

Surrey Tobacco Control Strategy

Smokefree Surrey

2016-2021



SURREY

Foreword

Smoking is the main cause of preventable illness and premature death. We all know the devastating effects tobacco use has on one's health but there is a wider impact on families, such as the loss of a loved one, children growing up in smoky homes, and even becoming smokers themselves. Tobacco also touches communities: with the huge cost to the NHS, social care, the local economy and its impact on the environment, through litter.

Smoking is the single biggest cause of health inequalities, resulting in people who are the worst off experiencing poorer health and shorter lives. Smoking rates vary across Surrey and are higher in certain groups. We therefore need to support these groups who find it harder to quit and are more likely to suffer from smoking related disease and premature death.

A comprehensive, strategic, multi-agency approach is vital to reducing smoking prevalence. A wide programme of tobacco control interventions are needed and evidence shows that strategies designed to tackle tobacco can only be delivered by multiple partners.

This strategy has been developed to ensure effective, coordinated action across Surrey. We hope you find this strategy informative and look forward to working with you to implement an effective approach to reducing the harm caused by tobacco in Surrey.

Councillor Helyn Clack

Cabinet Member for Wellbeing and Health

Surrey County Council

This strategy sets out why and how we need to work together to reduce the harmful effects of tobacco in Surrey. It supports the Tobacco Control Plan for England¹ and initiatives implemented nationally and will be updated over the next five years to reflect any significant changes.

Strategies designed to tackle tobacco issues need to be comprehensive and can only be delivered by multiple partners. Led by Surrey County Council Public Health, this multi-agency approach is owned and delivered by the Smokefree Surrey Alliance. In Surrey, a number of agencies work on tobacco control because of statutory and contractual requirements. Our strategy has been developed to pull those strands together into one document to ensure effective and coordinated action across the County to tackle the greatest cause of premature death and health inequalities.

Strategy ambition and outcome:

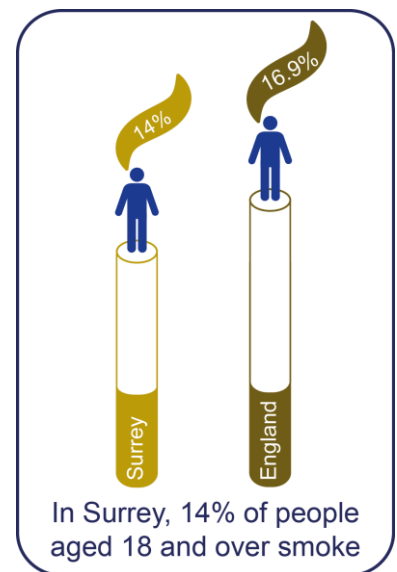
Ambition: For Surrey to have the lowest smoking prevalence in England

Outcome: A 3% reduction in Routine & Manual smoking prevalence (22.5% 2015) by 2021

'Routine & Manual' refers to those in a routine and manual occupation.

Priorities for Surrey

1. Helping tobacco users to quit, prioritising groups who have higher rates of use
2. Help young people to be tobacco free
3. Establishing 'smokefree' as the norm in homes and across organisations and businesses
4. Tackle illicit tobacco
5. Raise the profile of tobacco control



Why do we need tobacco control?

Smoking is the primary cause of preventable illness and premature death in England. It is the main reason for the gap in healthy life expectancy between the rich and poor. Smoking contributes to a wide range of diseases and can cause complications in pregnancy and labour.²

¹ DH *The Tobacco Control Plan for England* www.gov.uk/government/publications/the-tobacco-control-plan-for-england

² NICE *Quality Standard QS28 Smoking: reducing and preventing tobacco use* www.nice.org.uk/guidance/qs82/chapter/introduction

Rates of smoking in the population have declined but this decline has been significantly slower in disadvantaged groups. Smokers from the poorest communities tend to have higher nicotine dependency, lack social support and often have challenging life circumstances.³ Smoking rates are higher amongst people in manual occupations; people with no qualifications; people who are unemployed and receive income support; people who live in rented housing and people with low wellbeing. Smoking rates are also high among people with mental health problems.⁴

Every year, tens of thousands of children and young people are harmed by tobacco. They are harmed by the impact of smoking on their health from secondhand smoke and also by their own experimentation with smoking. Eighty per cent of all adult smokers started before they were 20 years old. Living with adults or siblings who smoke makes it much more likely that a young person will start and continue smoking.³

Cheap illicit tobacco fuels smoking amongst young people, increases health inequalities, harms local businesses and is linked to crime at many levels. Poorer smokers are much more likely to smoke cheap illicit tobacco, and nearly half of all hand-rolled tobacco is illicit. Tackling the sale of illicit tobacco is important when addressing health inequalities, reducing tobacco use and supporting the reduction in youth prevalence⁵.

Local tobacco control initiatives are supported by national strategy and legislation that is vital in driving a reduction in smoking prevalence. In England, compliance of the 2007 smokefree legislation has been well received. A law making it illegal to smoke in cars carrying children under 18 was introduced in 2015.

Local need in Surrey

Across Surrey, 14% of people aged 18 and over and 6.8% of those aged 15 are smokers (2015).⁶ We can compare this to the national averages of 16.9% and 8.2% respectively and this has been gradually declining year on year.

Smoking rates are much higher among our more deprived communities, having a significant impact on increasing health inequalities by reducing life expectancy in these groups. The Smoking rate amongst Surrey residents in routine and manual occupations is 22.5%.⁶

People from our most deprived communities are more likely to smoke, have greater levels of dependency and are less likely to quit than more affluent smokers³. Local smoking prevalence data demonstrates higher smoking rates in



³ NCSCT *Stop Smoking Services and Health Inequalities* www.ncsct.co.uk/usr/pub/NCSCT_briefing_effect_of_SSS_on_health_inequalities.pdf

⁴ ASH *Smoking Still Kills* www.ash.org.uk/smokingstillkills

⁵ Smokefree Action *Smoking: Illicit tobacco* <http://ash.org.uk/localtoolkit/docs/cllr-briefings/Illicit.pdf>

⁶ PHE *Tobacco Control Profiles* www.tobaccoprofiles.info/

areas of socioeconomic deprivation such as in Preston, Westborough, Old Dean and Maybury and Sheerwater wards. (For estimate smoking prevalence by ward see www.surreyi.gov.uk).

Recent research from Action on Smoking and Health (ASH) estimates there are about 87,000 households in Surrey with at least one smoker. 21% of households with a smoker fall below the poverty line. If these smokers were to quit, around 6000 households in Surrey would be elevated out of poverty⁷ (figure 1).

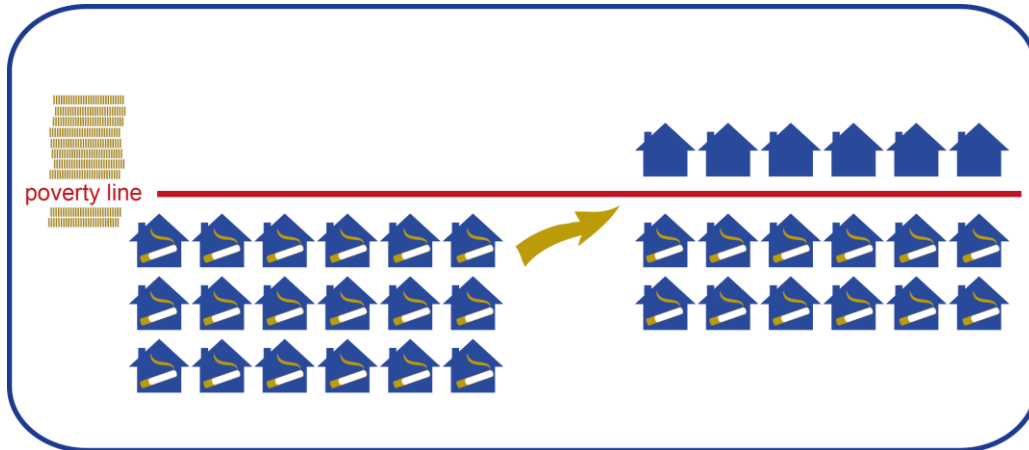
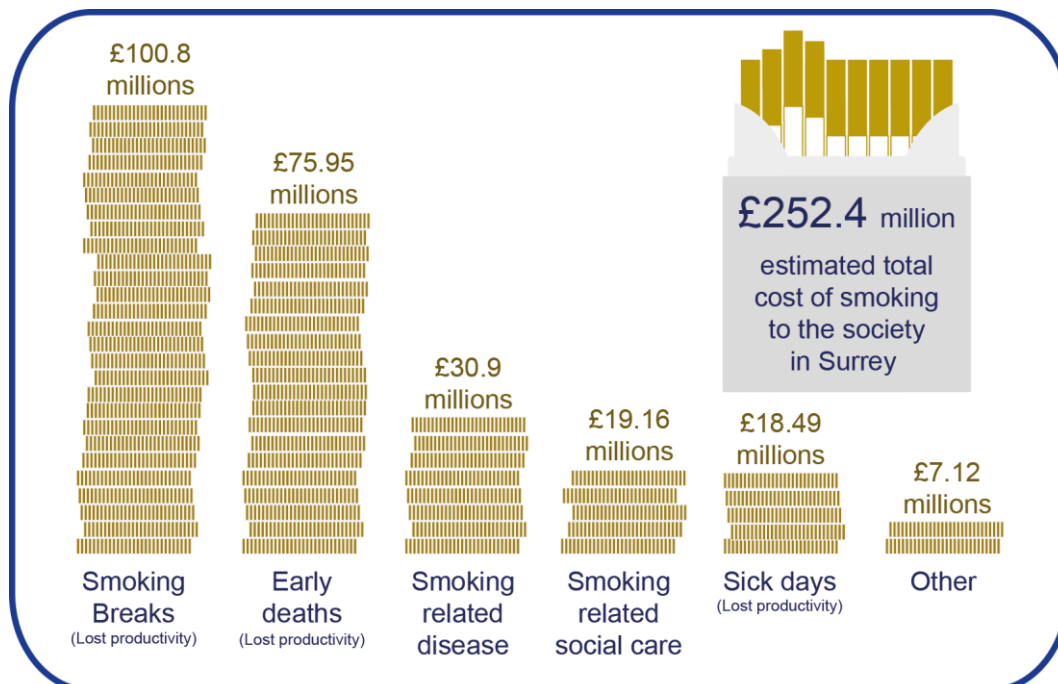


Figure 1. Households in Surrey with a smoker that would be elevated out of poverty if they were to quit

Other priority groups include pregnant women; children and young people; Black and Minority ethnic groups including the Gypsy, Roma and Traveller community; people with mental health issues; prisoners; hospital patients and people with long term conditions. These groups have higher smoking prevalence than the general population.

Smoking not only impacts on the health of the local population but also has a negative impact on the local economy, costing an estimated £252.4 million to society in Surrey every year.⁸



⁷ ASH *Estimates of poverty in England adjusted for expenditure on tobacco* www.ash.org.uk/files/documents/ASH_988.xls

⁸ ASH *Ready Reckoner* www.ash.org.uk/localtoolkit/docs/Reckoner.xls

Smokefree Surrey's Statement on E-cigarettes

Smokefree Surrey advises that the best thing a smoker can do is to quit and quit for good. Any smokers wanting to quit, with or without use of licensed or unlicensed nicotine containing devices should seek expert support and advice from Quit 51, our local stop smoking service.

We recognise that e-cigarettes help some smokers quit. While not completely risk free, evidence indicates that e-cigarettes are considerably less harmful to health than cigarettes. According to the recent evidence reviews, the current expert estimates that using e-cigarettes is around 95% less harmful than smoking (Public Health England 2015).

There is currently no evidence of harm to bystanders or evidence that young people or non-smokers are taking up vaping. We will continue to monitor emerging evidence closely.

Considering current evidence and advice from Public Health England, Smokefree Surrey supports the use of e-cigarettes for harm reduction.

July 2016

PRIORITIES

The five priorities and actions will lead the direction of focus for the next five years. This work will be led and monitored by the Smokefree Surrey Alliance.

1. Helping tobacco users to quit, prioritising groups who have higher rates of use:

Achieved through effective, tailored stop smoking services

By receiving evidence based support from a trained advisor at a specialist stop smoking service, smokers are four times more likely to succeed. Specialist support is particularly important for smokers in the priority groups who find it difficult to quit and stay stopped.

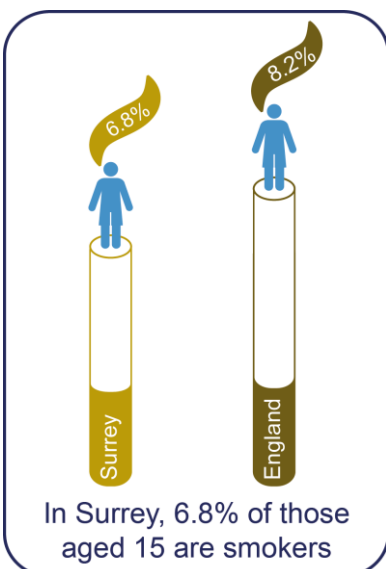
We will:

- Provide high quality stop smoking support tailored to meet the needs of priority groups (see *Local need in Surrey*, page 3). Service contact details: (www.healthysurrey.org.uk/smoking)
- Simplify referral pathways into the stop smoking service
- Implement carbon monoxide screening for all pregnant women at ante-natal checks in all Surrey Hospitals and ensure appropriate support is available
- Explore ways to effectively support smokers who are using nicotine containing devices
- Prioritise or target routine and manual smokers via the Workplace Wellbeing Charter (www.healthysurrey.org.uk/your-health/workplace-wellbeing-charter)
- Improve the referral process and increase stop smoking provision in secondary care
- Assist Surrey and Borders Partnership NHS Foundation Trust to support their clients to go smokefree

2. Help young people to be tobacco free:

By preventing young people from starting smoking and encouraging education and training in schools

Young people are influenced by many factors, including smokers in their family, peer group, ease of obtaining cigarettes and exposure to tobacco marketing. It is important that we make young people aware of the harm associated with tobacco and that we make it harder for them to access it. Helping adults to quit smoking, de-normalising smoking and role modelling is the best way to prevent young people from starting smoking.



We will:

- Use the Health Related Behaviour Survey to provide local intelligence on smoking behaviours amongst young people
- Encourage education on risk-taking behaviours to incorporate tobacco education and promote existing resources to prevent smoking
- Strengthen stop smoking referral pathways for vulnerable young people, including young people accessing Child and Adolescent Mental Health Services (CAMHS)
- Continue to undertake test purchasing to challenge underage sales and e-cigarettes
- Tackle proxy supplies of tobacco and e-cigarettes and publicise legislative change

3. Establishing 'smokefree' as the norm in homes and across organisations and businesses:

By establishing smokefree places, smokefree homes and workforces and acting as exemplars of tobacco control

Children are influenced by what they see around them. Smokers are more likely to take up the habit as children. If young people see smoking as a normal part of everyday life, they are more likely to become smokers themselves. Smoking in family friendly places creates the impression that smoking is normal, acceptable and harmless. Decreasing the opportunity for children to see adults smoking around them supports de-normalisation of smoking.

We will:

- Review the evidence on smokefree public places
- Support residents to make their homes and cars smokefree
- Undertake a review of Surrey County Council's smokefree policy, following the signing of the Local Government Declaration on Tobacco Control. Smokefree grounds and stop smoking referrals in wider Surrey County Council contracts will be explored.
- Work with Clinical Commissioning Groups (CCGs) and Surrey Hospital Trusts to sign the NHS statement of support and commit to exploring a re-launch of smokefree grounds policies

4. Tackle illicit tobacco:

Reducing supply through intelligence and enforcement

Whilst there has been a long-term decreasing trend, illicit tobacco (including counterfeit and illegal) is still a serious problem in some areas, enabling children to buy tobacco and keeping smokers addicted. Trading Standards are committed to tackling the issues of counterfeit tobacco and will work in partnership to help reduce the demand.

We will:

- Gather local intelligence
- Use appropriate enforcement action against suppliers
- Share intelligence across relevant enforcement agencies to tackle organised distribution networks
- Repeat the illicit tobacco campaign
- Gather local intelligence and enforcing regulation on nicotine containing devices
- Raise the profile of the issue through local publicity
- Participate when relevant in nationally organised campaigns

5. Raise the profile of tobacco control:

Via local partnerships and providing lobbying and support for national policy and legislation

The high prevalence of smoking amongst routine and manual groups in Surrey highlights the need to tackle tobacco issues through a comprehensive control strategy and alliance. Support for local and national tobacco control activity must remain a priority. Communication and engagement must more effectively link smoking with risks to health, signpost to the local service and support new policy and legislation.

We will:

- Support the continuation of the active Tobacco Control Alliance, maintaining multi-agency membership and a high profile and committed Chair
- Set and prioritise actions and monitor the action plan
- Provide timely responses to national lobbying and policy requirement
- Amplify all national campaigns on a local level
- Raise the profile of the tobacco control agenda in Surrey

How will the priorities be delivered?

SURREY HEALTH & WELLBEING BOARD: The Health and Wellbeing Board will receive yearly updates on Smokefree Surrey activity from the alliance.

SMOKEFREE SURREY ALLIANCE: The Smokefree Surrey Alliance is a strategic group who are responsible for the delivery and development of the strategy action plan. They will oversee activity and develop an annual prioritised action plan, based on the strategies five key priorities.

ACTION PLAN: The Smokefree Surrey Action Plan supplements this strategy and highlights the delivery detail, responsible leads and timescale for each priority. The action plan will be monitored and updated yearly.

Three year plan:

1. **Helping tobacco users to quit, prioritising groups who have higher rates of use:**
 - Actions will be ongoing over the three years and will be led by the stop smoking provider and Surrey County Council Public Health Team.
2. **Help young people to be tobacco free:**
 - Actions will be ongoing over the three years with a focus on promoting existing resources to encourage tobacco prevention.
3. **Establishing 'smokefree' as the norm in homes and across organisations and businesses:**
 - Actions will be ongoing over three years with a focus on a smokefree homes campaign in 2016/17. A review of Surrey County Council's smokefree policies will be undertaken in the first two years of the strategy.
4. **Tackle illicit tobacco:**
 - Exploring ways of gathering local intelligence and undertaking targeted enforcement will be ongoing over the first three years but will be focussed on in 2016/17.
5. **Raise the profile of tobacco control:**
 - Strengthening the Smokefree Surrey Alliance, raising the agenda and amplifying national campaigns is an ongoing priority but will be focussed on in 2016/17.

PRIORITY WORKING GROUPS: Working groups will be created to implement specific projects within the action plan. The task and finish groups will be made up of relevant partners and stakeholders.

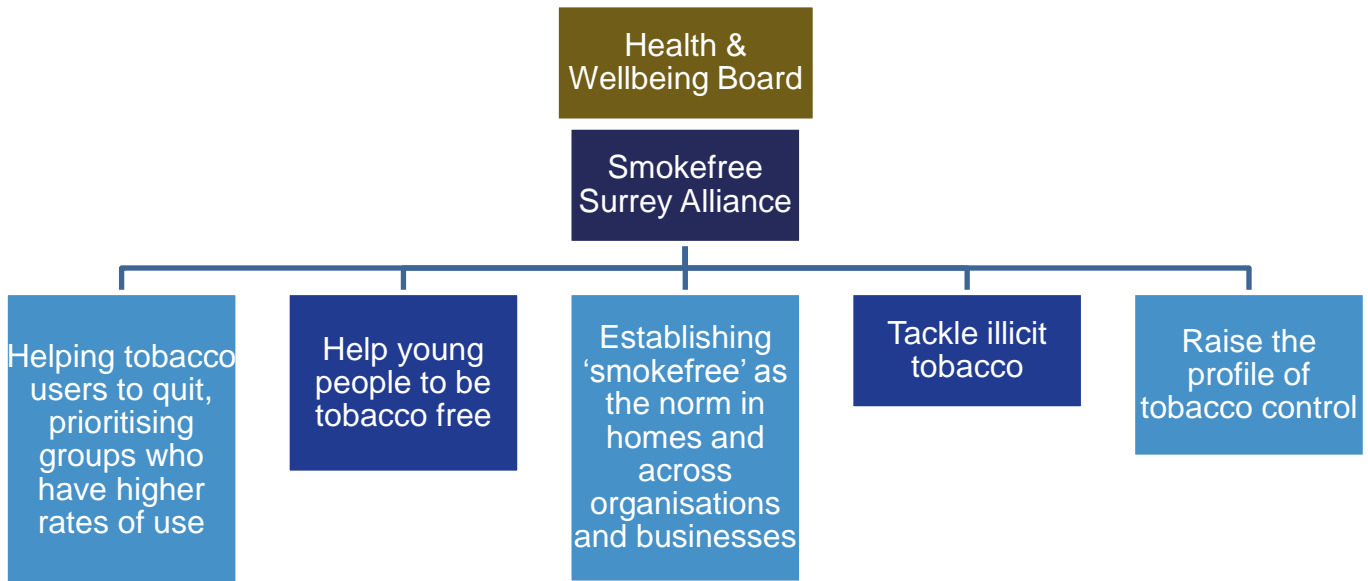


Figure 2. Example of Smokefree Surrey Alliance structure and working groups

Contact: public.health@surreycc.gov.uk
Public Health
Surrey County Council

Appendix 1

Tobacco control and Surrey County Council's Corporate Strategy

Surrey County Council's Corporate Strategy is the key document that sets out how the council's ambitions will be delivered by 2020. The corporate strategy sets out three strategic goals that the Council aims to achieve for all Surrey residents. The priorities within the strategic goals can be linked to tobacco control in Surrey.

Strategic Goal: Wellbeing

Everyone in Surrey has a great start to life and can live and age well

Priorities:

- Helping families thrive
- Keeping families healthy



Smoking is the primary cause of preventable illness and premature death and main reason for the gap in healthy life expectancy between the rich and poor.

Smoking in pregnancy

Smoking in pregnancy is a significant health problem for the mother and the baby and can lead to low birth weight, spontaneous abortion and increased complications. To give the child the best start to life, the best thing a mother can do is quit smoking. The smoking at time of delivery (SATOD) rate is low in Surrey at 6.5%⁶. Some women find it difficult to say they smoke because the pressure not to smoke during pregnancy is so intense. This makes it difficult to ensure they are offered appropriate support. A carbon monoxide (CO) test is an immediate method for helping to assess whether someone smokes. In Surrey, midwife teams are being supported to implement CO screening at booking and opt-out stop smoking referrals for all pregnant women.

Secondhand smoke

80% of secondhand smoke is invisible and contains 4000 chemicals, many of which are irritants and toxins. Keeping homes and cars smokefree is the best way to protect children and non-smokers from the dangers of secondhand smoke.

Uptake of smoking by young people

It is estimated that 207,000 children in the UK start smoking each year. Smoking initiation is associated with a range of factors including parental and sibling smoking.

Strategic Goal: Economic prosperity

Surrey's economy remains strong and sustainable

Priorities:

- Strengthening our economy
- caring for our environment



Cost of smoking

Smoking not only impacts on the health of the local population but also has a negative impact on the local economy, costing an estimate £252.4 million to the society in Surrey.⁸

Cost of litter

Smoking related litter such as cigarette butts, packaging/wrappers, lighters, matches, match boxes, paper and pouches is majority non-biodegradable and must be disposed of in landfill sites. In Surrey, it is estimated that 20 tonnes of cigarette waste is discarded as street litter that must be collected by street cleaning services.⁸

Smoking related fires

	<p>Smoking materials are a major contributor to accidental fires in Surrey. Each year there are about 46 smoking-related fires in the county.⁸</p>
<p>Strategic Goal: Resident experience</p>	
<p>Residents in Surrey experience public service that are easy to use, responsive and value for money</p>	<p>Smokefree zones The 2011 Tobacco Control Plan for England suggested that local communities and organisations may wish to go further than the requirements of smokefree laws in creating environments free from secondhand smoke, for example, children’s playgrounds, outdoor parts of shopping centres and venues associated with sports and leisure activities. Initiatives such as these can help to shape positive social norms and discourage the use of tobacco¹. In 2016, in partnership with districts and boroughs, Surrey County Council launched smokefree playgrounds; a voluntary smoking ban in children’s play areas.</p>