

Tobacco Dependency

Briefing Note from the Director of Public Health, Public Health Devon

1 Background

Although most people do not smoke, smoking is a leading cause of preventable illness and the single largest cause of preventable deaths. Two out of three lifelong smokers die from smoking, which can be preceded by extended periods of ill health. Half of the nine-year difference in life expectancy between the poorest and the richest can be attributed to smoking. Tobacco related illness is largely preventable through public health and NHS action on smoking and tobacco addiction. These interventions will also help tackle other long-term illness, and social disadvantage. Tackling tobacco dependency has benefits for individuals, their families, health and social care services, and local economies.

2 Why is treating tobacco dependency important to Devon?

According to Action on Smoking and Health (Appendix A) estimates, smoking costs Devon people over £195 million per year. This is predominantly through:

- Over £132 million through lost productivity
- Over £41 million in costs to healthcare
- Over £17 million in costs to social care

Other costs to local people and economy include impacts of fire, littering, and associated environmental costs. It is estimated that a smoker spends around £2000 a year on tobacco. Smokers are 35% more likely to be admitted to hospital than non-smokers.

As smoking impacts those with less income more, promoting smoking cessation and assisting those who wish to stop smoking to do so will help in relation to cost of living. Reducing levels of smoking will also go towards reducing pressures on hospitals and GPs.

3 What are the current key policies?

The following summarises key parts of main policies in relation to current smoking cessation activity.

Policy	Key tobacco policies
Advancing our health: prevention in the 2020s Parliamentary Under Secretary of State for Public Health and Primary Care report to Parliament	Smoking is no longer normalised in society, the Government announced 'smoke-free' ambition for smoking rates to be less than 5% across the whole population by 2030 , with smoking not being taken up by the next generation.
Towards a Smokefree Generation A Tobacco Control Plan for England (due for update)	Prevention through tackling tobacco addiction acquired during childhood. Working with expectant mothers and their families to reduce prevalence of smoking to improve life chances. Supporting smokers to quit, including those with mental health conditions.

NHS Long Term Plan	Various measures including seeking to reduce CVD, cancer, and other effects of tobacco dependency. This includes cutting smoking in pregnancy, and by people with long term mental health problems.
NHS 10 Year Cancer Plan	The vision includes prevention including stopping smoking to reduce the burden of cancers on individuals and the NHS. Smoking is one of the largest contributory factors in relation to cancers.
Smokefree Alliance Devon Strategy	Focusing on protecting children from harmful effects of smoking, reducing health inequalities through smoking prevalence, and protecting communities through smokefree organisations.
Health and Social Care Act 2012	Sets out a statutory duty for local authorities to take appropriate steps to improve the health of populations within its area. This duty is fulfilled by Public Health, with a specific focus on reducing inequalities in Devon.

4 Tobacco dependency in Devon

The following highlights some high level information around tobacco and smoking in Devon.

Tobacco - key indicators

Key Indicator	Profile	Period	Devon	England	Unit
Smoking Prevalence in adults ⁱ	18+ years	2021	11.6	13.0	%
Smoking attributable mortality ⁱⁱ	35+ years	2017 - 19	159.4	202.2	per 100,000
Smoking attributable hospital admissions ⁱⁱⁱ	35+ years	2019/20	1086	1398	per 100,000

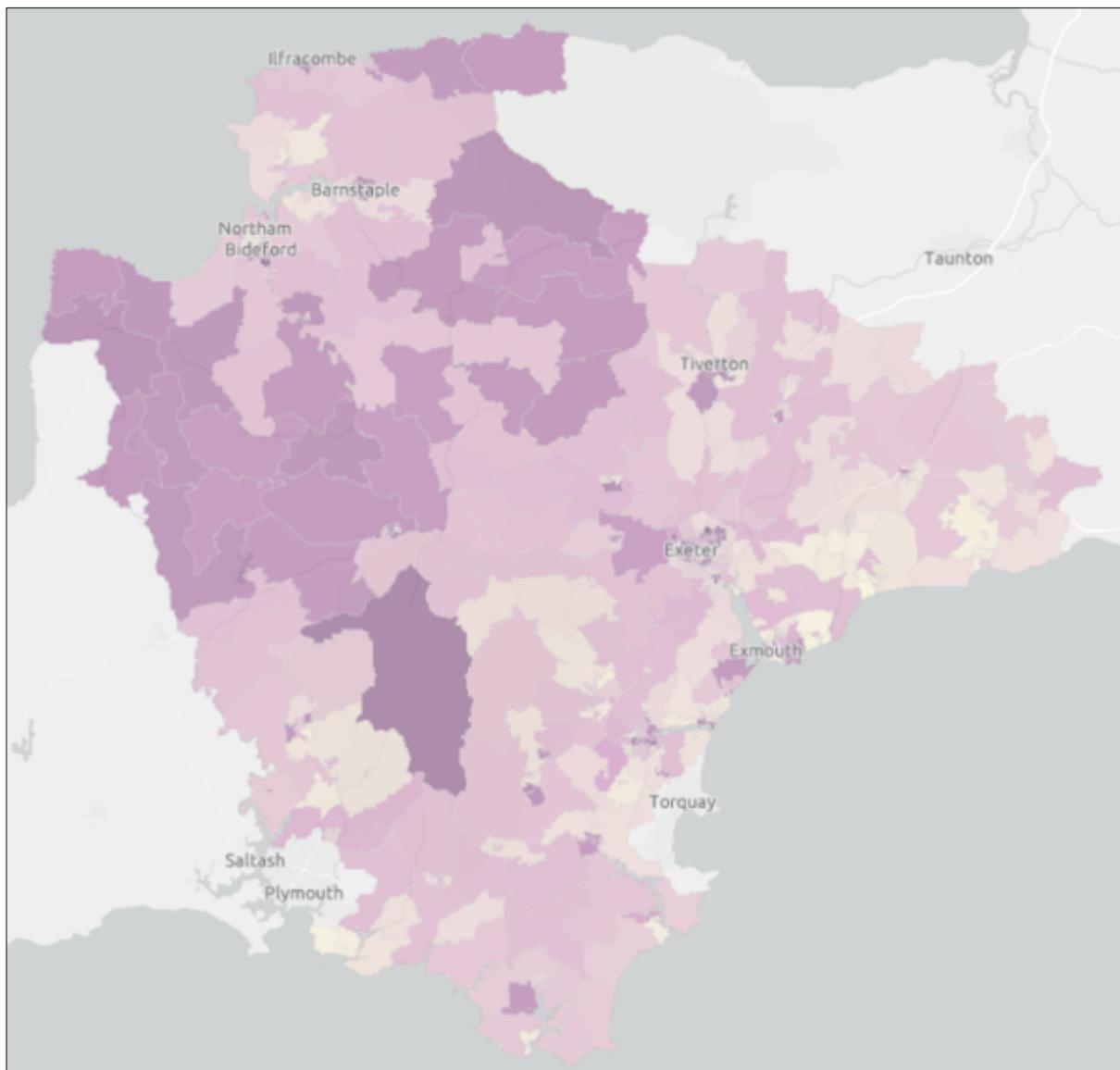
A smoking prevalence of 11.6% means over 75,000 adults still smoke in Devon. To meet the Government's target of 5% by 2030 suggests achieving a successful smoking quit for over 40,000 people who smoke (if including those over 16 who may have taken up smoking). These are approximate figures that demonstrate the size of the challenges that still lay ahead, even though overall there has been a successful overall reduction in smoking prevalence across the population.

Overall smoking prevalence has decreased, though is still higher in certain populations, including pregnant smokers at the time of delivery (worse than England percentage). Although overall smoking prevalence in Devon adults is lower than England, it is still more than twice the 2030 target of 5%. Additionally smoking prevalence is higher in some priority populations. Smoking cessation seeks to promote the benefits of quitting, and support for those who wish to quit in a complex mix of addictive, habitual, and social influences. There has been a slight increase over the last year which will need exploring further in relation to ongoing trends. The overall trend is moving towards the Government targets set out in policies above.

Tobacco – priority indicators

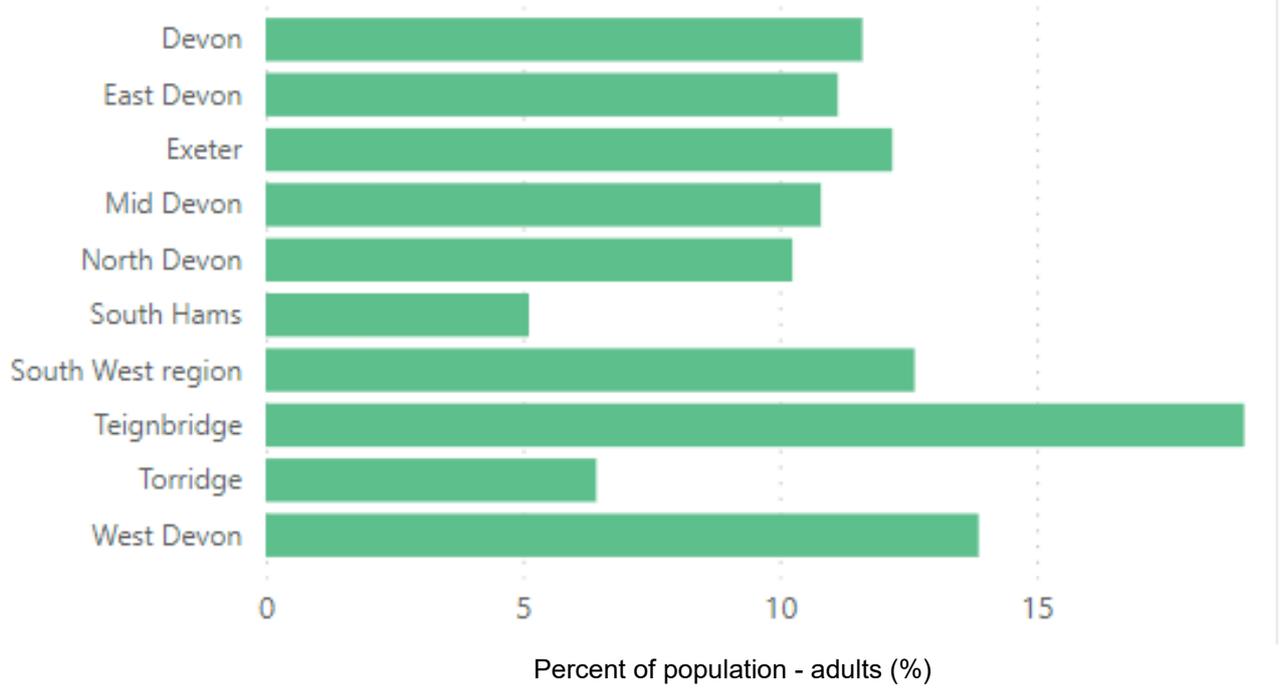
Priority Indicator	Profile	Period	Devon	England	Unit
Smoking status at time of delivery ^{iv}	Female all ages	2021/22	11.6	9.1	%
Smoking prevalence in adults with a long-term mental health condition ^v	18+	2020/21	24.7	26.3	%
Smoking prevalence in adults in routine and manual occupations ^{vi}	18-64 years	2020	23.7	24.5	%
Smoking prevalence in adults admitted to treatment for substance misuse (alcohol and non-opiate) ^{vii}	18+ years	2019/20	61.00	64.6	%

Smoking prevalence in adults

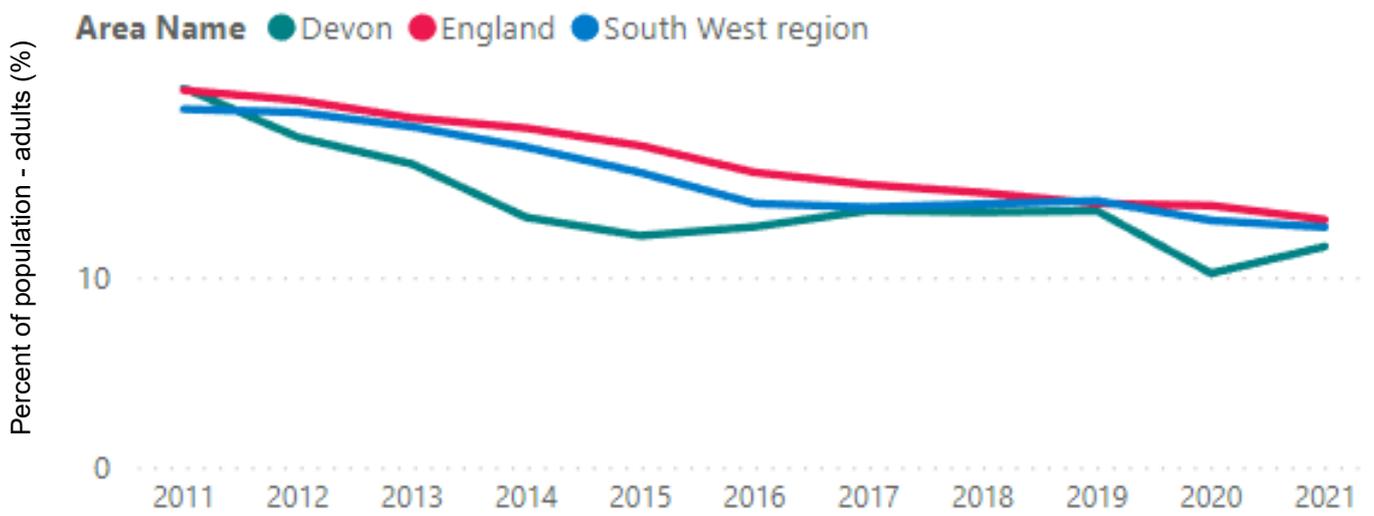


Darker areas higher prevalence based on based available estimates.

Smoking prevalence in adults - current smokers (APS)



Smoking prevalence in adults - current smokers (APS)



Devon and its CIPFA nearest neighbours

Smoking prevalence in adults^{viii}

Area ▲▼	Value ▲▼	
England	13.0	
Neighbours average	-	
Norfolk	15.8	
East Sussex	15.3	
Somerset	14.6	
Cumbria	14.3	
Worcestershire	14.0	
Warwickshire	13.9	
Lincolnshire	13.3	
Suffolk	13.2	
Gloucestershire	13.0	
West Sussex	12.4	
Essex	12.3	
Devon	11.6	
Leicestershire	11.2	
North Yorkshire	11.1	
Hampshire	10.8	
Staffordshire	9.9	

Smoking status at time of delivery^{ix}

Area ▲▼	Value ▲▼	
England	9.1	
Neighbours average	-	
Lincolnshire	15.0	
Norfolk	12.1	
Devon	11.6	
East Sussex	11.0	
Worcestershire	10.8	
Gloucestershire	10.3	
Staffordshire	10.1	
Somerset	10.0	
Cumbria	9.5	
Warwickshire	9.3	
Hampshire	9.1	
Essex	8.7*	
Leicestershire	8.3	
North Yorkshire	8.3	
West Sussex	8.1	
Suffolk	7.6	

Devon and its CIPFA nearest neighbours

Smoking prevalence in adults with a long-term mental health condition^x

Area ▲▼	Value ▲▼	
England	26.3	
Neighbours average	-	
East Sussex	28.0	
Cumbria	26.3	
Worcestershire	26.0	
Somerset	25.1	
Lincolnshire	24.9	
West Sussex	24.9	
Devon	24.7	
Norfolk	24.3	
Essex	24.2	
Hampshire	23.9	
Gloucestershire	23.9	
Warwickshire	23.8	
Leicestershire	23.7	
Staffordshire	23.4	
North Yorkshire	21.5	
Suffolk	20.5	

Smoking prevalence in adults in routine and manual occupations^{xi}

Area ▲▼	Value ▲▼	
England	24.5	
Neighbours average	-	
Gloucestershire	30.8	
East Sussex	28.5	
Suffolk	27.2	
Warwickshire	25.7	
Essex	24.1	
West Sussex	24.1	
Somerset	23.8	
Cumbria	23.7	
Devon	23.7	
Staffordshire	22.6	
Lincolnshire	22.4	
Norfolk	21.1	
North Yorkshire	20.4	
Worcestershire	18.8	
Hampshire	17.2	
Leicestershire	17.1	

Chartered Institute of Public Finance and Accountancy (CIPFA) 'Nearest Neighbours Model'

5 What is already happening in Devon to treat tobacco dependency?

5.1 Treating Tobacco Dependence

Following the NHS Long-term plan that focused on the importance of preventing avoidable illness a specific tobacco programme was developed. The 'Treating Tobacco Dependence' programme seeks to redesign services, with a particular focus on secondary, hospital, based care. Not only will this create a drive to engage smokers as they enter secondary care, with particular emphasis on acute, maternity, and mental health services, but seeks to build bridges with community, primary care, and pharmacy services. A collaborative approach will seek to reduce morbidity, mortality, and inequality across the system.

An initial assessment of treating tobacco dependency in acute settings achieved a gross financial return on investment ratio of £2.12 return per £1 invested. Specific examples from previous studies include spending just £500 to help two patients with Chronic Obstructive Pulmonary Disease to quit smoking, saving over £9,400 in hospital admissions costs. At a time when we are seeking to reduce pressures on primary, secondary, and social care treating tobacco dependency is a key driver for reducing some of the pressures.

5.2 Healthy Lifestyle Service

The Healthy Lifestyle Service (Public Health) is commissioned by Public Health which sits with Devon County Council. In relation to smoking cessation the service, through 'OneSmallStep' provides information, advice, and support for individuals who wish to stop smoking. The service also supports National campaigns such as 'Stoptober'.

The current Healthy Lifestyle Service is commissioned until November 2023. As smoking is one of the main causes of health inequalities in England, with the harm concentrated in disadvantaged communities and groups. The new service specification for this contract will have a focus on supporting these residents to stop smoking. With introduction of new National Institute for Health and Care Excellence (NICE) guidance, including the use of e-cigarettes, and the roll out of Treating Tobacco Dependence, the recommissioned service will seek to align to ensure effective system wide approach and use of resource.

5.3 Smoke Free Alliance

Smokefree Devon Alliance is a partnership of organisations committed to reducing the prevalence of smoking in Devon. The Alliance comprises of public health, NHS, trading standards, environmental health, children's centres, schools, youth settings, fire services, police, housing, community safety partnerships, and the voluntary sector. Priorities for the Alliance are outlined in the Smokefree Devon Alliance Strategy. The Strategy is currently being updated and will be available on the Alliance webpages.

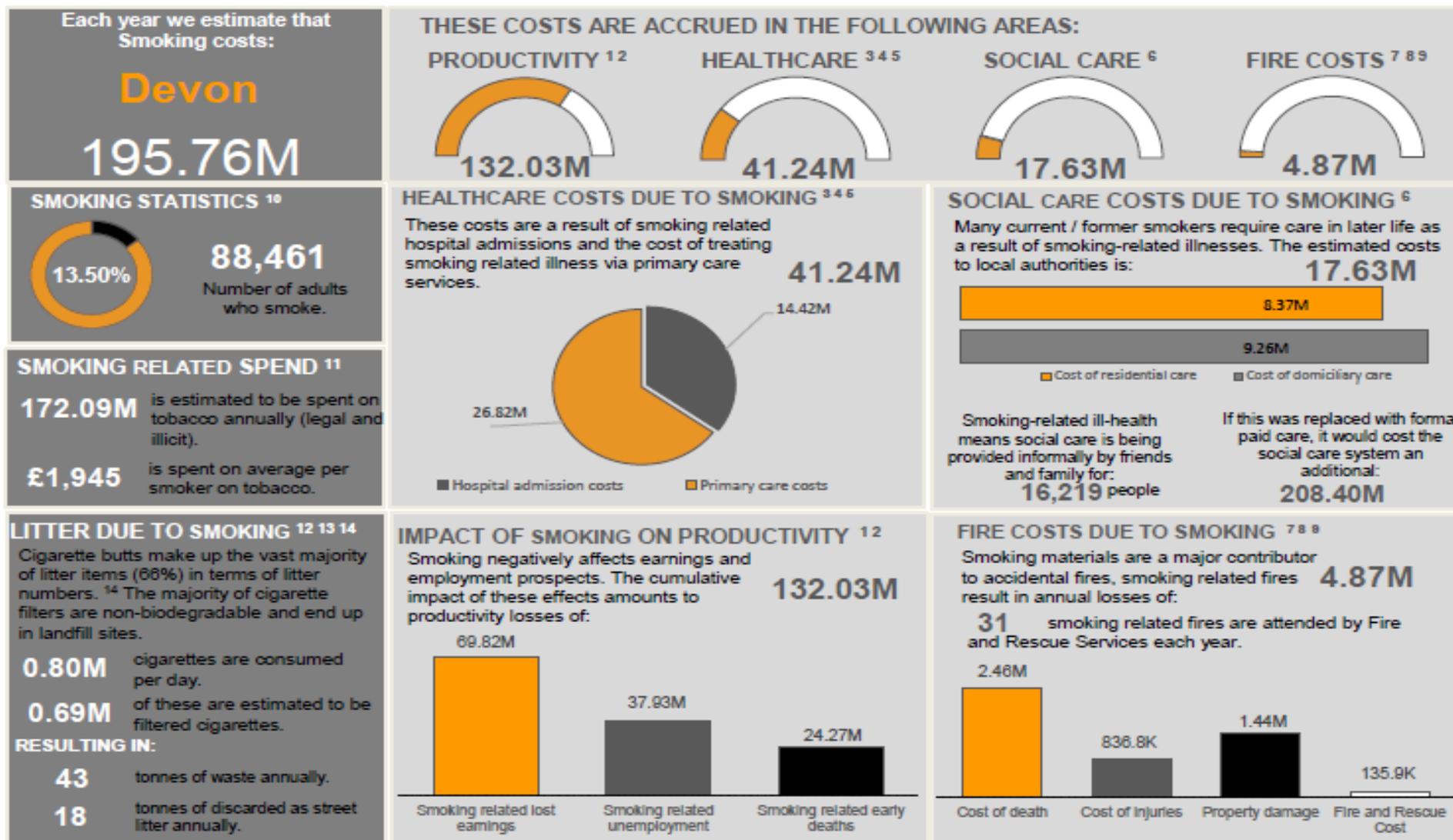
Appendix A

ash ready reckoner <https://ash.org.uk/resources/view/ash-ready-reckoner> (downloaded 3 January 2023)

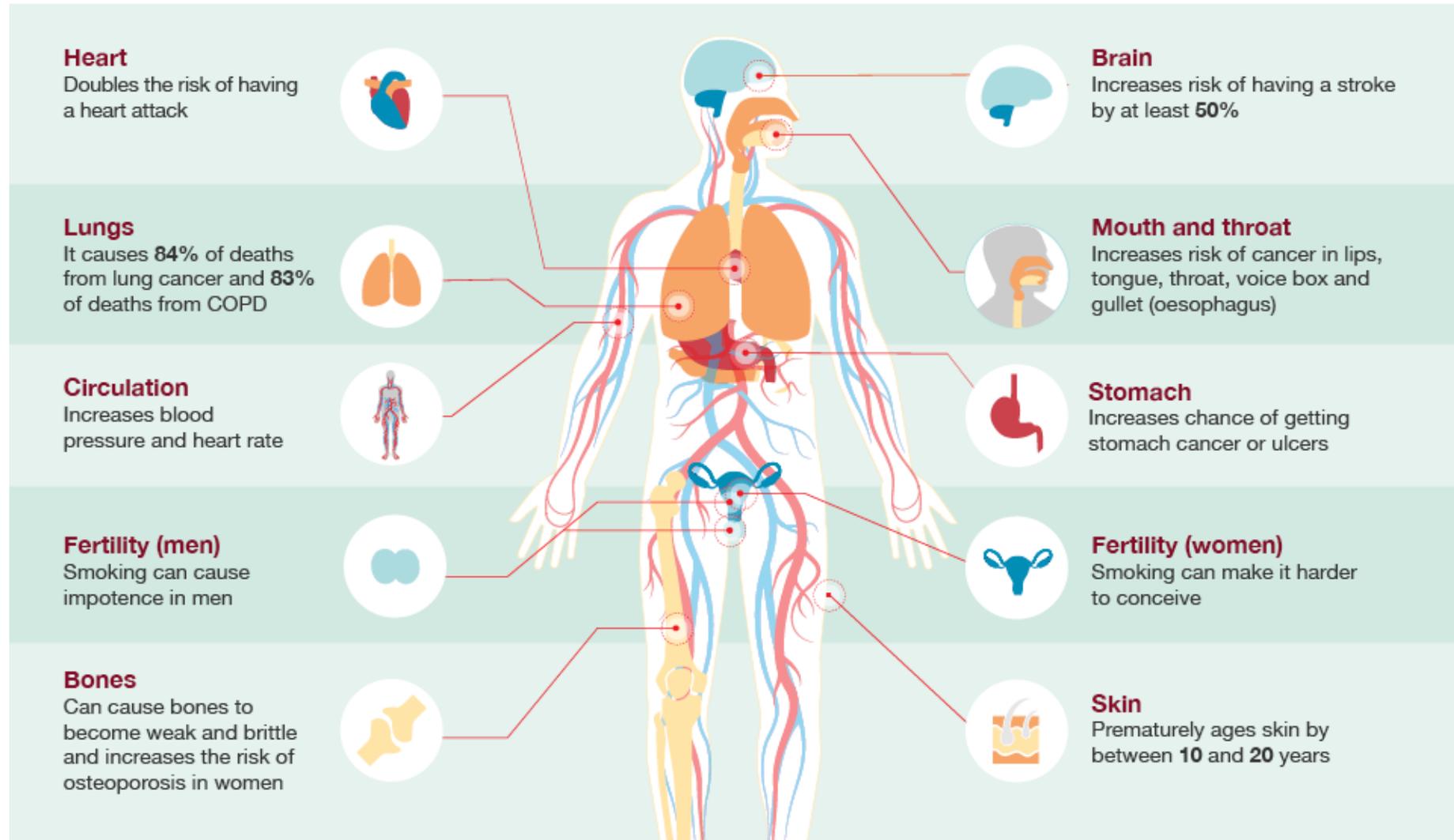
ASH READY RECKONER 2022

This displays the high level cost of smoking to society within the various areas by either region or local area.

Region	Local Area
South West	Devon



How smoking harms the body



Main references and links

A Tobacco Control Plan for England

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/630217/Towards a Smoke free Generation -
A Tobacco Control Plan for England 2017-2022 2 .pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/630217/Towards_a_Smoke_free_Generation_-_A_Tobacco_Control_Plan_for_England_2017-2022_2.pdf)

Advancing our health: prevention in the 2020s

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/819766/advancing-our-health-prevention-in-the-2020s-accessible.pdf

NHS Long Term Plan <https://www.longtermplan.nhs.uk/>

NHS 10 Year Cancer Plan

<https://www.england.nhs.uk/cancer/strategy/>

'Fingertips' Public Health England Local Tobacco Control Profiles for Devon – at a glance summary <https://fingertips.phe.org.uk/static-reports/tobacco-control/at-a-glance/E10000008.html?area-name=Devon>

Smokefree Devon Alliance <https://www.smokefreedevon.org.uk/about-the-smokefree-devon-alliance/>

Towards a Smokefree Generation

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Public Health Devon

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- ⁱ Smoking Prevalence in adults (18+) - current smokers (APS) New data 2021 Proportion - % [Local Tobacco Control Profiles - Data - OHID \(phe.org.uk\)](https://fingertips.phe.org.uk/profile/tobacco-control/data#page/3/gid/1938132885/pat/6/par/E12000009/ati/202/are/E10000008/iid/93748/age/202/sex/4/cat/-1/ctp/-1/yr/3/nn/nn-7-E10000008/cid/4/tbm/1) for comparison to CIPFA nearest neighbours to Devon.
- ⁱⁱ Smoking attributable mortality (new method) 2017 – 19 Directly standardised rate - per 100,000 <https://fingertips.phe.org.uk/profile/tobacco-control/data#page/3/gid/1938132885/pat/6/par/E12000009/ati/202/are/E10000008/iid/93748/age/202/sex/4/cat/-1/ctp/-1/yr/3/nn/nn-7-E10000008/cid/4/tbm/1>
- ⁱⁱⁱ Smoking attributable hospital admissions (new method). This indicator uses new set of attributable fractions, and so differ from that originally published. 2019/20 Directly standardised rate - per 100,000 <https://fingertips.phe.org.uk/profile/tobacco-control/data#page/3/gid/1938132885/pat/6/par/E12000009/ati/202/are/E10000008/iid/93753/age/202/sex/4/cat/-1/ctp/-1/yr/1/nn/nn-7-E10000008/cid/4/tbm/1>
- ^{iv} Smoking status at time of delivery 2021/22 Proportion - % <https://fingertips.phe.org.uk/profile/tobacco-control/data#page/3/gid/1938132900/pat/6/par/E12000009/ati/202/are/E10000008/iid/93085/age/1/sex/2/cat/-1/ctp/-1/yr/1/nn/nn-7-E10000008/cid/4/tbm/1>
- ^v Smoking prevalence in adults with a long term mental health condition (18+) - current smokers (GPPS) 2020/21 Proportion - % <https://fingertips.phe.org.uk/profile/tobacco-control/data#page/3/gid/1938132900/pat/6/par/E12000009/ati/202/are/E10000008/iid/93454/age/168/sex/4/cat/-1/ctp/-1/yr/1/nn/nn-7-E10000008/cid/4/tbm/1>
- ^{vi} Smoking prevalence in adults in routine and manual occupations (18-64) - current smokers (APS) New data 2020 Proportion - % <https://fingertips.phe.org.uk/profile/tobacco-control/data#page/3/gid/1938132900/pat/6/par/E12000009/ati/202/are/E10000008/iid/92445/age/183/sex/4/cat/-1/ctp/-1/yr/1/nn/nn-7-E10000008/cid/4/tbm/1>
- ^{vii} Smoking prevalence in adults (18+) admitted to treatment for substance misuse (NDTMS) - alcohol & non-opiates 2019/20 Proportion - % <https://fingertips.phe.org.uk/profile/tobacco-control/data#page/3/gid/1938132900/pat/6/par/E12000009/ati/202/are/E10000008/iid/93675/age/168/sex/4/cat/-1/ctp/-1/yr/1/nn/nn-7-E10000008/cid/4/tbm/1>
- ^{viii} Smoking prevalence in adults (CIPFA) <https://fingertips.phe.org.uk/profile/tobacco-control/data#page/3/gid/1938132885/pat/6/par/E12000009/ati/202/are/E10000008/yr/1/nn/nn-7-E10000008/cid/4/tbm/1>
- ^{ix} Smoking status at time of delivery (CIPFA) <https://fingertips.phe.org.uk/profile/tobacco-control/data#page/3/gid/1938132900/pat/6/par/E12000009/ati/202/are/E10000008/iid/93085/age/1/sex/2/cat/-1/ctp/-1/yr/1/nn/nn-7-E10000008/cid/4/tbm/1>
- ^x Smoking prevalence in adults with a long-term mental health condition (CIPFA) <https://fingertips.phe.org.uk/profile/tobacco-control/data#page/3/gid/1938132900/pat/6/par/E12000009/ati/202/are/E10000008/iid/93454/age/168/sex/4/cat/-1/ctp/-1/yr/1/nn/nn-7-E10000008/cid/4/tbm/1>
- ^{xi} Smoking prevalence in adults in routine and manual occupations (CIPFA) <https://fingertips.phe.org.uk/profile/tobacco-control/data#page/3/gid/1938132900/pat/6/par/E12000009/ati/202/are/E10000008/iid/92445/age/183/sex/4/cat/-1/ctp/-1/yr/1/nn/nn-7-E10000008/cid/4/tbm/1>