

Tobacco Control



Around
1 in 10

adults in Gloucestershire are **smokers**



In 2020 **11.6%** of adults in Gloucestershire **smoked tobacco** which is in line with the England rate of 12.1%¹

1,415

people achieved a **4 week quit rate** in 2020/21 in Gloucestershire (England 58.9%)²

62.4%
quit rate

84.5%

Pregnant smokers
quit rate

186

pregnant smokers achieved a **4 week quit rate** in Gloucestershire in 2020/21 (England 48.0%)³



Wendy said: "I've been 3 months without smoking and I don't even think about it anymore."

– *Healthy Lifestyles Participant*

Wendy's coach said: "Wendy struggled in the beginning. She found that being one of the only smokers out of her friends made her want to quit and save money. Wendy achieved her goal and I am very proud of her"



The percentage of women **smoking at time of delivery**⁴ in Gloucestershire in 2020/21 was:

Gloucestershire: (592 women)

▼ 11%



Which was in line with the England rate:

England: (51,840 women)

▼ 10%



23.3%

of adults with a long term mental health condition smoke in Gloucestershire in 2019/20 which is in line with the England rate of 25.8%⁵

In 2020 **smoking prevalence** among adults aged 18-64 in **routine and manual occupations** in Gloucestershire was **26%** compared with the South West (21%) and England (21.4%) rate.⁶



4%

of year 10 pupils
said they smoke
cigarettes weekly⁷

In the UK, **smoking rates have declined** year-on-year in response to a comprehensive evidenced-based tobacco control strategy. However, while rates have broadly declined across society, they remain disproportionately high in some communities and inequalities in smoking rates have grown since the turn of the century.

Higher rates of smoking and greater levels of addiction are found among those in lower socio-economic groups, but also among other sections of the population, e.g. those with a mental health condition, people in contact with the criminal justice system, looked-after children, and LGBTQ+, many of whom already experience health and wider socially determined inequalities. **Higher rates of smoking both drive and exacerbate these inequalities, leading to poorer health outcomes and even locking people into poverty.**

Between 2019-2021 in Gloucestershire it was estimated smoking caused...



£159.66 million annual cost to local society
£28.92 million annual cost to the NHS
£11.49 million annual cost to social care^{8*}



32 tonnes
of cigarette waste
annually

13 tonnes
of which is discarded
as street litter⁹

24

smoking-related house fires
attended by Fire and Rescue Services
2018-21¹⁰



“ I quit smoking after 60 years...
60 cigarettes a day to 0! ”

- Healthy Lifestyles Participant

What are we doing locally?

Gloucestershire Healthy Lifestyles Service (HLS)

HLS provides a free 1:1 12 week coaching support programme to anyone over the age of 12 to stop smoking.

Tel. - 0800 122 3788

Email - glccg.hlsglos@nhs.net

Website - <https://www.hlsglos.org/>

HLS delivers a Healthy Workplace Accreditation Scheme which also offers employees or groups of staff support to stop smoking.

HLS delivers a Peer Support Prevention Programme that works with secondary school pupils in years 8 to 10 to build knowledge, skills and understanding relating to risk taking behaviours, including smoking.

System Wide Support

As part of the governments Long Term Plan, Gloucestershire ICS will deliver a Treating Tobacco Dependency patient model of care. Every patient admitted to hospital (acute and mental health sites) and pregnant women will be asked whether they smoke, be given support and Nicotine Replacement Therapy (NRT) from an advisor and offered ongoing support when they are discharged from hospital.

Under a GCC Public Health Enhanced Contract, GP's and Pharmacy's can provide NRT and behavioural support to people to help them stop smoking.



Key evidence

Tobacco: preventing uptake, promoting quitting and treating dependence
NICE guideline [NG209]

<https://www.nice.org.uk/guidance/ng209>

DATA SOURCES: 1. Annual Population Survey (APS), Office for National Statistics (Fingertips). 2. Statistics on NHS Stop Smoking Services in England, NHS Digital. 3. Statistics on NHS Stop Smoking Services in England, NHS Digital. 4. Statistics on Women's Smoking Status at Time of Delivery, NHS Digital. 5. GP Patient Survey (GPPS) (Fingertips). 6. Fingertips. 7. Pupil Inform/2020. 8. ASH Ready Reckoner 2022. *More information on the cost of smoking to society can be found [here on ASH Ready Reckoner](#). 9. ASH Ready Reckoner 2022. 10. ASH Ready Reckoner 2022, 2018-21.