

**Blackpool Council**

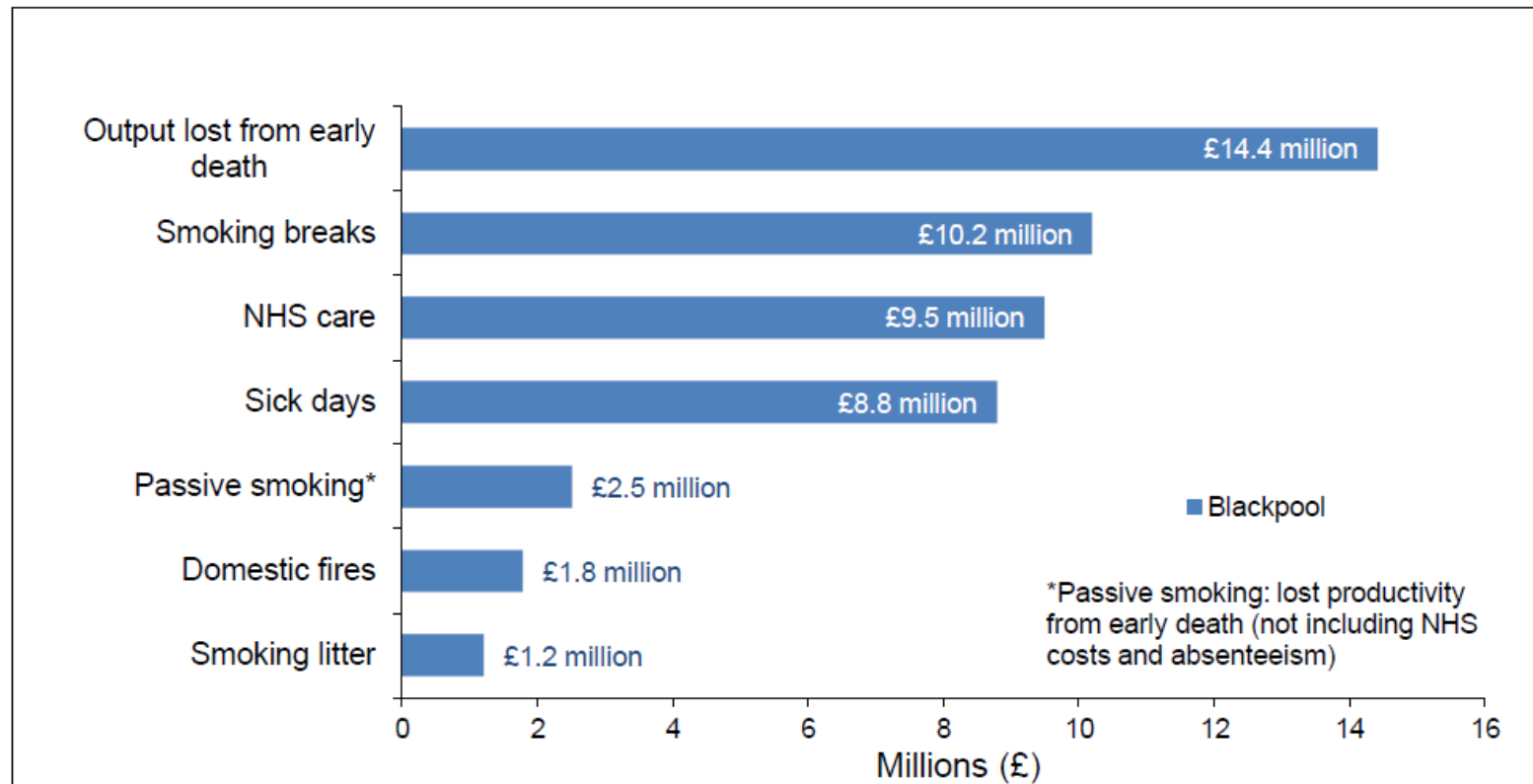
PUBLIC HEALTH

# Tobacco Control in Blackpool

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## Estimated cost of smoking in Blackpool (£millions)



# Where we are

Indicator	Period	England	North West	Blackburn with Darwen	Blackpool	Bolton	Bury	Cheshire East	Cheshire West and Chest...	Cumbria	Halton	Knowsley	Lancashire	Liverpool	Manchester	Oldham	Rochdale	Salford	Sefton	St. Helens	Stockport
Smoking attributable mortality	2008 - 10	210.6	262.8	320.6	352.6	263.4	249.4	187.3	208.9	217.3	313.1	346.8	242.5	346.3	371.8	291.2	282.2	345.2	241.9	267.5	218.5
Smoking attributable deaths from heart disease	2008 - 10	30.3	39.2	51.0	53.5	41.8	36.8	27.4	28.3	34.4	44.0	49.2	35.5	44.1	55.9	46.0	44.3	47.0	31.7	42.7	34.9
Smoking attributable deaths from stroke	2008 - 10	9.8	12.8	17.3	17.1	15.4	13.0	9.6	10.6	11.6	13.3	12.9	11.5	15.3	19.2	13.5	14.6	15.8	11.3	9.4	10.7
Deaths from lung cancer	2010 - 12	60.9	75.9	81.1	79.9	71.6	77.8	50.6	59.5	58.7	93.3	106.8	67.5	112.7	110.2	87.9	79.8	102.2	76.7	73.7	61.4
Deaths from chronic obstructive pulmonary disease	2010 - 12	50.1	61.7	73.3	79.6	70.9	61.8	40.1	50.3	47.2	78.5	97.1	56.3	86.9	94.6	67.0	66.8	75.7	56.8	64.1	46.1
Lung cancer registrations	2009 - 11	75.5	94.5	94.0	104.0	88.1	93.9	66.4	78.5	70.3	118.8	130.0	82.3	144.2	137.4	108.4	102.0	126.2	94.4	96.0	79.3
Oral cancer registrations	2009 - 11	12.8	14.6	11.5	15.9	14.2	15.5	11.8	12.1	13.2	12.7	16.7	12.8	21.1	17.5	19.2	16.5	17.4	17.8	15.6	10.6
Smoking attributable hospital admissions	2010/11	1420	1609	1803	2125	1499	1564	1014	1187	1584	1723	2082	1599	1906	2428	1722	1794	2025	1330	1357	1334
Cost per capita of smoking attributable hospital admissions	2010/11	36.9	43.3	41.6	51.0	43.0	37.4	29.9	32.9	41.6	46.0	57.3	41.7	51.4	61.7	44.7	44.0	57.1	38.2	41.3	41.0
Smoking prevalence - routine & manual	2012	29.7	31.6	36.0	44.3	35.2	29.4	25.5	23.7	29.5	28.1	31.4	32.5	32.5	33.6	36.3	33.9	34.5	30.6	34.7	37.1
Smoking Prevalence (IHS)	2012	19.5	21.6	25.8	29.5	22.9	20.9	16.3	15.0	20.9	22.6	23.6	20.6	24.5	24.6	24.5	23.9	26.3	19.7	23.1	19.5
Smoking status at time of delivery	2012/13	12.7	16.4	17.2	30.8	17.1	15.3	15.1	12.2	15.6	18.9	23.8	18.8	18.3	13.8	16.5	19.2	16.2	15.6	18.9	12.6

# Smokefree

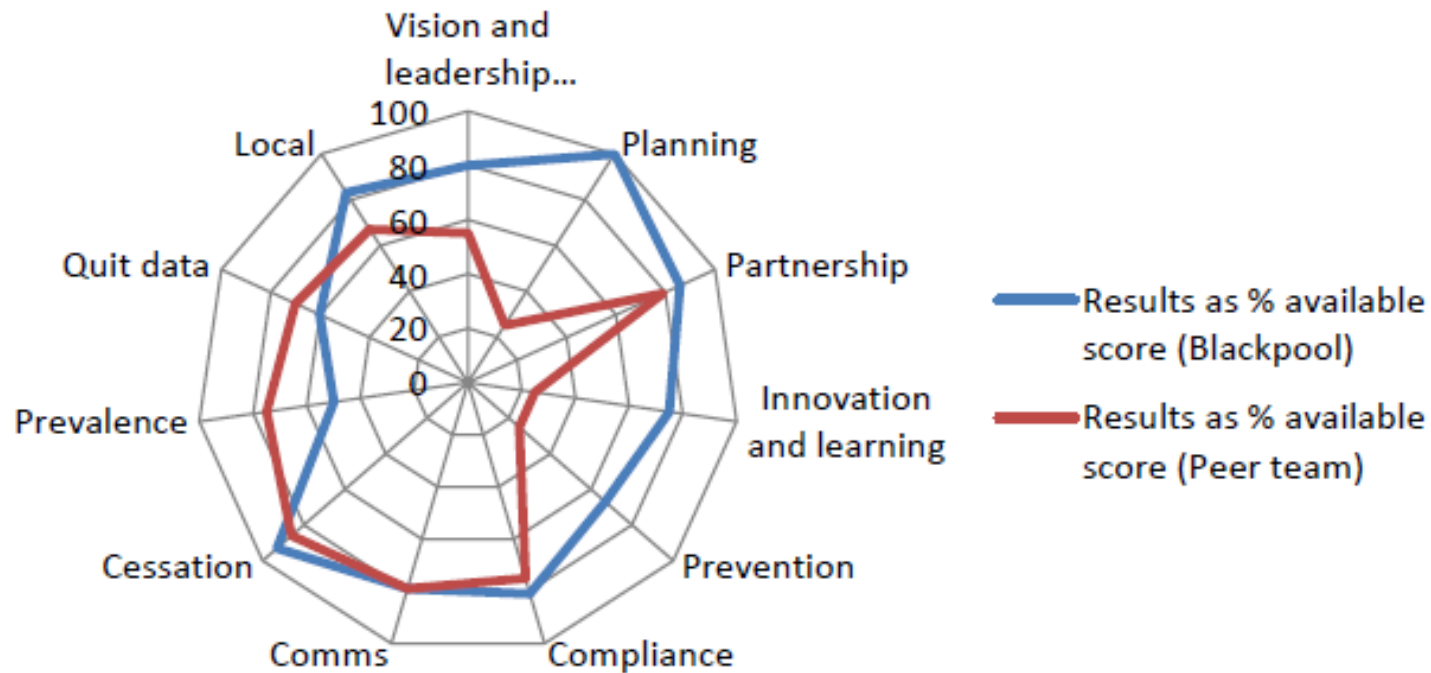
- Workplace
- Public buildings
- Children's playgrounds
- Parks
- Homes & Cars



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# Excellence in Local Tobacco Control



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# Stop Smoking Services

- Specialist Service
  - Registrations 3288
  - Quit Dates set 1336
  - 4 Week quits 701
- GP Service
  - Quit dates set 4022
  - 4 Week quits 1370

# Smoking in Pregnancy

- Historically highest rate in the country
- 2009 = 37%
- 2013 highlighted nationally at = 30.7
- 2014 current position = 25.6%

Achieved by

- Understanding data better
- Better data collection
- Early intervention with CO monitor

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# Smokefree Homes & Cars

- Launching May
- Smokefree principles long established and evidence based
- Smoking in cars is more harmful
- Repeating successes of East Lancs and others
- Voluntary pledge
- Support services
- Materials
- Stickers etc



# New Alliance & Strategy

- Re-established Tobacco Free Lancashire
- Re-established Blackpool Tobacco Alliance
- Provide momentum and steers cross cutting tobacco policies
- Strategy under development in consultation with Alliance
- Strategy to be adopted by Health & Wellbeing Board

# Strategy Key points

- Adopt internationally agreed WHO principles for Tobacco Control
- Address Blackpool's needs
- Increase the proportion of Blackpool residents living a smokefree life

# Local Government Declaration

- Not to be influenced by tobacco industry
- SmokeFree sites
- Provide support to Smokers

*Health & Wellbeing Board and both the CLT and Cabinet have agreed for it to be taken to full council*

# Vapourisers

- Known as e-cigs or e-cigarettes
- Mixed views
- Harm reduction
- Various downsides:
  - Normalises smoking
  - unknown content
  - not regulated
  - possible gateway to smoking
  - some brands owned by tobacco industry

- Being regulated in 2016
- Cessation support being sought

# Further opportunities

- Increasing opportunities for people to quit
- Extending period of Quit to be considered successful
- Increase Smokefree areas
- Increase education, campaigns and communication
- Standardised packaging
- Point of Sales Displays
- Increased enforcement
- Licensing/Registration