

Smoking



<u>Stop Smoking Services and Investment</u>	
<p>1. An independent review of Hull’s stop smoking service in 2013-2014 concluded that the 4 week quit rates achieved by the <i>targeted (87%)</i> and <i>specialist (70%)</i> services had been “incredibly impressive”. In addition the specialist service in Hull had also managed to reduce the smoking rates among new mothers (at time of delivery), from 28% to 20%.</p>	
<p>2. However, <i>generalist</i> interventions had been less successful and the overall smoking rate across Hull had not reduced as fast as hoped. A new Stop Smoking Service contract commenced on 1st Oct 2015, at an annual cost of £590,000 (including £250k for Nicotine Replacement Therapy), a 58% saving on the previous year’s budget of £1.4M</p>	
<p>3. The new Stop Smoking Service offers a targeted focus to areas of the city with the highest smoking rates (totalling nearly half of Hull’s smokers) and to pregnant women and people with long term illnesses or a mental health condition.</p>	
<p>4. Success in Hull will be measured by a continuing fall in the overall smoking rate as well as the number of 4-week and 12-month quits among people using the Stop Smoking Service.</p>	
<p>5. Hull Alliance on Tobacco (HALT) is a multi-agency tobacco control network working towards a smoke free Hull. Effective tobacco control includes six strands (stopping tobacco promotion; making it less affordable; effective regulation such as enforcement against counterfeit and underage sales; helping smokers quit; creating smoke free environments and effective communications and education). The local HALT Tobacco Control Plan 2014 – 2020 reflects these six strands.</p>	
<p>6. The total Public Health budget for 2015-16 across all six strands of Tobacco Control is £940,000.</p>	
<u>Our Approach to the Solution</u>	
<p>7. Despite our high smoking rates, most people (70%) in Hull don’t smoke and our aim is to make this the ‘social norm’ across all our communities. Achieving smoke free homes and communities is the biggest influence in preventing young people from starting to smoke.</p>	
<p>8. The signing of the Declaration on Tobacco Control in Feb 2015 signifies a high level commitment by Hull City Council and the local NHS to take firm action to address the harm from smoking. Everyone can help make a difference. If we don’t make this a priority there will be a huge health and financial cost to Hull, both now and for and future generations.</p>	

Why is Smoking such an Issue for Hull?

9. Over **63,000** adults in **Hull** still smoke. Smoking **directly kills 40 Hull residents each month; one in every five deaths** in Hull is directly caused by smoking. **Hull** has almost the **highest rate** of hospital admissions caused by smoking.

10. Smoking costs **Hull £200 million each year**. (£93M in direct costs and £118M lost to the local economy).



11. The health and financial costs are so high because **Hull** has the **highest proportion of adult smokers** in England (31% vs. 18%). We therefore suffer the **worst consequences**.

12. Smoking rates among adults, young people and pregnant women have **fallen** in Hull over recent years, but rates are **not falling anywhere near fast enough**. In some **Hull wards, half of adults** smoke and **1 in 5 new mothers** in Hull still smoke.

13. Smoking **harms our poorest communities** the most and is the **main contributor** to health inequalities. **Two-thirds** of young people living in the **most deprived areas** of Hull **live with a smoker**.

The Facts

14. Smoking causes **more preventable deaths** than the next **six highest causes put together**. Smoking harms nearly every organ in the body and causes **16** different types of **cancer**, leading to **8 out of 10 lung cancer deaths**. Every cigarette also increases the risk of **heart disease or stroke**. Smoking in pregnancy significantly increases the risk of **stillbirths** and a range of **health issues for baby and mother**.

15. **Most smokers start young** (two-thirds before age of 18). Children growing up among smokers are **twice as likely** to become **addicted to smoking themselves**.



16. Most smokers **want to stop** (around 70%). It can take **many attempts**. **Local Stop Smoking Services** are the **most effective way** to help smokers stop, but fewer people are using them. Every **£1 spent** on stop smoking services **saves £10** in future costs.

17. It's difficult for a person to stop if **others around them smoke**. The chance of a person stopping **goes up to 67%** when their partner stops.

18. **Public Health England** has stated that **e-cigarettes** can have a role in **helping people stop** smoking, and the local Stop Smoking Services are being encouraged to take this into account.

19. **Changing the Law does work**. The rates of stillbirths and hospital admissions for child asthma and adult heart attacks have **all reduced** since the **2007 smoking ban**. Smoking rates have fallen in places where **standardised packaging** has been introduced by law.



20. **Helping people to stop smoking** is a **good use of scarce resources**, and can save money for individuals, the Council, the NHS, the local economy and wider society, but is only **one aspect** of the wide ranging response needed to control tobacco.

To access the Hull Stop Smoking Service please telephone
0800 3 247 111, text **QUIT to 61825** or visit <http://www.readytostopsmoking.co.uk>

 Smokefree Hull

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