

# Tobacco control:

## The English experience, and global action

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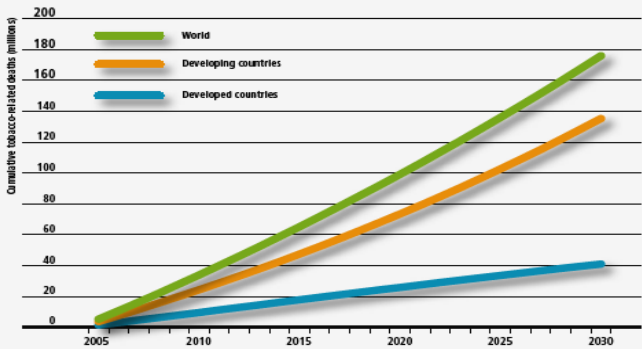
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# The Tobacco Epidemic A Shifting Global Burden

**TOBACCO WILL KILL OVER 175 MILLION PEOPLE  
WORLDWIDE BETWEEN NOW AND THE YEAR 2030**

Cumulative tobacco-related deaths, 2005–2030



Source: WHO 2008

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## Smoking – The UK situation

Smoking  $\Rightarrow$  Single greatest cause of preventable illness

More than 120,000 deaths were caused by smoking in the UK in 1995; that is, one in five of all deaths.



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## Counting the cost

### 1bn

People in the 21st century will die from tobacco if current smoking trends continue, say scientists

### 6m

Britons have died from tobacco-related diseases in the past 50 yrs

### 13m

Adults in Great Britain smoke, 22% of men and 20% of women

### 34m

Days each year are lost in England and Wales through sickness absence caused by smoking

### 90%

Of lung cancer cases in the UK are caused by tobacco

### 80%

Of smokers start in adolescence

### 50%

Of all regular smokers will eventually be killed by their habit

### £1.5bn

A year is spent by the NHS to treat smoking-related diseases

### £1,250

A year is spent on cigarettes per year by the average smoker in England



## UK Department of Health priorities

- Achieve 2010 smoking PSA and *Smoking Kills* targets
- Reduce smoking prevalence within the routine and manual grouping and other high prevalence groups
- Support international tobacco control efforts
- 'De-normalise' smoking

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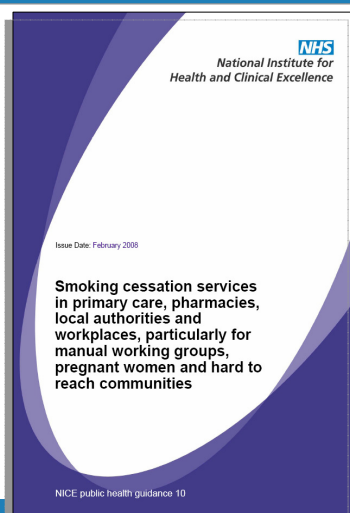
## Tobacco control

### Six-strand approach for tobacco control

- To help smokers to give up
  - Reduce second-hand smoke
  - Promote health / Risk communication
  - Reduce tobacco promotion
  - Address labelling and regulation
  - Tackle taxation and smuggling
- 
- Implementing the evidence of what works
  - Learning from practical implementation
  - Modifying policy and continuing to build on what's been achieved



## Smoking cessation services



### Recommendations:

- Providing smoking cessation services
- Prescribing and advising on pharmacotherapies
- Targeting specific groups
- Education, training and public campaigns

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## Tobacco Product Regulation in the UK

- Monitor international evidence base to identify new regulation strategies
- Activity in this area includes:
  - Collection of information about ingredients of tobacco products from the industry
  - Independent testing of emissions from cigarettes on sale in the UK for TNCO levels
  - Support the introduction of reduced ignition propensity (RIP) cigarettes to reduce risk of fires
  - Keeping a close eye on the emergence of 'harm reduction' products





## Breathing space

### Before smokefree implementation, people:



- Wanted it
- Supported it
- Spurred Government to go further



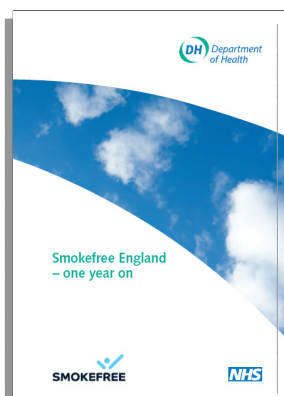
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## Going smokefree

### Protection of non-smokers from second-hand smoke



#### After its implementation:

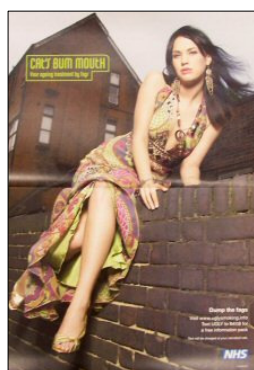
- 76% of adults support the smokefree law
- Over 98% compliance with the legislation
- 70% think it has had a positive effect on the health of people in England
- Increase of 13% since 2006/07 in people quitting with NHS Stop Smoking Services (April 2007–March 2008)\*

\*NHS Information Centre for Health and Social Care

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## Smoking and young people



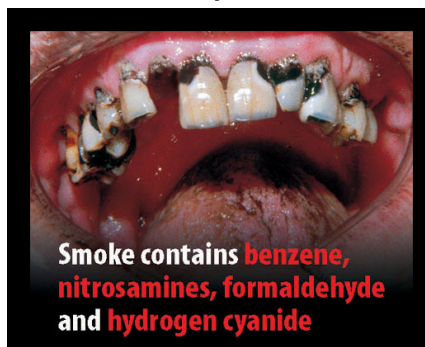
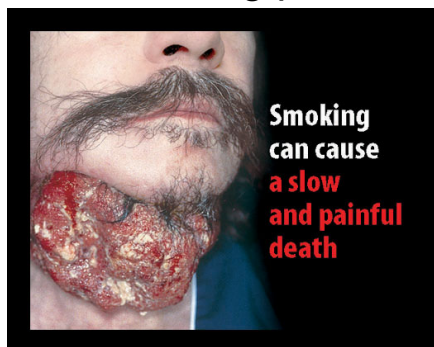
- Raised the age of sale from 16 to 18 years
- Age-relevant campaigns to discourage young people from starting smoking or encourage them to quit

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## Advertising control

- Virtual total ban on tobacco advertising
- Hard-hitting pictures on tobacco products

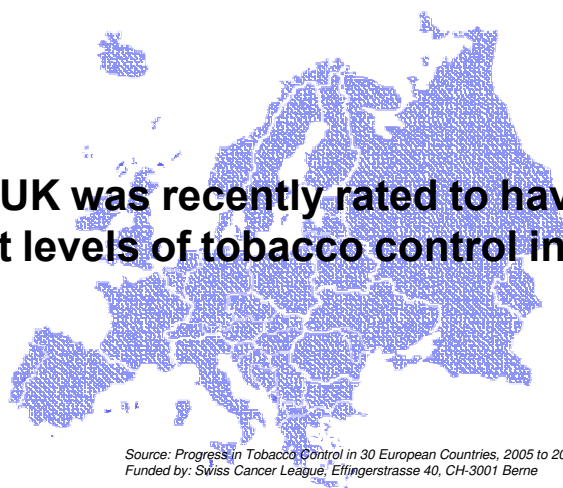


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## Smokefree success

The UK was recently rated to have the highest levels of tobacco control in Europe



Source: Progress in Tobacco Control in 30 European Countries, 2005 to 2007 Luk Joossens & Martin Raw.  
Funded by: Swiss Cancer League, Effingerstrasse 40, CH-3001 Berne

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## Social Marketing

- Understanding where people are in their own lives
- Help them build personal strategies for change
- Address deep-rooted behaviour
- Utilise multiple messages to influence and support lasting, positive change





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## Building people's capacity

New ways to engage people on their terms

### Digital Gateways

- Internet,
- Mobiles
- Interactive TV



NHS Choices website launched April 2007

### NHS Health Trainers



### Health Literacy – Helping People to:

- Make sound health decisions in the context of everyday life
- Increase control over their health
- Improve their ability to seek out information and take responsibility

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## Comprehensive support for smokers

### Providing the support to quit

- Brief interventions
- Individual behaviour counselling
- Group behaviour therapy
- Pharmacotherapies
- Self-help materials
- Telephone 'quitlines'
- Mass-media campaigns



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## Mechanisms for Tobacco Control


- **WHO Framework Convention on Tobacco Control (WHO FCTC)**
  - Foundation stone in the global fight against the tobacco epidemic
- **MPOWER**
  - Six cost-effective measures to reduce the demand for tobacco
  - Six tobacco control policies to help countries build on WHO FCTC commitments
  - A technical toolkit to help countries fulfil the promise of the WHO FCTC
  - Integral part of the WHO Action Plan for the Prevention and Control of Non-Communicable Diseases



## MPOWER: Six Policies to Reverse the Tobacco Epidemic

- **m**onitor tobacco use and prevention policies
- **p**rotect people from tobacco smoke
- **o**ffer help to quit tobacco use
- **w**arn about the dangers of tobacco
- **e**nforce bans on tobacco advertising, promotion and sponsorship
- **r**aise taxes on tobacco

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## World problem, global solution



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