

# Tobacco Control

## Smoking Costs.....

Lives...including those of babies and children...



In spite of the overall reduction in smoking rates of smoking in pregnancy in West Sussex have not changed significantly since 2010/11 **remaining at 8.9%**

The National Tobacco Control Plan (2017) outlines an aim to reduce smoking amongst pregnant women to 6% by the end of 2022.

### In West Sussex....

Since 2012, **27 deaths among children aged under 1 year were attributed to smoking** by the mother during pregnancy.

It is not just the mothers smoking that can cause harm. Smoking in the immediate environment of a baby in its first weeks, months and years of life with an additional **17 children aged under 1 year dying as a result of smoking in the household**.

## Smoking Costs..... social care



The impact on services is not confined to the NHS, in West Sussex, the total additional spending on social care as a result of smoking for adults aged 50 and over in 2018 was estimated at approximately £13,700,000

## Smoking Costs.....

individuals, families..it is a big factor is sustaining poverty..the average cost of a pack of 20 cigarettes is over £10.



- 1 in 4 households with a smoker in West Sussex fall below the poverty line .
- If the costs of smoking were returned to the household, over 14,000 people in West Sussex would be lifted out of poverty.

## Tackling Illicit Tobacco.....

**Buying or selling cheap illicit cigs might not seem like a big deal – but it's bad news for our community:**

The sale of illicit tobacco helps children buy cigarettes and get hooked on smoking. It also helps to fund the local criminals who supply it.



**It makes it easier for children to get hold of cigarettes** and to start smoking; Children are often aware who is selling illicit tobacco locally and at pocket money prices. Even if you don't think local sellers are selling to kids, many are.



**The illicit tobacco trade is linked to criminals.** People supplying it locally are often involved in drugs or loan sharking. Buying it means supporting crime and can put children into contact with criminals.



**Cheap tobacco encourages smokers to keep smoking** and to smoke more, and can break down their willpower to quit.



## Working together.....

### Ten High Impact Changes to achieve excellence in tobacco control:

Originally published by the Department of Health, 2008

Use tobacco control to tackle health inequalities

Deliver consistent, coherent and coordinated communication

Tackle cheap and illicit tobacco

Influence change through advocacy

An integrated stop smoking approach

Helping young people to be tobacco free

Working in partnership

Gather and use the full range of data to inform tobacco control

Build and sustain capacity in tobacco control

Maintain and promote smokefree environments

## West Sussex Strategy...



Time frame	Strategic priority	Key actions	Responsible
Short term	Hold stop smoking surgeries in targeted communities	Identify communities with highest need for stop smoking services	West Sussex Partnership
Medium term	Develop a Patient Group Directed Smoking Cessation Programme	Identify and train staff to deliver stop smoking services	West Sussex Partnership
Long term	Improve quality of stop smoking services	Develop and implement a stop smoking service evaluation framework	West Sussex Partnership

Everyone has a part to play in tobacco control. The West Sussex strategy sets out short-term and long-term actions, actions at an individual, community and county level. The strategy is interactive and available online...engage, share,advocate...  
<https://sfws-action-plan.netlify.com/>

And who doesn't want to watch **Scamp the Sniffer dog** in action on a day with WSCC Trading Standards!  
<https://www.youtube.com/watch?v=khPol0Wa6P4>