

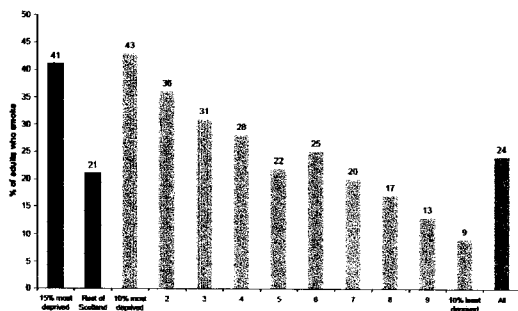
Lanarkshire Tobacco Control Strategy 2011-2014

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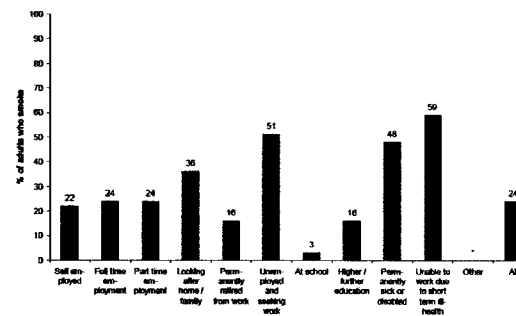
The scale of the problem

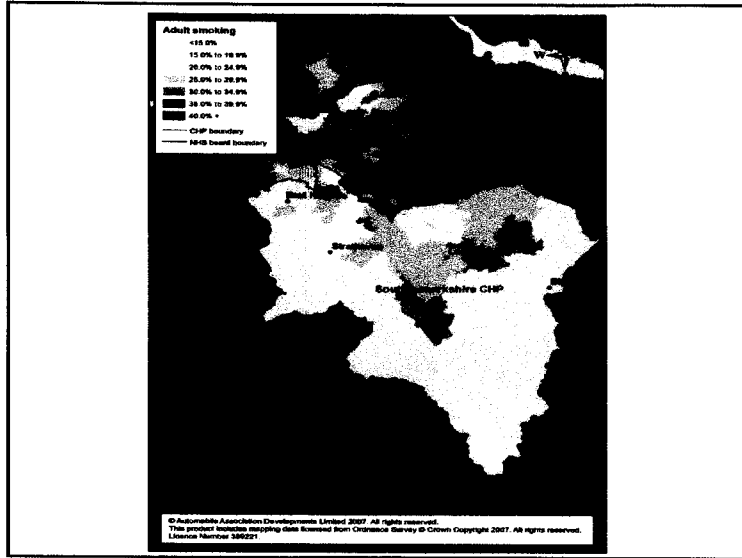
- Prevalence
 - 25% of Scottish 16+ population smoke
 - 30% in North Lanarkshire
- Who smokes
 - Increased smoking associated with socioeconomic status
 - Highest in younger adults and decreases progressively in the older age groups.
 - Over one fifth of pregnant women smoke in Lanarkshire with prevalence highest in teenage women
 - 4% of 13 year olds and 20% of 15 year olds smoke in Lanarkshire

Percentage of smokers by SIMD
(Scottish Health Survey 2009)



Percentage of smokers by economic status
(Scottish Health Survey 2009)

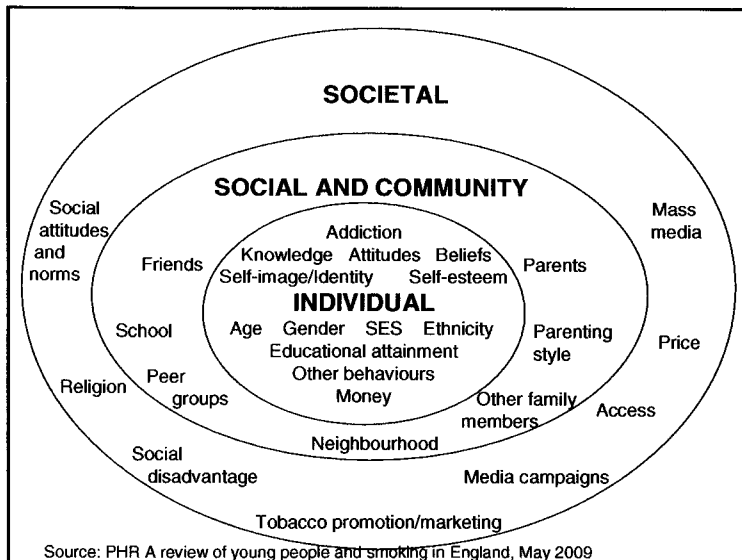




The impact of smoking

- Health impact
 - Tobacco smoke contains a lethal combination of the highly addictive nicotine drug plus over 4000 toxic chemicals and gases
 - Tobacco is more addictive than heroin
 - Single most preventable cause of ill health and premature death
 - Quarter of all Scotland's deaths attributable to smoking
 - Maternal smoking is the most preventable cause of death and illness in foetus and infants
 - Strong evidence that exposure to second hand smoke causes disease and death
- Economic impact
 - Estimated 1% of total Scottish economic output lost due to smoking
 - Estimated cost of £1.1 billion through premature deaths and litters and fires caused by smoking
 - Smoking costs on average £2000 per year to the individual and insurance premiums higher
 - Smoking costs on average £2000 per annum to the individual

2



Policy context

- A breath of fresh air for Scotland: Tobacco Control Action Plan (2004)
- Smoking, Health and Social Care (Scotland) Act 2005
- Scotland's Future is Smoke Free: A Smoking Prevention Action Plan (2008)
- Equally Well (2008)
- Tobacco and Primary Medical Services (Scotland) Act (2010)
- Scottish Government National Performance Framework

Targets

To reduce percentage of:

- 13 year old girls smoking from 5% in 2006 to 3% in 2014.
- 13 year old boys smoking from 3% in 2006 to 2% in 2014.
- 15 year old girls smoking from 18% in 2006 to 14% in 2014.
- 15 year old boys smoking from 12% in 2006 to 9% in 2014.
- 16-24 year olds smoking from 26.5% in 2006 to 22.9% in 2012.

Lanarkshire targets

- To support at least 7.5% of smokers to successfully quit with 60% of these quits to be smokers in the 40% most deprived communities by 2014.
- To achieve a compliance rate of no smoking within static public places of 99.5% by 2014.
- To reduce the number of retailers in Lanarkshire willing to sell cigarettes to persons under 18 to less than 12% by March 2012.

Successes so far...

- Overall smoking levels declining over last 10 years
- Positive impact of 2006 smoke free legislation
 - Reduction in heart attacks
 - Non smokers exposure to second-hand smoke generally has fallen from 74% in 1998 to 33% in 2009 for men and from 75% to 39% for women
 - Non-smokers' exposure to second-hand smoke in the home has fallen from 18% in 1998 for both sexes to 9% for men and 8% for women in 2009.
 - No evidence of increased smoking in homes with more homes in England going smoke free following legislation, including smokers homes

Local achievements (1)

- Successful implementation of ban on smoking in public places with compliance in excess of 99%
- Exceeded national targets for test purchasing
- Retailer pack developed and distributed providing information about age restricted products
- Home fire safety checks targeted according to risk

Local achievements (2)

- Nurse led specialist smoking cessation services available across range of settings
- Community pharmacy smoking cessation service in all localities
- Development of Curriculum for Excellence online resource
- Achievement of HEAT cessation target for 2008-2011
- Routine CO monitoring introduced at antenatal booking visits
- Training delivered to broad range of staff

Tobacco Control Strategy 2011-2014

- Need for comprehensive approaches which work across all levels to:
 - Change social climate around smoking
 - Discourage people from starting to smoke
 - Help smokers to stop
 - Create an environment that is free of tobacco smoke
- Multi agency pan Lanarkshire group formed in 2010 to work in partnership to develop a Tobacco Control Strategy and Action Plan

Smoking Prevention

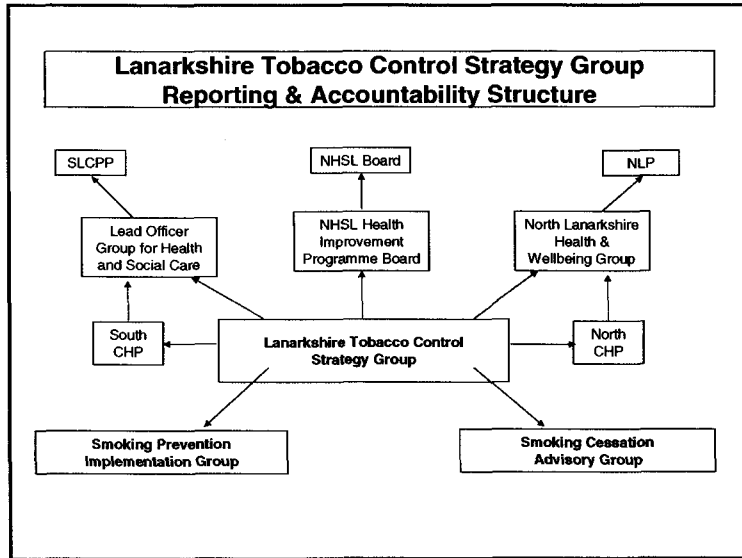
- Youth involvement and peer education
- Campaigns and communications
- Curriculum development
- Prevention programmes for priority groups
- Staff training
- Smoke free policies
- Enforcement and control of tobacco sales
 - Enforcement of legislation
 - No proof, no sales
 - Sales of illicit tobacco

Smoking Cessation

- Engaging smokers
- Increasing referrals
- Target population groups
 - SIMD 1 and 2
 - Young people
 - Pregnant women
 - Hospital patients
 - Workplace
 - Mental Health
 - Target groups with specific needs

Reducing tobacco related harm on others

- Second hand smoke interventions
 - community led programme
 - increase staff awareness
 - domiciliary visits
- Prohibition of smoking in enclosed premises
 - High levels of compliance in excess of 99% therefore monitoring rather than enforcement being undertaken by Local Authorities
 - Specific focus on vehicles
- Fire prevention
 - Home safety visits and promotion of Stop Smoking Services



Key issues for discussion

- Engaging smokers within communities, particularly in areas of deprivation
- Raising public awareness of how to report illicit tobacco sales and retailers/vendors selling to underage persons

Thank you

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