

# Spotlight Public Health

Evidence and policy briefings

Recent Developments within Smoking Cessation and Tobacco Control

July 2024

## Purpose

Spotlight briefings summarise the key information that decision makers need to keep up to speed on important health issues. Each briefing puts the science, national policy and guidance into a local context to support local decisions.

Briefings are shared with a wide range of partners including South Gloucestershire Health & Wellbeing Board, Elected Members, Council staff, and members of the Locality Partnership. Please share with others who would find it helpful.

If you would like to be added to the mailing list for these briefings please email:

[publichealthsouthgloucestershire@southglos.gov.uk](mailto:publichealthsouthgloucestershire@southglos.gov.uk)

# Spotlight: Smoking Cessation and Tobacco Control

- Smoking tobacco is a uniquely harmful activity – there is no safe level of smoking. No other consumer product, when used as intended, kills two thirds of its long-term users
- Tobacco use also affects others; non-smokers are exposed to second-hand smoke and may come to harm through no choice of their own, including children, pregnant women and their babies.
- In 2023 the previous government committed to a package of measures to reduce smoking including increased funding for local authority smoking cessation services.<sup>(1)</sup>
- The 2024 King's Speech included commitments of the new government to introduce a Bill to progressively increase the age at which people can buy cigarettes and impose limits on the sale and marketing of vapes [Tobacco and Vapes Bill].<sup>(2)</sup>
- The Bill will also stop vapes and other consumer nicotine products (such as nicotine pouches) from being deliberately branded and advertised to appeal to children. Together these measures will help stop the next generation from becoming hooked on nicotine.



# Smokefree Generation - The Vision

- Aim is to reduce national population smoking prevalence to 5% by 2030

When the Tobacco and Vapes Bill comes into force, it will <sup>(1)</sup>

- Create a generation of non-smokers by stopping the sale of tobacco products to people born on or after January 1st, 2009.
- Raise the age of sale for cigarettes by one year, each year, for this generation.
- Introduce new measures to reduce the appeal, access and affordability of vapes to children by:
  - Regulating the flavours, descriptions, packaging and presentation of vapes
  - Regulating point of sale displays in retail outlets
  - Increasing verification for on-line sales
  - Strengthening enforcement activity - new powers for Trading Standards to fine rogue retailers who sell tobacco products or vapes to people underage.



# Evidence for Action

- Smoking is the most entirely preventable cause of death, disability and ill health, causing around 70,000 deaths annually in England <sup>(1)</sup>
- Smoking causes harm throughout people's lives. On average smokers lose around 10 years of life expectancy and need care a decade earlier than they would if they did not smoke.<sup>(1)</sup>
- Smoking affects almost every organ in the body causing 1 in 4 of all UK cancer deaths, 9 out of 10 cases of chronic obstructive pulmonary disease (COPD) and cardiovascular disease (heart attacks and strokes)<sup>(1)</sup>
- Smoking is closely associated with poor mental health and wellbeing, and smokers are also 1.6 times more at risk of dementia than non-smokers.<sup>(1)</sup>
- Pregnant smokers are more likely to have babies who are stillborn, premature, low birth weight or with birth defects.<sup>(3)</sup>
- Higher rates of smoking have been found to be associated with almost every indicator of deprivation and inequality including among those who are on lower incomes, unemployed or homeless.<sup>(4)</sup>
- Most smokers know the risks of smoking and want to quit but are unable to because of the addictive nature of tobacco. 4 in 5 smokers start before the age of 20 and are then addicted for life.<sup>(1)</sup>

## South Gloucestershire context

- In South Gloucestershire around 28,000 adults smoke (Approx. 12% of the population) <sup>(5)</sup>
- Key population groups with higher rates of smoking include individuals who: <sup>(5)</sup>
  - Work in routine and manual occupations
  - Have never worked or are experiencing long term unemployment
  - Live in social rented housing
  - Are of mixed ethnicity
  - Are pregnant and from the most deprived settings
  - Mothers younger than 20 years
  - School pupils eligible for free school meals
- Additional Public Health Grant funding of £318k. <sup>(6)</sup>
  - Ringfenced to stop smoking services and support.
  - Conditional on maintaining existing spend and reporting requirements

#SmokefreeFuture

**A smokefree  
future for  
the next  
generation**



# South Gloucestershire Context – headline data (7)



## HEALTH BURDEN OF SMOKING<sup>2</sup>



An estimated **1,264** per 100,000 people are admitted to the hospital annually for reasons attributable to smoking



About **237** people are estimated to die each year for reasons attributable to smoking (143.8 per 100,000 population)



## SMOKING AND OTHER FACTORS



**12.2%\*** of people are current smokers compared with **11.9%** in the South West region<sup>1</sup>



**14 in 100** men aged 18+ smoke compared with 11 in 100 women<sup>1</sup>



**42.6%** of people living in social rented housing smoke compared with **13.4%** of those renting privately<sup>2</sup>



## SMOKING IN PREGNANCY<sup>2</sup>



**8 in 100** pregnant women (8.3%) smoked at time of delivery



**2.8x** more mothers from the most deprived areas smoke



**5.6x** more mothers aged 20 years or younger smoke

## Local Action

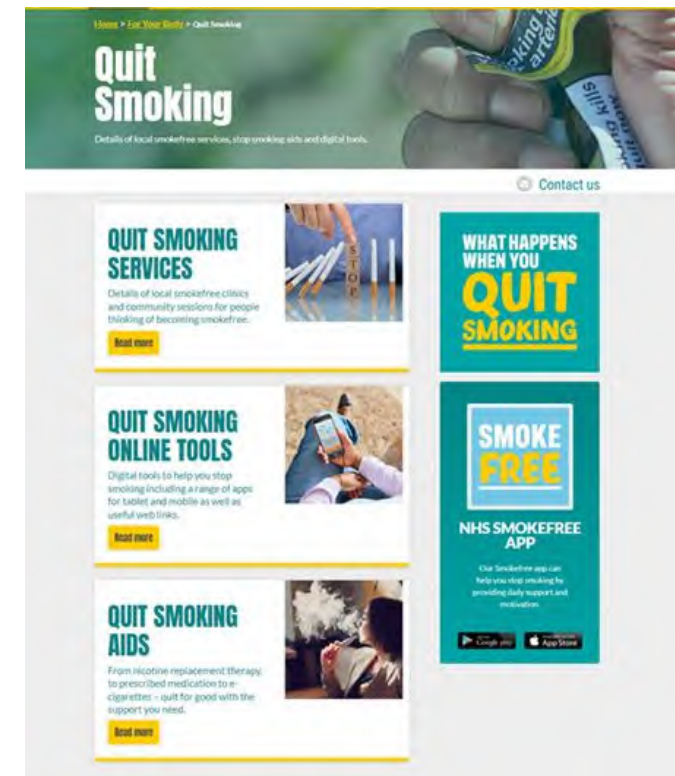
In South Gloucestershire the additional funding is being used to develop these workstreams <sup>(8)</sup>

### Increase capacity in our 'One You South Glos' healthy lifestyle service

- Specialist one to one Stop Smoking Support over 12 weeks.
- Access to Nicotine Replacement Therapy
- If desired, access to a vape under the Swap to Stop scheme
- Communications and engagement with a wide range of partners, communities, settings, businesses and events to reach smoking populations.

### Working with commissioned partners

- GPs to provide stop smoking support
- Pharmacies to dispense nicotine replacement therapy (NRT)
- Seeking new specialist partners to help deliver to hard-to-reach populations





# Local Action

Workstreams - continued

## Roll out of the Swap to Stop scheme (with BNSSG partners) <sup>(9)</sup>

- Successful bid for 60,000 Swap to Stop vape starter kits, funded by DHSC.
- 12,000 vapes are available for distribution across South Gloucestershire
- We provide very brief advice and free vape starter kits to adult smokers.
- Vaping is less harmful than smoking and helps adult smokers to quit.



### BNSSG Smokefree Alliance - agreed position on nicotine vaping:

- The evidence is clear that, **for smokers, nicotine vaping is a far less risky option** and poses a small fraction of the risks of smoking in the short and medium term.
- **Vaping should be offered as an alternative for smoking** but not as an activity which is appealing to the wider non-smoking population.
- **Vaping is not for children;** we need to reduce the uptake of vaping and the number of young people accessing vape products.

# How to support: what you can do to help

There are various ways in which you can help people to quit smoking in South Gloucestershire:

- Engage with people in your neighbourhoods and communities and service users in your settings to relay social media messages about the One You South Glos Service
- Promote the service. This could be display of posters, digital screens or word of mouth
- Gather insights from your communities and feed these back to us, so we can develop responsive services
- Know where to signpost:  
Call 01454 865337, text name and 'READY' to 80011 or use the QR code
- Be ready for challenges around vaping. [Vaping myths and the facts - Better Health - NHS \(www.nhs.uk\)](#)
- Reiterate the messaging:
  - **Vaping is less risky than smoking**
  - **Vaping is an alternative for smoking, but is not for the non-smoking population**
  - **Vaping is not for children**



# References

- (1) Department of Health and Social Care (DHSC) 2023 [Stopping the start: our new plan to create a smokefree generation - GOV.UK \(www.gov.uk\)](#)
- (2) King's Speech 2024 [17/07/24 King's Speech 2024 background briefing final GOV.uk.docx \(publishing.service.gov.uk\)](#)
- (3) Action on Smoking and Health (December 2021) [Smoking, Pregnancy and Fertility - ASH](#)
- (4) Action on Smoking and Health (Sept 2019) [ASH-Briefing\\_Health-Inequalities.pdf](#).
- (5) OHID, Public Health Profiles, 2024 <https://fingertips.phe.org.uk>
- (6) Department of Health and Social Care 2023 Local Stop Smoking Services and Support: funding allocations and methodology [Local stop smoking services and support: funding allocations and methodology - GOV.UK \(www.gov.uk\)](#)
- (7) South Gloucestershire Council (February 2024) Prevention and Control of Tobacco Dependence in South Gloucestershire: A Health Needs Assessment.
- (8) South Gloucestershire Council One You South Glos website [Home | One You South Gloucestershire \(southglos.gov.uk\)](#)
- (9) Bristol, North Somerset and South Gloucestershire (BNSSG) Integrated Care System (May 2024) 2024 – 2029 Joint Forward Plan [Bristol, North Somerset and South Gloucestershire ICS Joint Forward Plan 2024 \(bnssghealthiertogether.org.uk\)](#)

## Further information

Action on Smoking and Health (Sept 2020) [Smoking, employability, and earnings - ASH](#)

Action on Smoking and Health (Nov2023) [Economic and health inequalities dashboard - ASH](#)

Office for Health Improvements and Disparities (OHID) 2022

[The Khan review: making smoking obsolete - GOV.UK \(www.gov.uk\)](#)

Please contact us with any issues, questions or concerns

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# Thank you

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