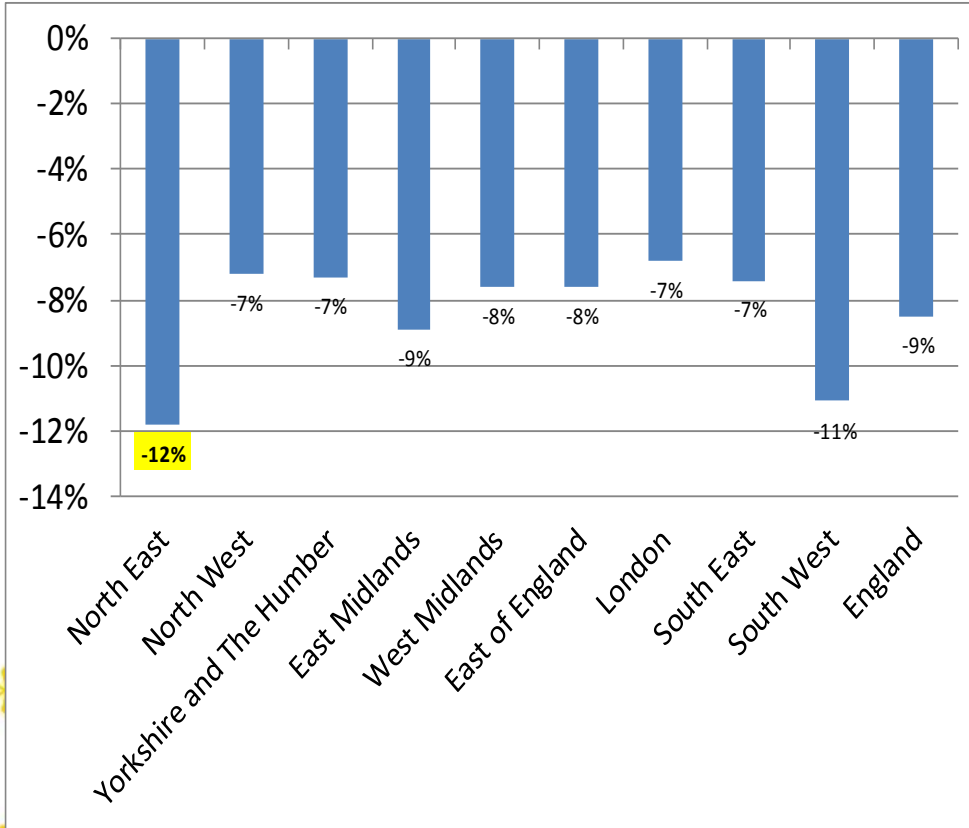


5% adult smoking by 2025- a regional approach from North East England

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Background

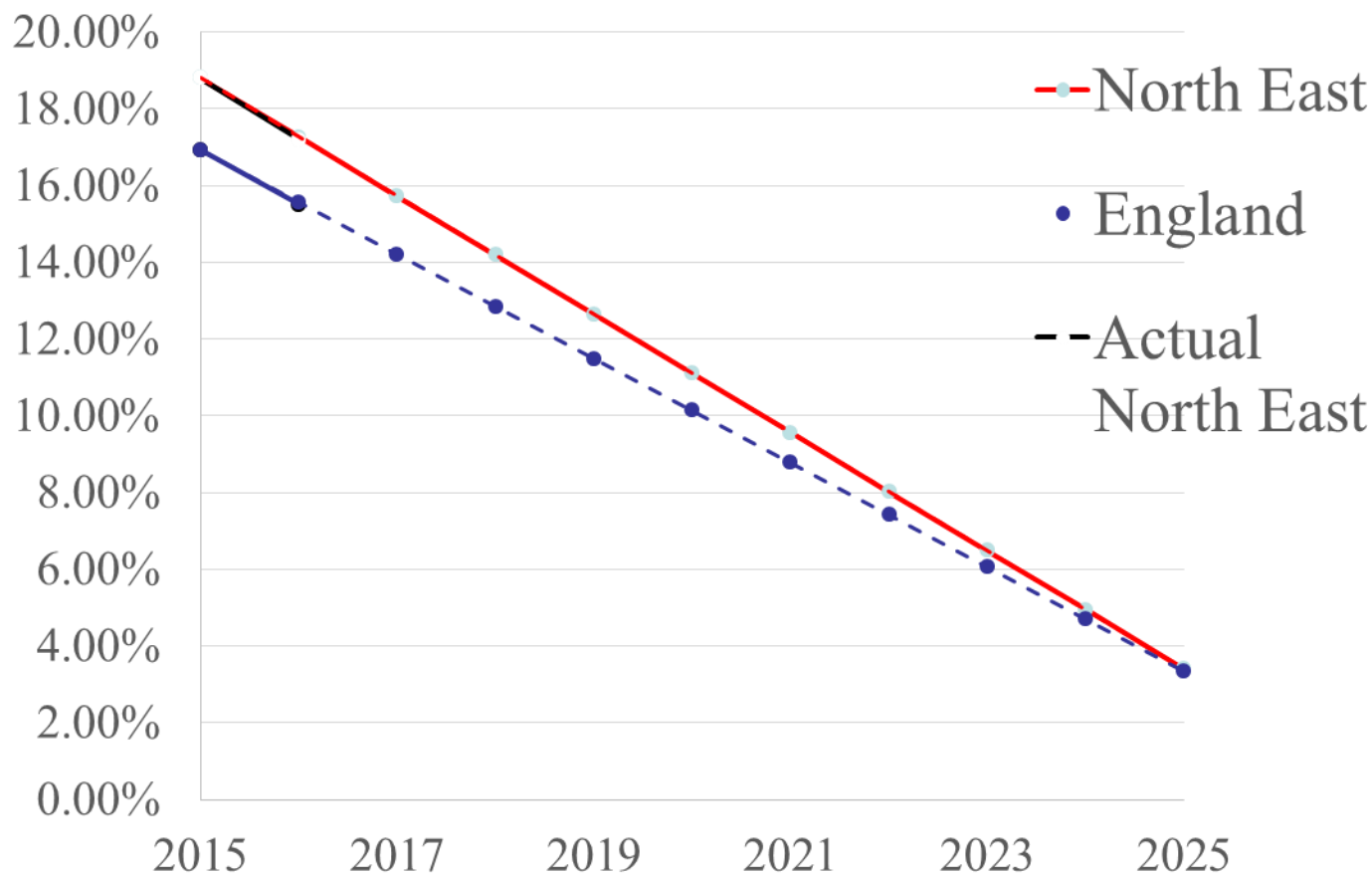


Target for prevalence reduction

- Increase quit attempt rate to 45% per year (currently averaging around 35% per year)
- Sustain quit success rate at 20% of quit attempt
- Reduce uptake from 0.4% to 0.3%



Projected smoking prevalence to 2025 at target prevalence reduction rate¹



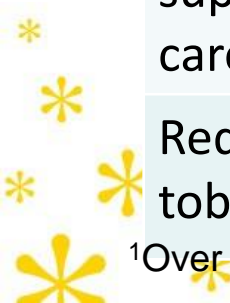
¹Percentage of those people aged 18+ who are currently smoking cigarettes

Increasing quit rates and reducing uptake



| Policy | Implementation |
|--|--|
| Increase real cost of tobacco | Amplifying tax increases with continued action around illegal tobacco |
| Run regional mass media campaigns | Amplifying national campaigns and running region-specific campaigns |
| Implement Very Brief Advice in 1° care | Offer support to 50% of smokers including offer of prescribed aid; positive message around e-cigs |
| Local targeted <i>Stop-Smoking+</i> model of support, and extend 2° care provision | Targeted stop-smoking support to ensure that smokers have access to appropriate help; positive message around e-cigs |
| Reduce access to tobacco | Introduce tobacco licensing scheme, restricting outlets, extending smoke-free |

¹Over and above projected 0.6%pa prevalence reduction



Key points

- Smoking prevalence is declining in the North East slightly faster than the national average
- This may be because of higher quit rates
- Increasing quit attempt rate to 45% per year, maintaining quit success rate at 20%, and reducing uptake to 0.3% per year could put North East England on a path to 5% adult regular smoking prevalence within 10 years
- Must also focus on action to narrow health inequalities – mental health, pregnancy, long term conditions, poorest smokers etc
- This overall 5% vision is important to keep partners focussed and maintain commitment to tobacco control – in ever challenging times
- Media has been interested in this, lots of hooks to hang off this. Fits in with national plan aspiration of working towards a smokefree generation, and GM and YH
- But will need international, national, regional, local and community level focus
- The public want this.....



| North East public opinion 2017 | Support | Oppose |
|--|----------------|---------------|
| Support plain, standardised packaging | 60% | 12% |
| A thing of the past for future generations | 88% | |
| No smoking in cars carrying children | 91% | 1% |
| Smoke free law | 86% | 12% |
| Higher penalties for selling illegal tobacco | 77% | 12% |
| Higher penalties for selling tobacco to children | 91% | 1% |
| Businesses requiring a licence to sell tobacco | 78% | 5% |
| Government “not doing enough” or “doing about right” to limit smoking | 78% | 11% |
| Raising age of sale to 21 | 61% | 16% |
| No smoking in children’s play areas | 86% | 6% |
| A levy on tobacco industry to pay for measures to help smokers quit and prevent children starting | 72% | 7% |
| Smoking should not be shown in entertainment media aimed at young people | 69% | 12% |

Source: ASH YouGov Smokefree 2017 Survey



E-cigarette use in the North East



YouGov survey (2017)

- 5% of adults have tried e-cigs and still use them
- 12% of adults have tried e-cigarettes but don't use them anymore
- But - only 32% of current/ previous vapers use or used a tank style model

NEMS survey (2017)

- 2/5 vapers also smoke but 3/5 currently smoke no tobacco
- For every one in two recent quitters, e-cigarettes have played some role in the quit attempt



Are current users using them as effectively as they could be?



| | North East | North West | Yorkshire and the Humber | East Midlands | West Midlands | East of England | London |
|--------------------------|------------|------------|--------------------------|---------------|---------------|-----------------|--------|
| Up to 2 ml | 76% | 39% | 40% | 21% | 40% | 44% | 21% |
| More than 2, up to 4 ml | 5% | 37% | 24% | 46% | 19% | 18% | 31% |
| More than 4, up to 6 ml | 8% | 13% | 9% | 11% | 13% | 13% | 12% |
| More than 6, up to 8 ml | - | - | 3% | 5% | 3% | - | 7% |
| More than 8, up to 10 ml | - | - | 2% | - | - | 4% | 6% |



