

Annual Public Health Report: A Call to Action for a Smokefree Somerset

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Presentation to Adult Scrutiny 21 Nov 24



Somerset
Council

Purpose of Today

Understand the scope of the Annual Public Health Report: A Call to Action for a Smokefree Somerset

Give us feedback on the framing of the messages for a wide range of audiences

Input into the proposed recommendations and how you can help

Timeline

	Scope of Report	Present to Scrutiny for comment	First Draft of Report	Publish Draft to Forward Plan	Present to Exec to endorse recommendations	Present to Somerset Board	Final Publishing Date
Progress	Complete		In Progress				
Date Due		21 st November	10 th December	16 th December	6 th January	TBC	Early March 2025

Report Chapters

Introduction: Why do we need this Call to Action for a Smoke Free Somerset?

Chapter 1: Why do people smoke?

Chapter 2: How does smoking affect Somerset?

Chapter 3: Why is it time to take Action?

Chapter 4: Who do we need to support and what will help them to quit?

Chapter 5: Tackling Tobacco Together

Chapter 6: Call to Action for Us All

Introduction

Everybody understands that smoking is harmful. Many even know that **two out of three of long-term smokers will die 10 years early if they don't quit.**

In the UK Smoking kills more people each year than the other preventable causes in this graph combined.

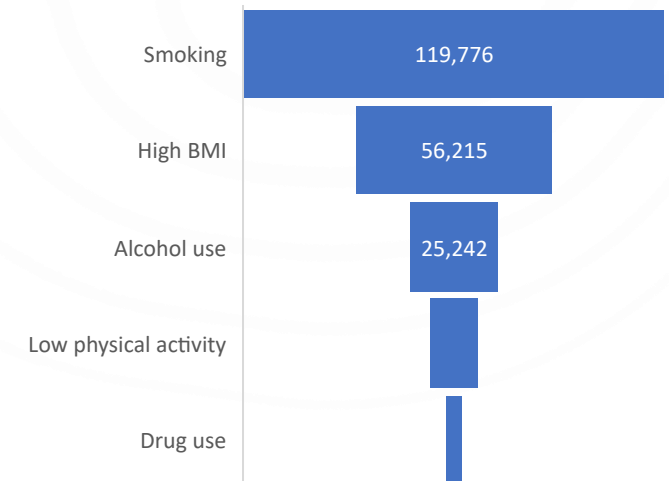
Not only is smoking the biggest preventable cause of death and disease it is also the **biggest contributor to the gap in health between the most affluent and least affluent communities**, or health inequalities.

Although the numbers of people smoking has gone down significantly in the last decade, **in Somerset** there are still over **60,000 people that smoke**. This means that in a village of 100 people an average of 12 of them are smokers, and 8 of those villagers will die early as a result.

We have been set a national target of reaching just 5% of people smoking by 2030, which means we need to help 45,000 people to stop smoking over the next five years. We are going to need to do things differently if we are going to reach those communities that have the greatest burden of smoking.

There are significant national policy drivers now in place to help us to achieve this target, but the work of engaging and supporting our addicted smoking population to stop is up to all of us working together for a Smoke Free Somerset.

Number of deaths by risk factor 2019
Global Burden of Disease for UK



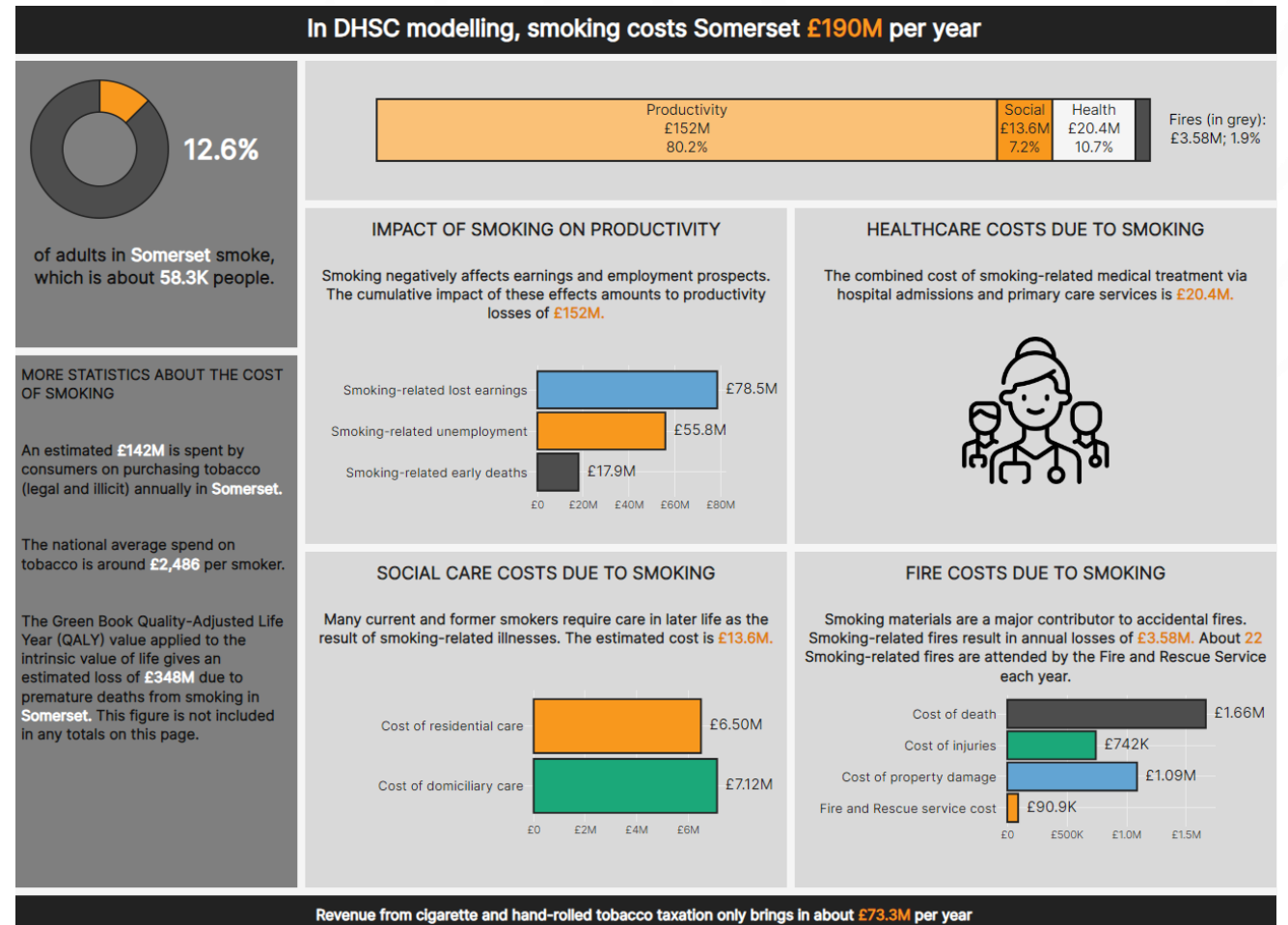
Chapter 1: Why do people smoke?

- People start smoking due to a complex interplay of social, cultural and psychological causes including advertising by the tobacco industries
- Children and young people are more vulnerable to these influences, and are more likely to be exposed to them if they are from more socio-economically deprived areas
- People (including children and adolescents) in more deprived areas live in environments where smoking is normalised and readily available making it much easier to start and more difficult to stop.
- 9 out of 10 long term smokers started before they were 20, when their impulse control is weaker
- Once people have started smoking it is very difficult to stop as the addiction response is similar to that seen for opioids or alcohol

Chapter 2: What is the effect of smoking in Somerset?

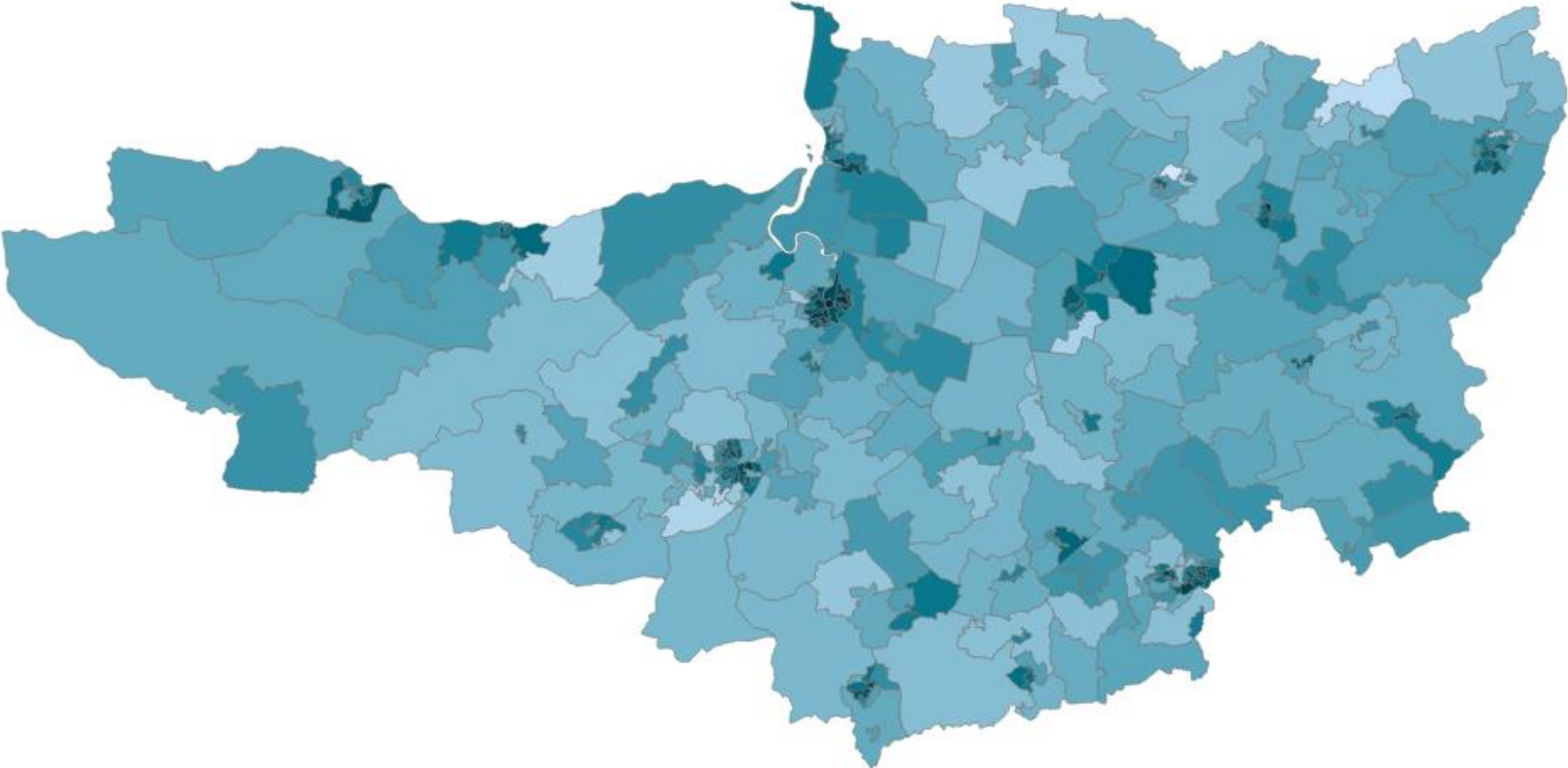
Smoking causes serious harm to the individual who smokes. **700 people in Somerset die of smoking every year** but this doesn't capture that compared to a non-smoker a smoker will:

- Be **2.8 times** more likely to die early, losing an average 10 years
- Have 33% more sickness absence
- Be **2.7 times** more likely to need social care, and 10 years earlier
- See their **GP 35% more** and be 36% more likely to be admitted to hospital
- Lose £2488 a year on cigarettes or tobacco
- Be 5%-7.5% more likely to be unemployed
- Earn 6.8% less (£1,424 per year average per person)



Somerset Smoking Rates by LSOA

Current Smoker by LSOA and Current Smoker



Chapter 4: Who do we need to support to quit?



Chapter 4: What will help people to quit?

A focus on harm reduction and health improvement

1. The health benefits of stopping smoking start within hours of putting out the last cigarette
2. It is never too late to stop smoking
3. Smoking isn't a habit or a lifestyle choice it is an addiction
4. Half of smokers want to quit and are trying to cut down
5. Relapse is normal, keep trying and access support available
6. You can save over £2000 a year by quitting smoking
7. Quitting smoking improves the health of nearly every organ in your body
8. You are 4 times more likely to quit for good with help and support



Chapter 4: What will help people to quit?

Somerset Smokefree Treatment pathways

Programmes for adults include free Nicotine Replacement Therapy (NRT) and vapes
Support is available for people to ready to quit and harm reduction approaches

Hospital Treating Tobacco Dependency programme

- Hospital Based Treating Tobacco Advisors
- For all inpatient incl mental health & Peri Op

Smokefree Families

- All smoking pregnant people and their significant others

Go Smokefree Somerset

- All smoking people offered behavioural support and free medications in groups and remote telephone support

Children and young people

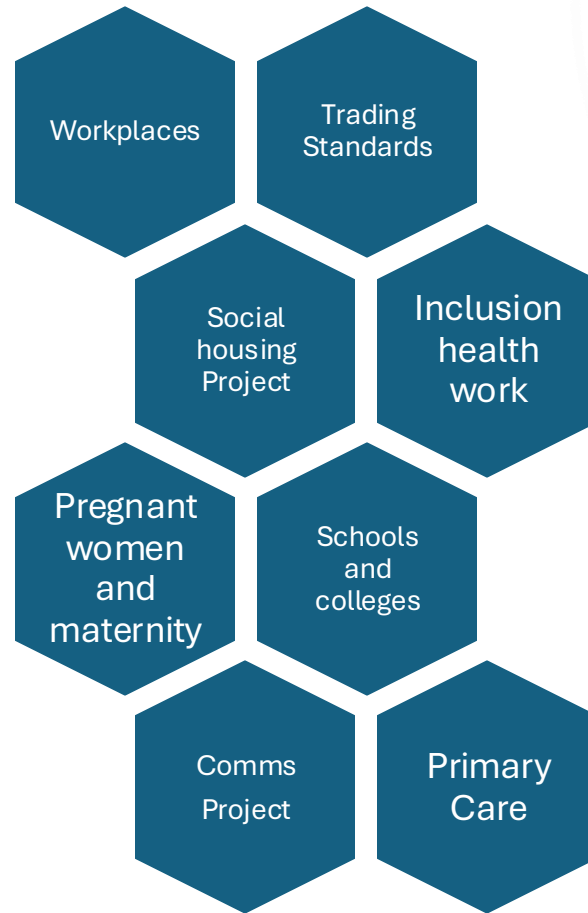
- Support for young people who vape or smoke in partnership with the school nurses

Self Quit Options

- Buy your own NRT
- Buy your own Vapes
- Go Cold Turkey
- **Smokefree App** – Funded for Somerset residents, includes medications and 24/7 telephone advisor and AI support
- Other apps – Various costs

You are 4 times more likely to quit for good with behavioural support

Chapter 5: Tackling Tobacco Together



A Call to Action for a Smokefree Somerset; our proposed recommendations

All of us in Somerset

- Know that established smoking is NOT a choice
- Have non-judgmental conversations about stopping smoking at every opportunity
- Support a Somerset wide action plan with clear direction on how we achieve Smokefree Somerset by 2030 including stopping people from starting to smoke, and protecting people from second hand smoke
- Work with specific inclusion groups
- Support trading standards to enforce the new tobacco and vaping legislation

Health, Social Care and Education

- Place-based smokefree support is aligned to Primary Care Networks and targets groups with highest smoking rates
- Support schools to embed a whole school policy for smoking and vaping
- Stop smoking services are further developed at hospital sites so 100% of patients are asked if they smoke and offered support to stop.
- 100% of pregnant women and partners are screened using carbon monoxide monitors at booking and throughout pregnancy, and provided with appropriate support

Employers, politicians and system leaders

- The Somerset Board and constituent organisations revise the commitment to a Local Declaration on Tobacco Control, including commitment to not work with tobacco companies
- A new, Somerset-wide revitalised action plan is put in place to achieve a smokefree Somerset by 2030
- Support to Trading Standards to enforce the pending new tobacco and vaping legislation
- Public sector organisations in Somerset to lead the way in workplace standards for smokefree policies and support for employees to quit
- Support local workplaces to develop smoke-free policies that adhere to smoke-free legislation and provide the right kind of support to staff to stop.

Time for Discussion



How clear is the proposed scope of the Annual Public Health Report: A Call to Action for a Smokefree Somerset?

Please provide any feedback regarding the framing of our messages for a wide range of audiences.

Any comments on the proposed recommendations and how you can help?

Contact email: Rachel.Handley@somerset.gov.uk