ASH report: Smoking *Still* Kills
Where next for tobacco control?

Name, Local Authority
Smoking Still Kills

PROTECTING CHILDREN, REDUCING INEQUALITIES
Beyond Smoking Kills (BSK)

• In 2009 ASH published BSK.
• It was endorsed by over 100 organisations.
• The recommendations were core to the 2011 Gvmt strategy “Healthy lives, Healthy people: A Tobacco Control Plan for England”
• They included:
  ✓ New targets
  ✓ Prohibition of “point of sale” displays
  ✓ Prohibition of vending machines
  ✓ Introduction of standardised packs
A story of success…

In 1980 almost 40% of adults smoked. By 2013 smoking rates had declined to around 19%.

Figure 2.1 Adult smoking prevalence in England 1980-2013
Comprehensive Tobacco Control reduces prevalence…

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

Smoking is the leading cause of preventable death. It is responsible for almost 80,000 deaths in England each year. This is more than the next 6 biggest causes of preventable death, **put together**.
And, it results in wide inequalities between the rich and poor.
Quitting smoking can make a big financial difference to poor households

<table>
<thead>
<tr>
<th></th>
<th>Currently in poverty</th>
<th>Lifted out of poverty if smoking costs removed</th>
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</thead>
<tbody>
<tr>
<td>Households with smokers</td>
<td>1,788,000</td>
<td>512,000</td>
</tr>
<tr>
<td>Children in households</td>
<td>1,244,000</td>
<td>365,000</td>
</tr>
<tr>
<td>Adults in households</td>
<td>3,192,000</td>
<td>866,000</td>
</tr>
</tbody>
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*Figure 3.2. The impact of cigarette smoking on household, child and adult poverty in the UK*
Clearly there is more work to be done…

- The Tobacco Control plan for England runs out at the end 2015.
- We need a **new strategy**.
- The new strategy needs to be **properly funded**.
So.....Smoking Still Kills (2015)

- Endorsed by more than 130 organisations, including 30 local authorities.
- Funded by the British Heart Foundation and Cancer Research UK.
- Editorial Board chaired by Peter Kellner, President of YouGov.
Key recommendations

1. A new comprehensive **five-year Government tobacco strategy** for England

2. A new vision: target of achieving **5% smoking rate** by 2035

3. A new approach to funding: annual **levy on tobacco companies**
   - A comprehensive package of measures to include…
• Strong legislative agenda:
  – Introduction of licensing system for retailer

• Improved support to those quitting:
  – Better delivery across NHS
  – Investment in local services
  – Balanced approach to electronic cigarettes

• Reduced affordability of tobacco:
  – Increase tax above inflation
  – Tougher measures to reduce smuggling

• Denormalisation of tobacco:
  – Smokefree places
  – Smoking in films
1: New Strategy

Government made a commitment to developing a new tobacco control strategy at the launch of *Smoking Still Kills*.

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**Government to develop a new tobacco control plan**

11 Jun 2015 | Gaelle Walker

The government has committed to developing a new tobacco control plan for 2016 and beyond as its previous strategy ‘Healthy Lives, Healthy People’ comes to an end.

Health minister Jane Ellison announced her intention to develop a new strategy following the launch, in Parliament, of a controversial new report by anti-smoking charity ASH earlier this week.
2. A new vision to reduce smoking rates

Long term vision
• Reduce adult smoking prevalence to less than 5% in all socioeconomic groups by 2035.

Mid term objectives
• Reduce smoking in the adult population to 13% by 2020 and 9% by 2025.
• Reduce smoking in the routine and manual socio-economic group to 21% by 2020 and 16% by 2025.
• Reduce smoking among pregnant women to 8% by 2020 and 5% by 2025.
• Reduce regular and occasional smoking among 15-year-olds to 9% per cent by 2020 and 2% by 2025.
Reduce smoking rates among all groups

Figure 2.3 Projection of smoking prevalence in England to achieve prevalence of less than 5% in all socio-economic groups by 2035
Reduce smoking rates among pregnant women

Figure 2.4 Projection of smoking prevalence in pregnant women (at time of delivery) to 2025
Reduce smoking rates among 15 year olds

Figure 2.5 Projection of smoking prevalence among 15-year-olds to 2025
3: A new approach to funding – A levy

• Tobacco companies should pay for the damage they do.
• Money should be used to fund evidence-based tobacco control and Stop Smoking Services.
• Allocation of money based on local smoking prevalence.
• No tobacco industry involvement, in line with the WHO Framework Convention on Tobacco Control (FCTC).

The American Precedent

In the US the principle of charging the tobacco industry for the costs it imposes on the public purse is well established. In 2009 the Family Smoking Prevention and Tobacco Control Act required the industry to pay an annual “user fee” to the FDA to fund tobacco regulation.
The Tobacco Industry can afford to pay

• The tobacco industry makes huge profits at the expense of the nations health.

• In 2009, the four major UK tobacco companies made more than £1 billion in profit.

• Despite falling sales, profits are increasing. In 2014, Imperial Tobacco’s (which holds the biggest share of the UK market) global profits increased by 20% to £1.5 billion.
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?**

- **Strongly support**: 40%
- **Tend to support**: 23%
- **Neither support nor oppose**: 13%
- **Tend to oppose**: 8%
- **Strongly oppose**: 11%
- **Don't know**: 5%
Where are we now?

**Autumn Statement 2014:** Chancellor stated

“Smoking imposes costs on society, and the government believes it is therefore fair to ask the tobacco industry to make a greater contribution.”

**December 2015:** Coalition Government consulted on introducing a levy.

**May 2015:** The levy was included in the Labour and Liberal Democrat Manifestos.

**July 2015:** Government announced decision not to proceed with a Levy in the Emergency Budget - *more work to do.*
Looking ahead: Key messages

1. Reducing smoking has immediate benefits at a 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

2. To ensure smoking rates keep going down requires a comprehensive and funded strategy.

3. The tobacco industry can afford to pay and should contribute.
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