



Tobacco Control in Southwark

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Tobacco Control

- *Tobacco Control is a range of supply, demand and harm strategies that aim to improve the health of the population by eliminating or reducing their consumption of tobacco products and exposure to tobacco smoke. (WHO, 2003)*

Evidence Based Approach for Reducing Tobacco Use

- Stopping the promotion of tobacco
- Making tobacco less affordable
- Effective regulation of tobacco products
- Helping tobacco users to quit
- Reducing exposure to secondhand smoke
- Effective communications for tobacco control.

Healthy Lives Healthy People: A tobacco control plan for England.

- Reduce adult smoking prevalence in England to 18.5% or less by the end of 2015
- Reduce regular smoking among 15 year olds to 12% by the end of 2015
- Reduce smoking throughout pregnancy to 11% by the end of 2015

Reducing Smoking is a priority for Southwark

- Smoking is greatest single cause of preventable ill health and premature death in Southwark.
- It is a major contributor of health inequalities within the boroughs and between the boroughs and the rest of England
- 40,214 - Estimated number of smokers in Southwark
- Approx. 243,893,000 sticks of cigarettes/year (not including HRT) smoked by Southwark residents

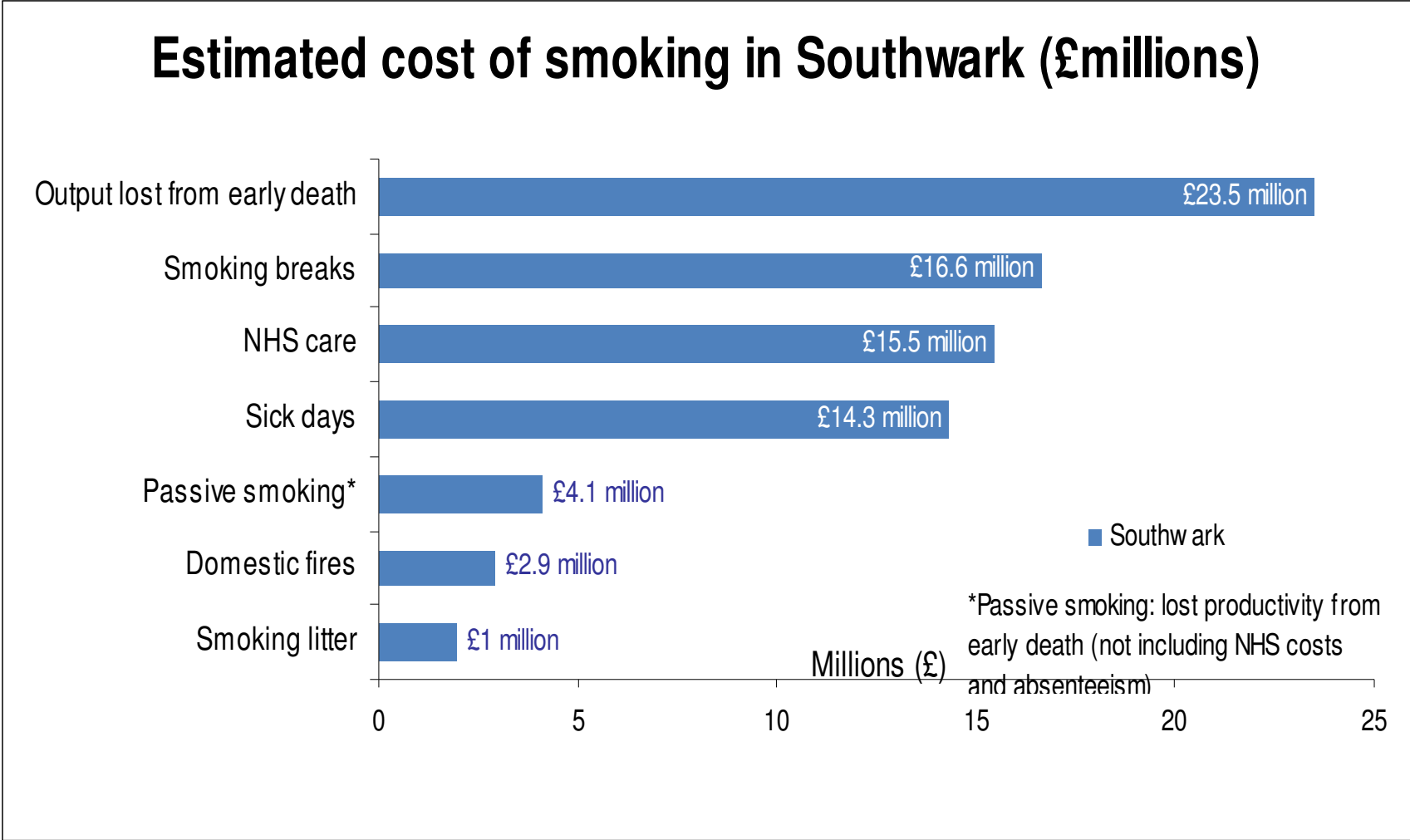
Smoking Indicators

	Southwark	London	England
Smoking Prevalence (11/12)	17.5%	18.9%	20.0%
Prevalence Routine & manual workers (11/12)	31.8%	27.5%	30.3%
Attributable deaths from heart disease (08-10)	28.4 per 100,000	28.2 per 100,000	30.3 per 100,000
Attributable deaths from stroke (08-10)	11.9 per 100,000	9.4 per 100,000	9.8 per 100,000
Attributable hospital admissions (10/11)	1,486 per 100,000	1,334 per 100,000	1,420 per 100,000
Smoking status at Pregnancy (11/12)	4.4%	6.0%	13.2%

Smoking Indicators

	Southwark	London	England
Smoking attributable mortality (08-10)	253.3 per 100,000	199.1 per 100,000	210.6 per 100,000
Deaths from lung cancer (08-10)	48.4 per 100,000	36.1 per 100,000	37.7 per 100,000
Deaths from chronic obstructive pulmonary disease (08-10)	38.3 per 100,000	24.9 per 100,000	25.8 per 100,000
Lung cancer registrations (08-10)	56.2 per 100,000	44.0 per 100,000	45.8 per 100,000

Total Estimated Cost of Smoking in Southwark (£66.4m)



Current Actions to Address Tobacco Use in Southwark

Preventing Uptake - Children and Young People

What we are doing?

- Prevention through schools as part of drug and alcohol education (peer education)
- Test purchasing with young cadets
- Alliance has supported Standardised Plain packaging

What more Needs to be done?

- Included tobacco use in a whole school approach to health and wellbeing
- Targeted support to children & young people at risk including capacity building support for those working outside school settings e.g. youth workers, foster carers
- More work with retailers and offering training support.

Smokefree Environments

What are we doing?

- Enforcement of Smokefree legislation (Trading Standards)
- Promotion of Smokefree Homes and Cars
- Supporting the banning of Smoking in Cars

What more Needs to be done?

- Review of Workplace Smokefree policies (Council & NHS as exemplars)
- Mainstreaming Smokefree Homes
- Deploring more resources to the enforcement of Shisha bars
- Explore local Smokefree Parks & Playgrounds
- Continue to make the case for no smoking in cars where children are passengers
- Multi-agency adoption of Lambeth & Southwark Tobacco Control Alliance position around e-products

Tackling Illicit Tobacco (Counterfeit and Smuggled Tobacco)

What are we doing?

- Local Authority Trading Standards visits
- Maintaining links with HMRC and the Police through the Tobacco Control Alliance
- Intelligence gathering to understand the local and emerging issues

What more Needs to be done?

- Better targeting of Trading Standards activities and supporting community action.
- Further work around shisha with the opportunity to provide training for key professional groups and explore social marketing to help young people understand the dangers of shisha
- Baseline understanding of niche (smokeless) tobacco products.

Smoking Cessation in Southwark

- Evidence based NHS Stop Smoking Service which includes counselling and medication
- Providers: GP practices, Pharmacists, hospital, SLAM, community organisations and specialist stop smoking service (GSTT community service)
- Provision of Levels 1, 2 and 3 services across primary, secondary care & community
- Specialist pregnancy service
- Local campaigns to promote quitting

Smoking Cessation

What more Needs to be done?

- A more whole systems approach
 - Locally agreed care pathways for priority groups Recognising different forms of support
 - identifying and making links to existing LTC care pathways
 - Identifying appropriate roles of different professional groups (and organisations) to provide the relevant support
- Quality assurance – through audits and evaluation (CO validation)
- Promoting and looking to support better recording of smoking status, socio-economic status and exploring the mainstreaming of mental health status recording
- Develop a local harm reduction strategy

Southwark (...and Lambeth) Tobacco Control Alliance

- Representation from NHS, Local Authority, Voluntary sector, Police, Fire Service and HMRC
- Promote an evidence based comprehensive approach to addressing Tobacco Control
- Networking across the system and maximising synergy of the different interventions.
- Advocacy
- Promoting equity of access & outcomes
- Awareness raising, supporting local campaigns and the appropriation of national campaigns locally
- Facilitating horizon scanning, needs assessment, monitoring and evaluation

Key Recommendations to Address Tobacco Use in Southwark

- ***Signing of Local Government Tobacco Control Declaration (as proposed by Cabinet Health & Social Care lead) and the development of a supporting action plan***
- Importance of adopting a whole systems tobacco control approach
- Essential for Local Authority and CCG to work together to agree and align commissioning priorities
- Continue to promote access to evidence based stop smoking services, with a more targeted approach to priority groups
- Incorporating tobacco use within a whole school health and wellbeing approach
- More systematic approach to tackling illicit tobacco sales

Local Government Tobacco Control Declaration

Council's Commitment:

- Act at a local level to reduce smoking prevalence and health inequalities and to raise the profile of the harm caused by smoking to our communities
- Develop plans with our partners and local communities to address the causes and impacts of tobacco use
- Participate in local and regional for support
- Support the government in taking action at national level to help local authorities reduce smoking prevalence and health inequalities in our communities
- Protect our tobacco control work from the commercial and vested interests of the tobacco industry by not accepting any partnerships payments, gifts and services, monetary or in kind, or research funding offered by the tobacco industry to officials or employers
- Monitor the progress of our plans against our commitments and publish the results, and
- Publicly declare our commitment to reducing smoking in our communities by joining the Smokefree Action Coalition, the alliance of organisations working to reduce the harm caused by tobacco

Questions?

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