

## **Bold Khan Review would reduce early deaths and inequality in North West says Action on Smoking and Health**

Action on Smoking and Health (ASH) have today (June 9) welcomed Javed Khan's bold plans to make smoking obsolete and urged that there is no time to waste if the Government is to achieve its smokefree 2030 ambition (5% by 2030).

In the 1,053 days [1] that have passed since the Government pledged to make England smokefree, in the North West:

- Nearly 54,000 people have died from smoking related illness.
- 49,471 children have started smoking.
- Over £6.2bn has been spent on tobacco.

The charity is now calling on Government to publish its long-awaited Tobacco Control Plan by the end of the year and act on the findings of the Khan Review, an independent review, commissioned by the Secretary of State for Health, Sajid Javed.

People in the region also back action with more than three quarters (76%) [2] of people in the North West backing the Government's ambition to reduce smoking prevalence to less than 5% by 2030.

### **Deborah Arnott, Chief Executive of ASH, said:**

*“Javed Khan’s top priority is immediate and substantial increased government funding for tobacco control. He’s absolutely right. England is way behind target on the Government’s smokefree 2030 ambition and while tougher regulations will help, without additional investment we will never get back on track. Every day the Government fails to act more than 200 people in England die from smoking and 280 children under 16 light their first cigarette, two thirds of whom will go on to become addicted smokers. The Secretary of State has said that it is a ‘moral outrage’ that England’s richest people live on average a decade longer than the poorest. The leading cause for this difference is smoking and it’s time for the government to match outrage with action.”*

### **Jane Pilkington, Director of Population Health at Greater Manchester Health and Social Care Partnership, said:**

*“We welcome the plans outlined in Javed Khan’s independent review to end smoking. In Greater Manchester, smoking rates are declining faster than in other parts of the country. But, smoking is still the leading cause of premature*

*death, killing around 5,000 people in Greater Manchester each year from smoking-related illnesses.*

*“To protect people from the devastating effects of tobacco and tackle the deep-rooted health inequalities in our communities, we need to go further and faster. More than three quarters of people in the region back the Government’s ambition to make smoking history by 2030.*

*“We look forward to the publication of the Tobacco Control Plan this year, which we are confident will set out the measures needed, to make smoking a thing of the past.”*

**Sir Richard Leese, Chair Designate, NHS Greater Manchester Integrated Care Board, said:**

*“In Greater Manchester we have the drive and ambition to make smoking history for the health and prosperity of everyone living in the city region. We welcome the recommendations in Javed Khan’s independent review, which will help to achieve that vision.*

*“Smoking is a key driver of poverty in our communities and every day it is killing people, getting children hooked on a deadly addiction and costing society billions.*

*“The bold review published today gives us great confidence that we can and will make smoking a thing of the past. We fully support the plans and urge the Government to publish the eagerly awaited Tobacco Control Plan, including tougher measures to end smoking.”*

Calls for the publication of the new Tobacco Control Plan by the end of the year, are backed by MPs in the All Party Parliamentary Group (APPG) on Smoking and Health. Last year the APPG published its recommendations for a sufficiently funded Tobacco Control Plan, calling on Government to end the tobacco epidemic by 2030.

**Bob Blackman MP, Chairman of the All Party Parliamentary Group (APPG) on Smoking and Health said:**

*“As Chairman of the APPG on Smoking and Health, I am delighted to see the publication of Javed Khan’s bold review to make smoking obsolete. It shows a determination to achieve our ambition to be smokefree by 2030, and level up the health of the nation. Now it is time for the Government to deliver a sufficiently funded Tobacco Control Plan containing the actions it knows are*

*needed. My parents lost their lives to this lethal addiction, so this is personal, I don't want others suffering the way I did."*

**ENDS**

### **Notes to the Editor**

Action on Smoking and Health is a health charity working to eliminate the harm caused by tobacco use. For more information see: [www.ash.org.uk/about-ash](http://www.ash.org.uk/about-ash). ASH receives funding for its programme of work from Cancer Research UK and the British Heart Foundation.

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### **References**

[1] <https://ash.org.uk/ash-local-toolkit/ash-ready-reckoner-2022/>

[2] Online survey by YouGov for ASH. Total sample size was 10,211 adults. Fieldwork was undertaken between 18th February - 18th March 2021. The survey was carried out online. The figures have been weighted and are representative of all adults in England (aged 18+).