death

- Smoking: 79,100
- Obesity: 34,100
- Alcohol: 6,669
- Suicide: 5,377
- Traffic: 1,850
- HIV: 504
- Illegal drugs: 1,605
Smoking Still Kills

Wide inequalities between rich and poor

![Graph depicting smoking rates by deprivation score, socio-economic group (NSSEC), and routine & manual categories.](image)
## Smoking Still Kills

Significant impact on poverty

<table>
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<tr>
<th></th>
<th>Currently in poverty</th>
<th>Lifted out of poverty if smoking costs removed</th>
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<tbody>
<tr>
<td>Households with smokers</td>
<td>1,788,000</td>
<td>512,000</td>
</tr>
<tr>
<td>Children in households with smokers</td>
<td>1,244,000</td>
<td>365,000</td>
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<tr>
<td>Adults in households with smokers</td>
<td>3,192,000</td>
<td>866,000</td>
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Lesson from New York

New York City’s ‘Tobacco Free Living’ initiative 2002-2011

- 21.6% 3 year average
- 21.5% 3 year average
- 21.7% 3 year average

- NYC and NYS tax increases
- Smoke-free workplaces
- Free patch programs start
- Hard-hitting media campaign
- NYS tax increase
- Federal tax increase
- NYS tax increase

Percent of adults:
- 24
- 22
- 20
- 18
- 16
- 14
- 12


NYC – New York City
NYS – New York State

Taken from Better Health for London, the report of the London Health Commission
• 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?
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:

Question & Answer