

Reducing harm from tobacco

Why is this issue important for Cornwall and the Isles of Scilly?



Tony's story

“ I had a stroke at 63. I was told I had to give up all my favourite things – smoking and booze. I wasn't very happy, but they were nice to me. We talked, a lot, about how I was feeling and how I could cope with wanting a cigarette. The next week I went back, and was proud to say I hadn't smoked. I saw them once a week for four months. It has been a year now since my stroke and I haven't had a cigarette, although I still dream of them sometimes. I feel better – my speech and walking which were bad after my stroke have improved, and the speech therapist has said that stopping smoking has helped. They stuck with me. ”

Personal costs



What are the local outcomes?⁶



Inequalities



What is being done locally to address this issue?

Helping people to quit



Stopping children starting



Challenging supply



Changing social norms



Partnerships

Tobacco Control Alliance including Stop Smoking Service, Fire & Rescue Service, Trading Standards, Public Health, Children's Services and Environmental Health

Why invest?

£16 for every £1 invested in smoking cessation in Cornwall and the Isles of Scilly¹¹

Local advice and support

For free, friendly support to stop smoking please call **01209 313419** or email smokefree@nhs.net

Local Authority Tobacco Profile (range of indicators) www.tobaccoprofiles.info
ASH – the case for local action on tobacco www.ash.org.uk/localtoolkit



Evidence

A wide range of NICE guidance is used including evidence on effective stop smoking services, smoking prevention in schools, stop smoking in workplaces, Health Checks and reducing smoking rates in pregnancy

Notes: 1. PHE (2015) Cornwall Health Profile 2. Ash (2015) The Local cost of Tobacco, Ash Ready Reckoner May 2015 Update 3. Robinson S & Bugler C. (2008) Smoking and drinking among adults, 2008. General Lifestyle Survey 2008. ONS, 2010 4. Doll, R., (1994) Mortality in relation to smoking: 40 years' observation on male British doctors. BMJ 1994;309(6959):901-11 5. Doll R et al. (2004) Mortality from cancer in relation to smoking: 50 years observations on British doctors. BMJ 2004;328:1519 6. PHOF smoking indicators 7. Marsh A, McKay S. (1994) Poor smokers. London: Policy Studies Institute, 1994 8. ONS(2012) Do Smoking Rates Vary Between More and Less Advantaged Areas?, 2012

Notes: 9. Measured four weeks after quit attempt 10. Quarter 1 data (2014/5), above 85% target 11. Based upon a 2015 analysis by the NICE Return on Investment Tool for Tobacco Control (Version 3.00) 12. Statistics from the Tackling Illegal Tobacco for Better Health programme, 2013

© Cornwall Council and Council of The Isles of Scilly