

# Smoke-free & Tobacco Control

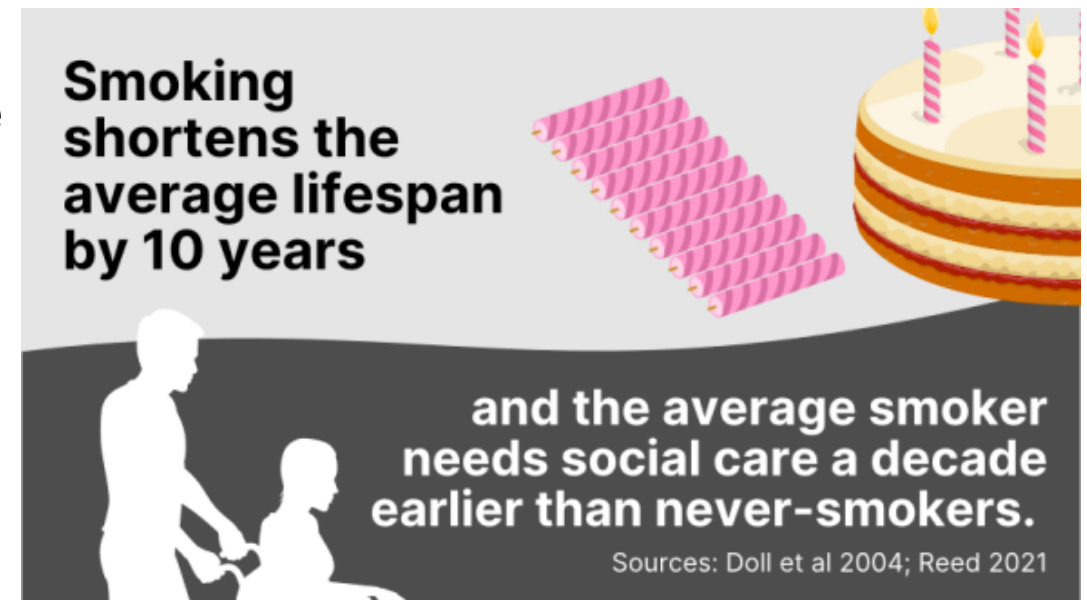
Mandy MacKinnon, Public Health

# Overview

- An update on the local picture
- Some good news and more work to do
- National steer and local opportunities

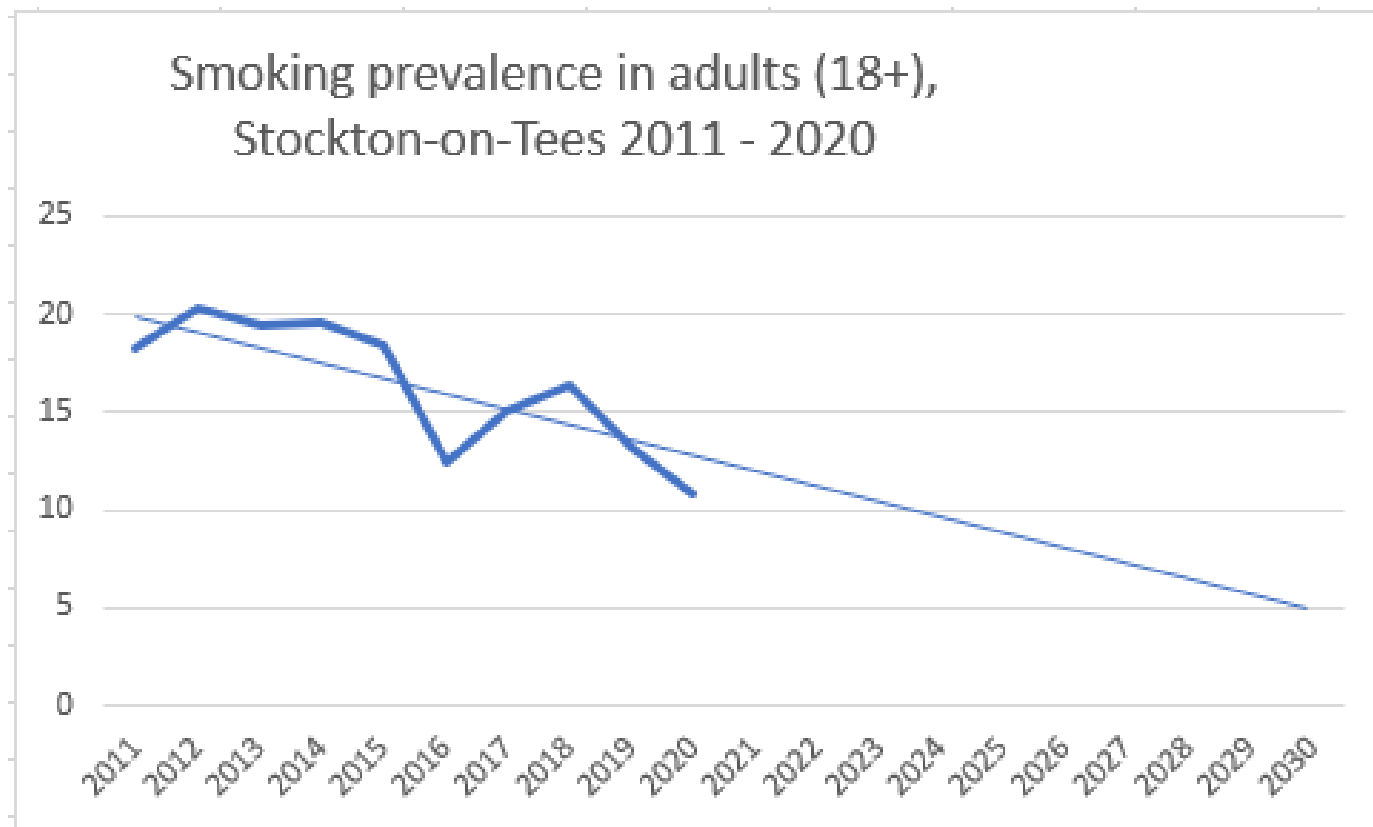
# Impact of smoking and tobacco

- Smoking is the single greatest driver of health inequalities; greater than social position.
- Premature death
- Chronic disease for a greater portion of life
- Respiratory illness
- Work absence
- Low birth weight
- Childhood asthma



# Smoking prevalence

## Adult population



Reduction by 50% in 10 years!!  
Prevalence now at <11%  
Reduce to 5% by 2030?

# Smoking prevalence

## Priority Populations

### Routine & Manual workers

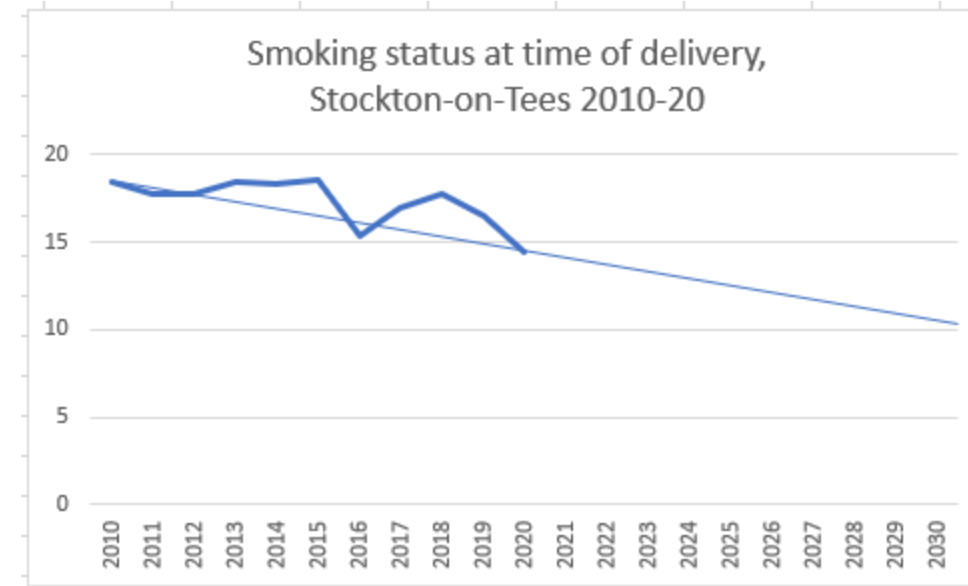
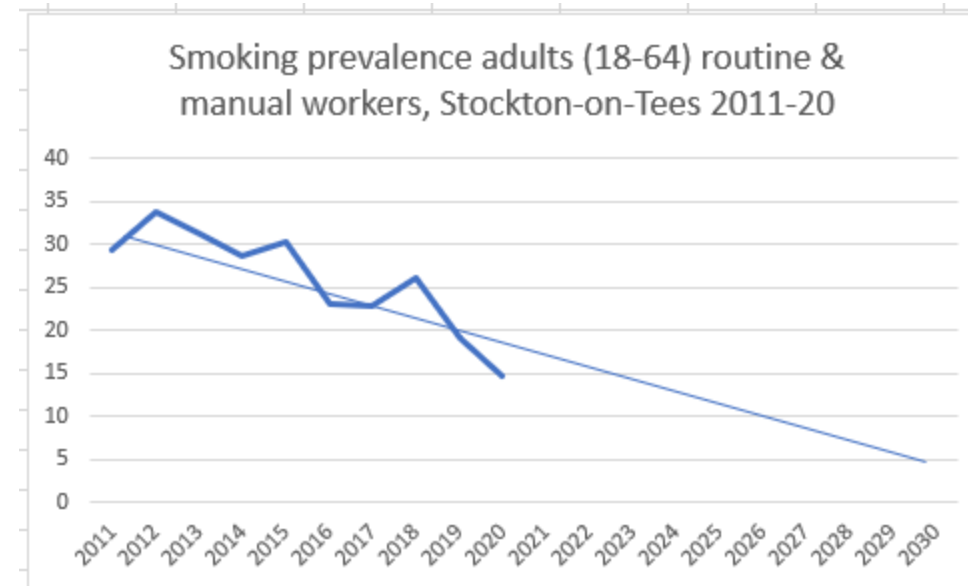
- high with 15%
- but lowest rate in North East and lower than England 21.4%

### Pregnant women

- 14%, higher than NE (13%) and England (9.6%)
- 5 times higher in our most deprived communities (24%) compared to least deprived

### People with diagnosed mental health condition,

- 25% or 1 in 4 smoke



# Stop smoking service

## Stop Smoking Service

- Commissioned by SBC and delivered by NTHFT
- Referral through primary care or self referral
- Open to >12 years
- During pandemic move to remote advice and support
- Less people accessed service
- But higher proportion of successful quitters

## Pharmacies

- Brief intervention and advice

Stopping smoking is the single most important thing you can do to improve your health

Contact our specialist stop smoking team today to begin your smoke free journey



# Smokefree NHS and other programmes and campaigns

- Maternity pathways
- Smoke-free hospital
- Mental Health inpatients
- Drug & Alcohol services
- Workplace support to quit



**TODAY IS THE DAY**  
[todayistheday.co.uk](http://todayistheday.co.uk)

# National guidance and system working

- New NICE guidance (Nov 2021) which supports vaping as a first-line quitting tool
- Government's commitment to a smokefree country by 2030
- New national Tobacco Control Plan anticipated
- Concerted, system effort to:
  - Denormalise smoking
  - Prevent uptake
  - Promote quitting
  - Treat dependence
  - **Ask - Advise - Act** on the frontline  
.....focus on our priority groups



# Tobacco Alliance

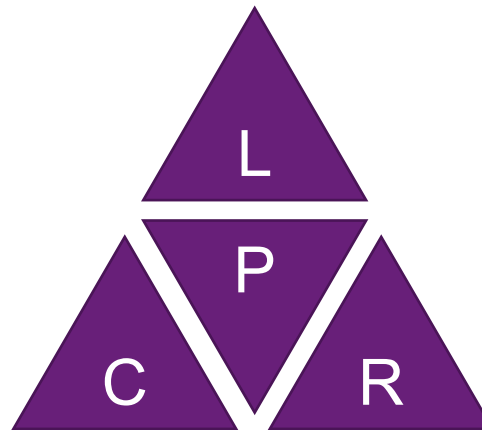
Tobacco Alliance plans paused in 2020 due to pandemic

Joint responsibility as commissioners, employers, communities and providers

Together....

- Lead
- Challenge
- Prioritise

.....Results!



Launch of Stockton Tobacco Alliance on National No Smoking Day on 9 March 2022

Thank you

