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

- Smoking: 79,100
- Obesity: 34,100
- Suicide: 4,507
- Drug misuse: 1,812
- Traffic: 1,713
- HIV: 527

Alcohol: 21,485
The annual cost of smoking-related harm

- Total cost to society: £13.1bn
- Cost to NHS: £2.2bn
- Cost to social care: £1.1bn
- Lost productivity: £9bn
- House fires: £610m
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
Commitment for a NEW tobacco control plan for England in 2016
A partnership with civil society

2008

BEYOND Smoking Kills
PROTECTING CHILDREN, REDUCING INEQUALITIES

2015

Smoking Still Kills
PROTECTING CHILDREN, REDUCING INEQUALITIES
Adult smoking rates are falling

Smoking prevalence in England (ONS and Smoking Toolkit Study)

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Smoking prevalence in England 18.4%

Variations across populations

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Male</td>
<td>21.1%</td>
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<tr>
<td>Female</td>
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<td>Routine &amp; Manual</td>
<td>28.9%</td>
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<td>Managerial &amp; Professional</td>
<td>12.7%</td>
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<td>South East</td>
<td>17.3%</td>
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<tr>
<td>North East</td>
<td>22.3%</td>
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Smoking among children is falling faster
We plan to go further

2003: Ad ban in force
2007: Age of Sale rise
2012-5: Display ban in force
2016: Standard packs
Display ban generation turns 15
Standard packs generation turns 15
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
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