

ASH report: Smoking *Still* Kills

Where next for tobacco control?

Name, Local Authority

ASH receives funding from:



ash.
action on smoking and health

Smoking Still Kills

PROTECTING CHILDREN, REDUCING INEQUALITIES

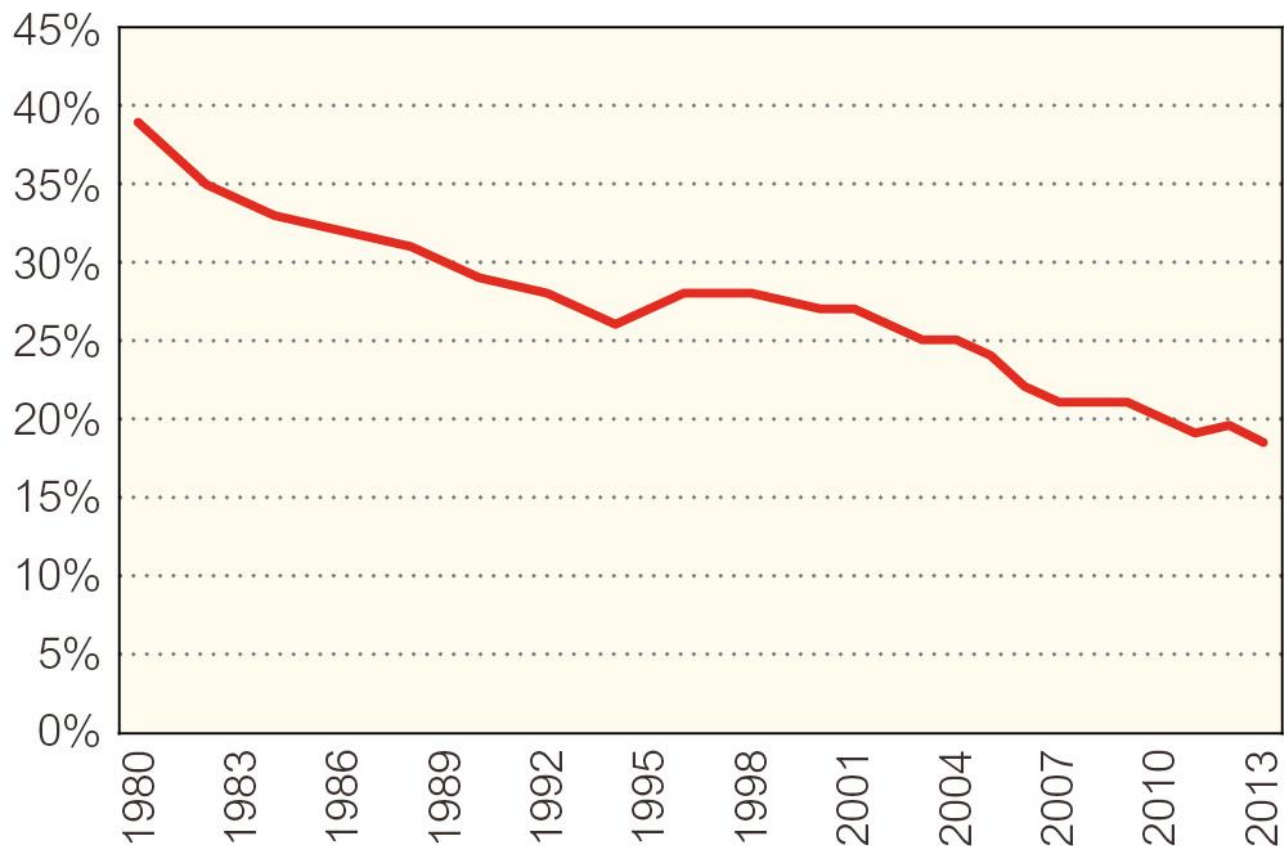


Beyond Smoking Kills (BSK)

- 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...

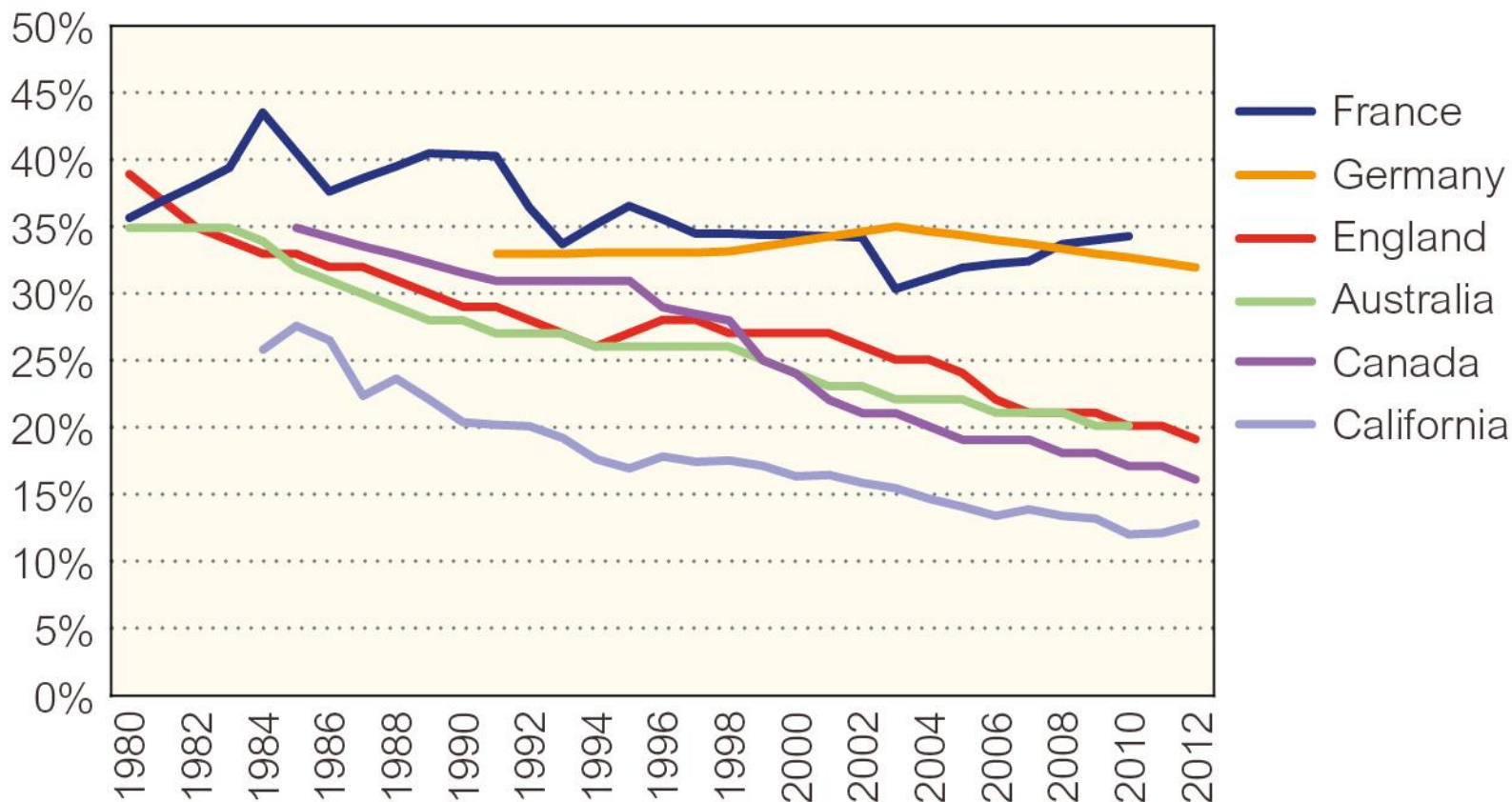
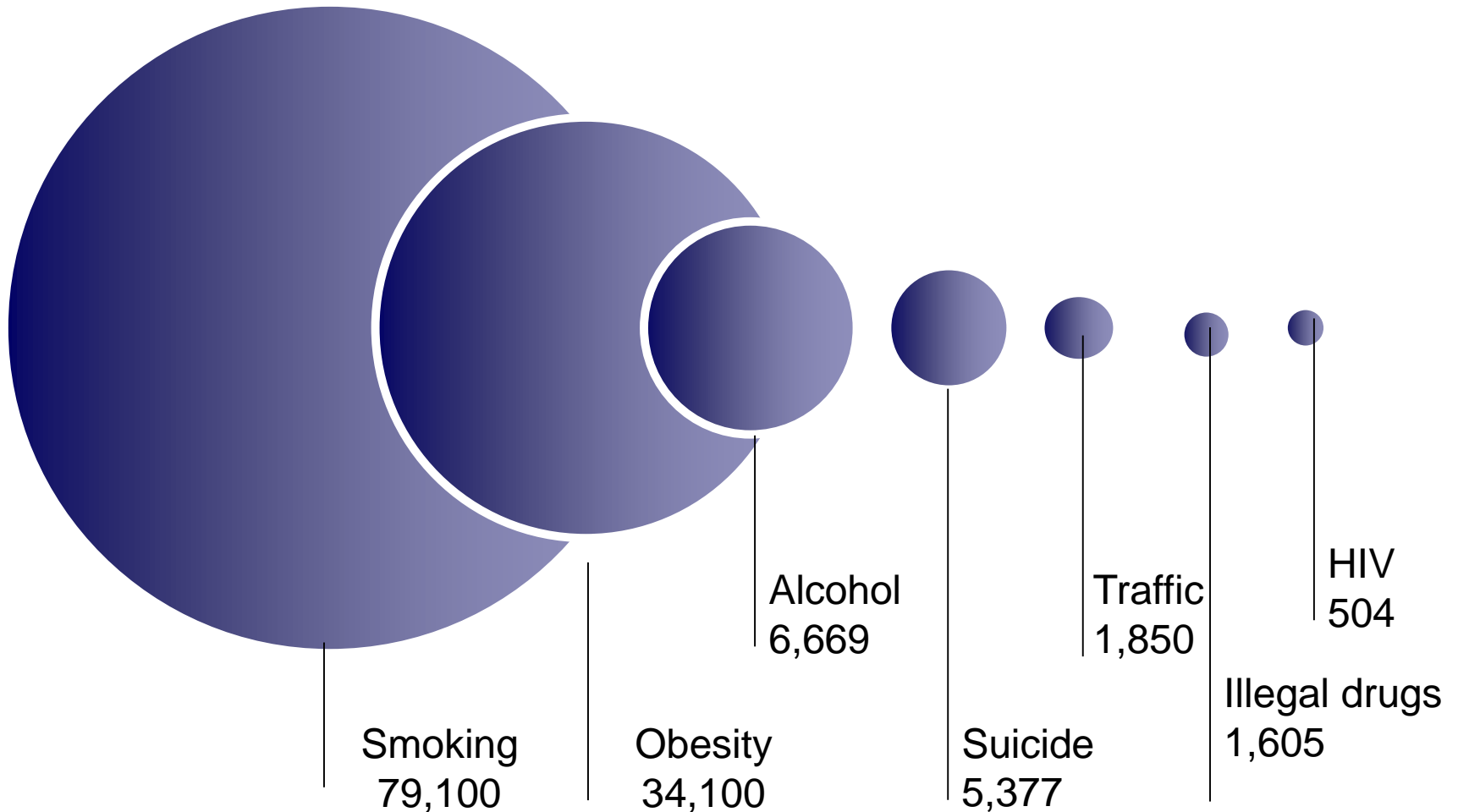


Figure 2.2 Adult smoking prevalence 1980-2012 in France, Germany, England, Australia, Canada and California

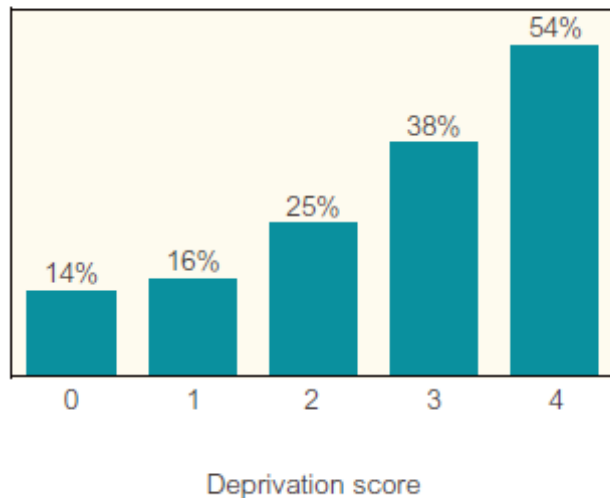
But...Smoking *Still* Kills

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.

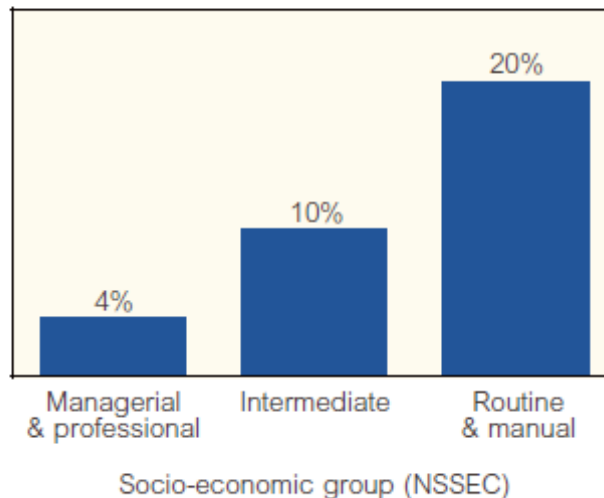


And, it results in wide inequalities between the rich and poor

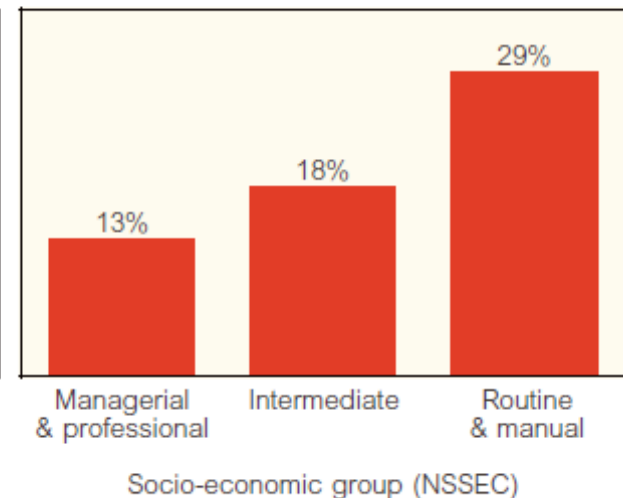
Smoking in pregnancy



Smoking among young people



Smoking among adults



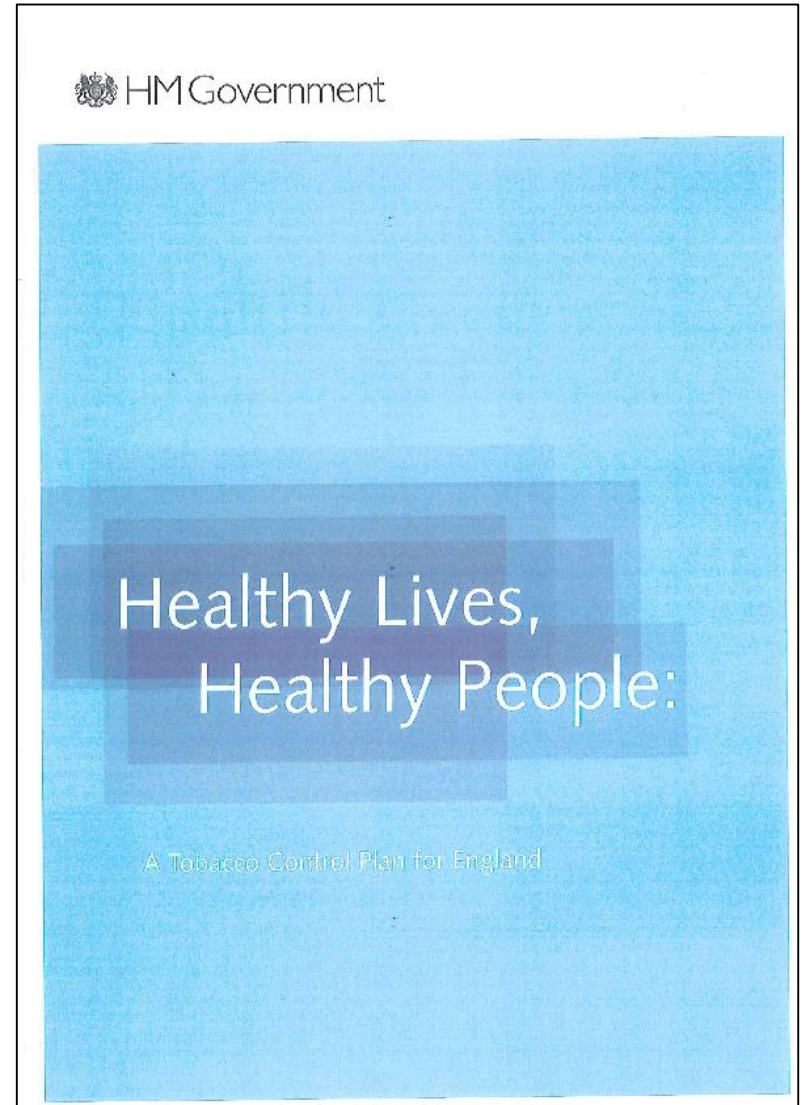
Quitting smoking can make a big financial difference to poor households

	<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

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.
- Launched in Parliament 9th June 2015 at event attended by Jane Ellison Public Health Minister.

Arrhythmia Alliance	Darlington Borough Council and Tobacco Control Alliance	North Lincolnshire smokefree alliance	Smoke Free Northumberland
ASH Northern Ireland	Derbyshire County Council	North Tyneside Smoke Free Alliance	Smokefree Devon Alliance
ASH Scotland	Devon County Council	Nottingham City Council	Smokefree Gateshead
ASH Wales	Diabetes UK	Office of the Director of Public Health, Plymouth City Council	Smokefree South West
Association of Directors of Public Health (ADPH)	Faculty of Public Health	Primary Care Respiratory Society	Smokefree County Durham
Association of Respiratory Nurse Specialists (ARNS)	Fresh	Public Health, Lancashire County Council	Smokefree Wakefield Alliance
Asthma UK	GASP	Public Health, Liverpool Council	Wakefield HWB Board
Atrial Fibrillation Association	Gateshead and South Tyneside Local Pharmaceutical Committee	Public Health, Nottinghamshire Council	Smokefree Yorkshire - Humber
Barking, Havering & Redbridge University Hospitals NHS Trust	GMFA	QUIT	Socialist Health Association
Barnsley Metropolitan Borough Council	Haringey HWB Board	Redcar and Cleveland Borough Council	Solihull Stop Smoking Service
Barts Health NHS Trust	Hartlepool Borough Council	Royal Borough of Greenwich	Solutions 4 Health
Bath and North East Somerset Tobacco Action Network	Heart of Mersey	Royal College of Midwives	Somerset County Council
Best Beginnings	HEART UK	Royal College of Nurses	South Asian Health Foundation
Bliss	Herefordshire Council	Royal College of Paediatrics and Child Health (RCPCH)	South Gloucestershire council
Bowel Cancer UK	Hertfordshire County Council	Royal College of Pathologist's	SW Yorkshire NHS Trust
Brighton and Hove City Council	Hertfordshire TC Alliance	Royal College of Physicians	St Helens Council
British Cardiovascular Society	Hull Alliance on Tobacco	Royal College of Physicians of Edinburgh	STARS
British Dental Health Foundation	Kirklees Council	Royal College of Radiologists	Stoke-on-Trent City Council
British Heart Foundation	Knowsley Council	Royal National Institute for the Blind	Stroke Association
British Lung Foundation	Leeds City Council	Royal Society for Public Health	Sunderland Tobacco Alliance
British Medical Association	London Borough of Bexley, Public Health Team	Sands	Surrey County Council
British Thoracic Society	London Borough of Brent	Sheffield City Council	Swindon Smokefree Alliance
Bury Council	London Borough of Enfield	Smoke Free Newcastle	The Lullaby Trust
Calderdale Metropolitan Borough Council	London Borough of Harrow		The Richmond Group of Charities
Cancer Focus Northern Ireland	Macmillan Cancer Support		Thurrock Council
Cancer Research UK	Medical Women's Federation		TCCC
Cardiovascular Coalition (CVC)	Medway NHS Foundation Trust		Tobacco Free Futures
Centre for Mental Health	Middlesbrough Council		Tommy's
Chartered Institute of Environmental Health	Mouth Cancer Foundation		Tower Hamlets Alliance
Cornwall Council	National Centre for Smoking Cessation and Training (NCSCT)		Trading Standards Institute
Coventry Smokefree Alliance	Newcastle City Council		UK Health Forum
Cut Films	NHS Alliance		UKCTAS
	North East Directors of Public Health Network		UHL Trust
			Warwickshire County Council
			West Yorkshire Fire and Rescue Service
			Wiltshire Council

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*

Government to develop a new tobacco control plan

11 Jun 2015 | [Gaelle Walker](#)

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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

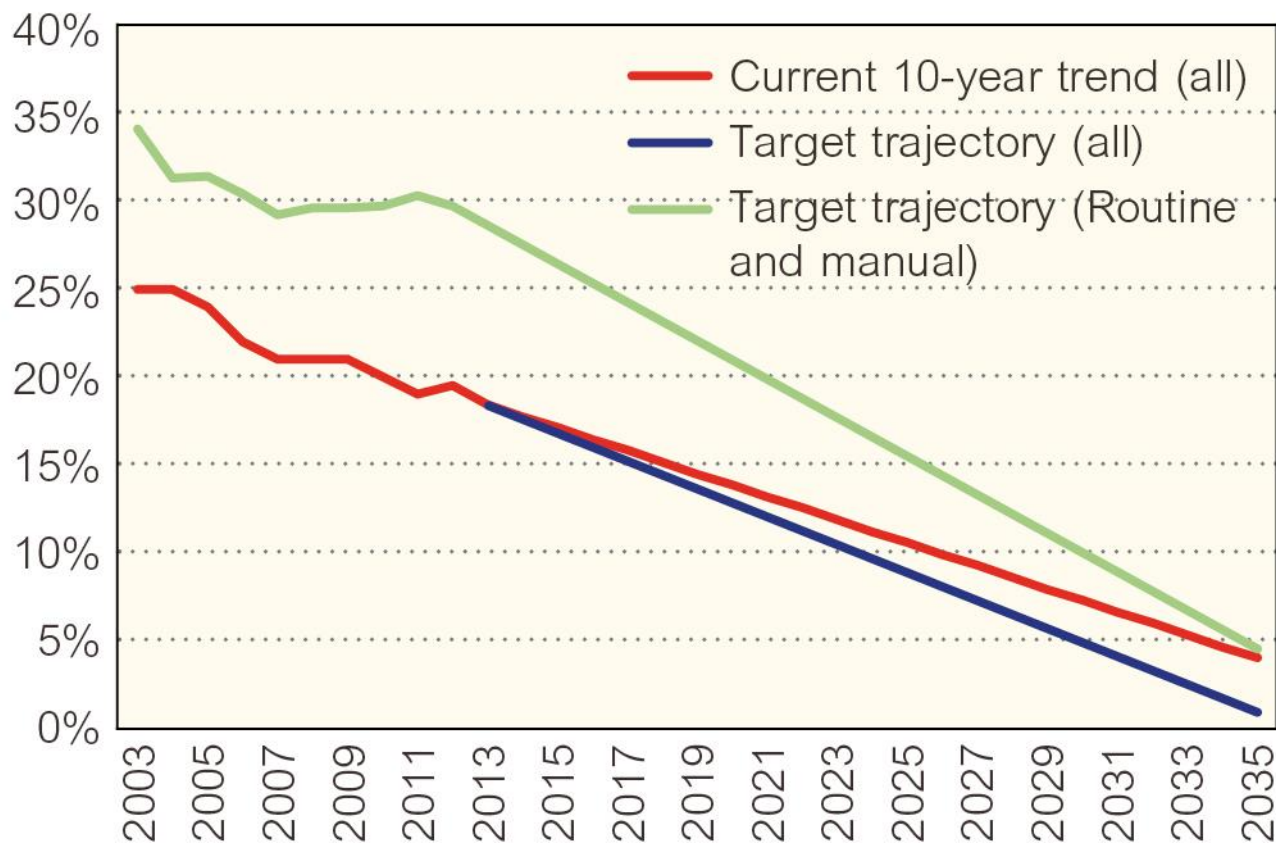


Figure 2.3 Projection of smoking prevalence in England to achieve prevalence of less than 5% in all socio-economic groups by 2035

Reduce smoking rates among pregnant women

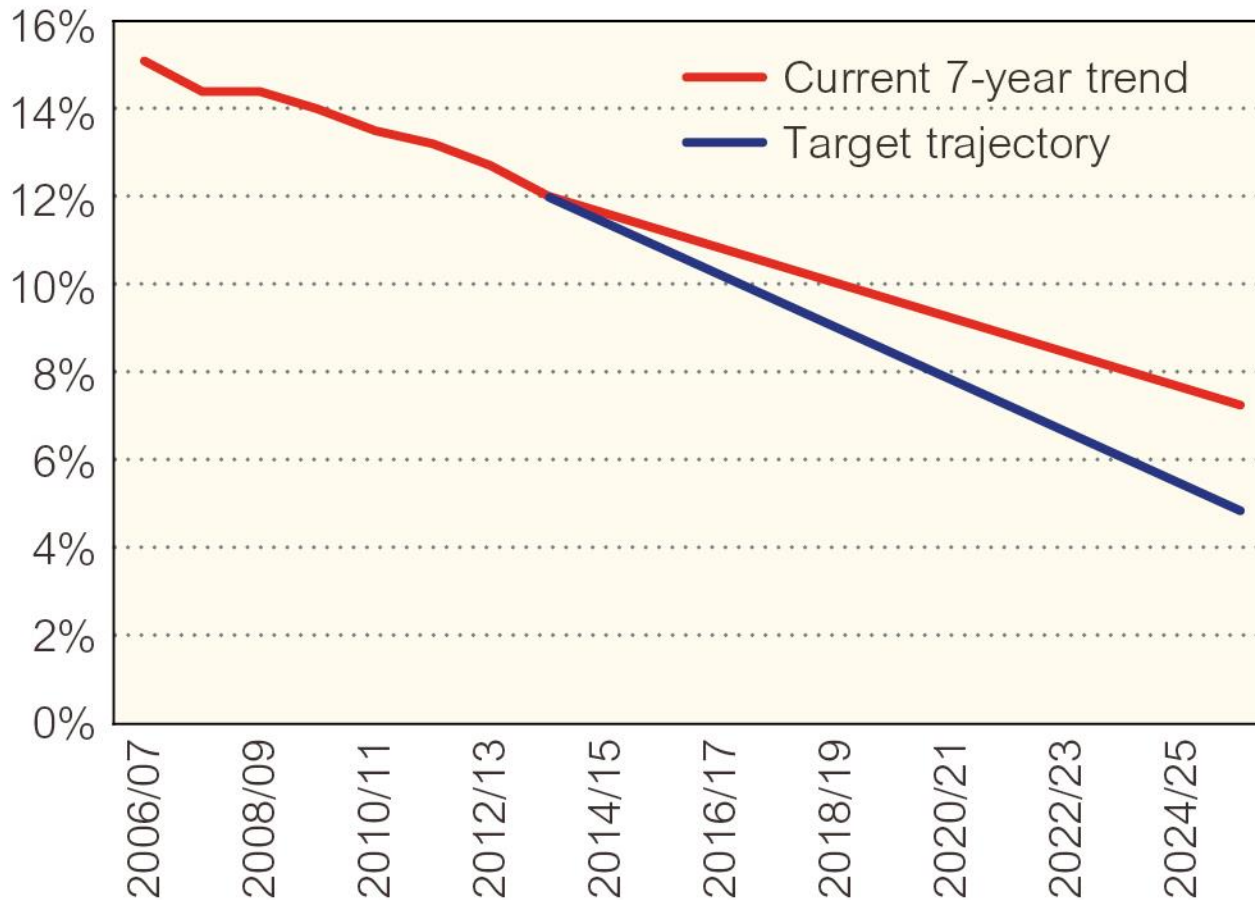


Figure 2.4 Projection of smoking prevalence in pregnant women (at time of delivery) to 2025

Reduce smoking rates among 15 year olds

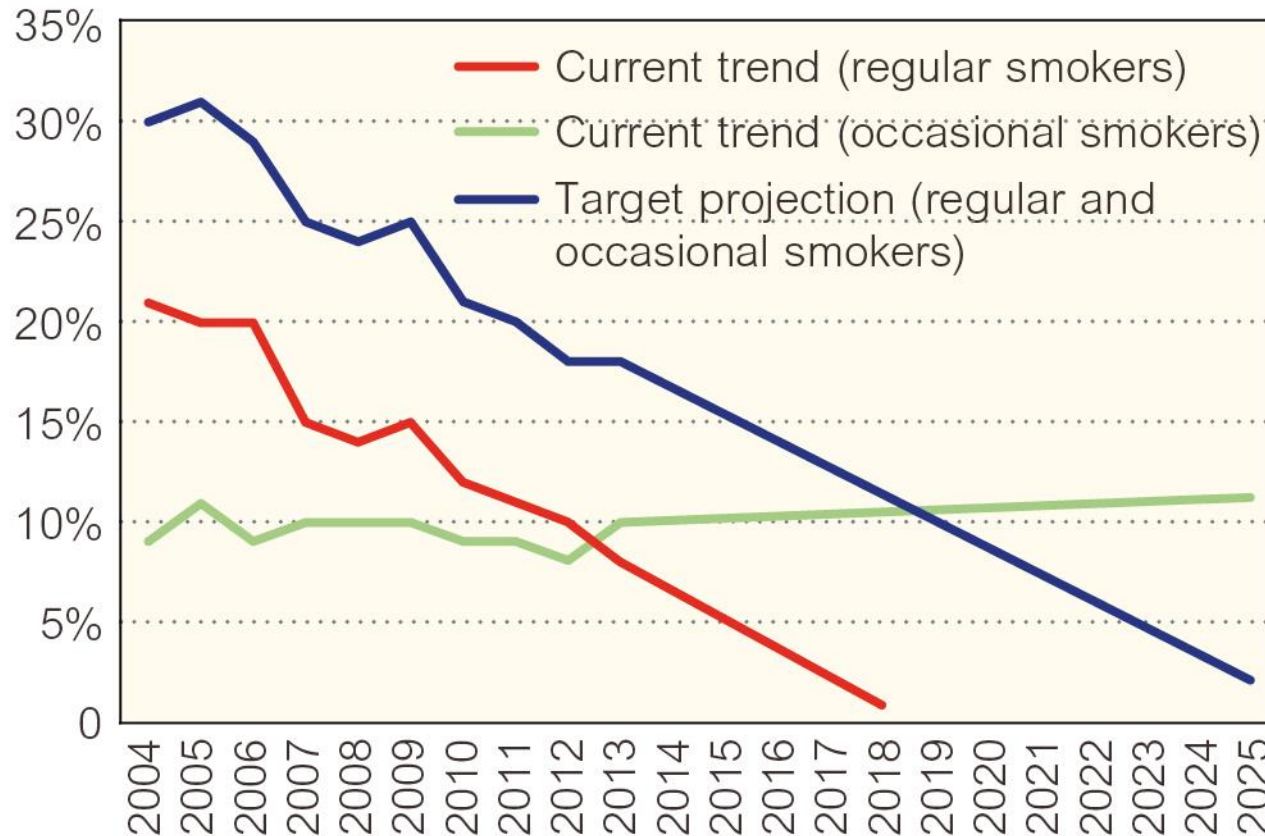


Figure 2.5 Projection of smoking prevalence among 15-year-olds to 2025

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

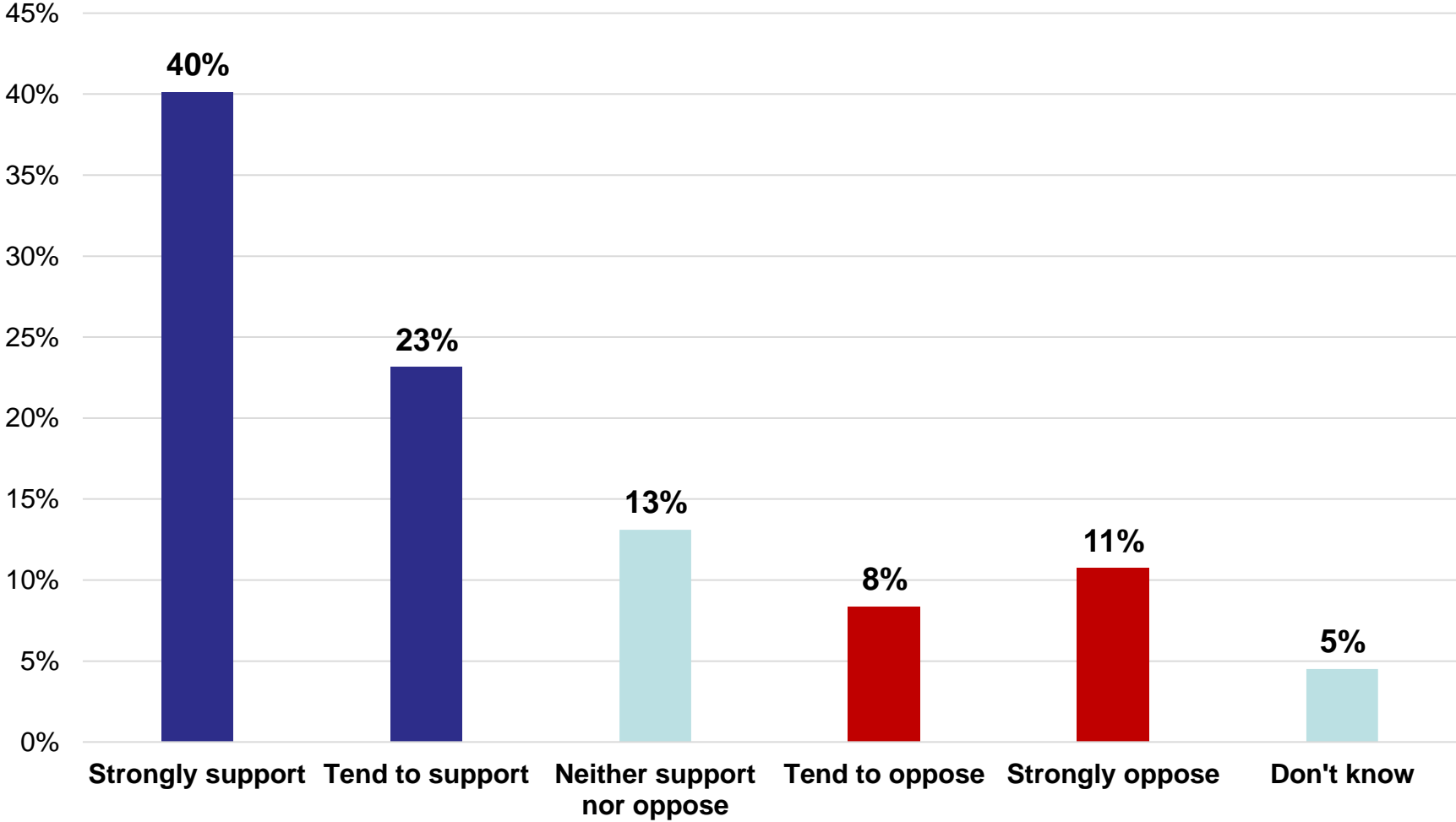
In the US the principle of charging the tobacco industry for the costs it imposes on the public purse is well established. In 2009 the Family Smoking Prevention and Tobacco Control Act required the industry to pay an annual “user fee” to the FDA to fund tobacco regulation.

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?



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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Where next for tobacco control?

http://www.ash.org.uk/files/documents/ASH_962.pdf

ASH receives funding from:



CANCER
RESEARCH
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British Heart
Foundation

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action on smoking and health