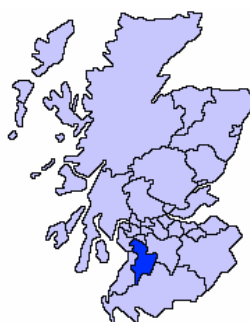


# East Ayrshire



## East Ayrshire Council Smoking Statistics

Smoking Prevalence	%	Above / Below Scottish Average
Current smoking prevalence – local authority area (16 yrs plus) <sup>1</sup>	Male 32.5% Female 31.7% Total 32.1%	4.9% above
Deaths attributed to smoking between 2000-2004: health board area <sup>2</sup>	23%	1% below
Smoking in first trimester of pregnancy: health board area <sup>2</sup>	29.6%	6.9% above
15 year olds who smoke regularly (Scotland figure) <sup>3</sup>	Girls 18% Boys 12%	/
13 year olds who smoke regularly (Scotland figure) <sup>3</sup>	Girls 5% Boys 3%	/
15 and 13 year old regular smokers who reported buying cigarettes from a shop <sup>3</sup>	15 yrs 82% 13 yrs 47%	/

### In your area

East Ayrshire council area has the third highest smoking rate of any council area in Scotland<sup>1</sup>. Within the NHS Ayrshire and Arran area, smoking prevalence is highest in the 25-34 age group. More young women smoke than men, but overall smoking is slightly higher among men<sup>1</sup>. NHS Ayrshire & Arran has the second highest rate of smoking in the first trimester of pregnancy<sup>2</sup>. The Board aims to reduce the number of women who smoke during pregnancy to 20% by 2010. The Tobacco Strategy Group in NHS Ayrshire and Arran has developed a Tobacco Strategy and Local Tobacco Control Action Plan 2006-10 which was approved by the health board in 2006<sup>4</sup>. A pan-Ayrshire smoking cessation service has been established targeted at moderately and heavily dependent smokers and those living in areas of socio-economic disadvantage. A freephone helpline allows for self-referral and additional telephone cessation support<sup>4</sup>. East Ayrshire Community Health Partnership's Community Plan includes targets to increase the number of initiatives to prevent young people smoking, support smoking cessation, and protect the population against the effects of second-hand smoke<sup>4</sup>. The 'Smoke-free Class' initiative is being piloted with S1 pupils in East Ayrshire<sup>4</sup>.

### National View

It is estimated that 24% (13,500 deaths) of all deaths in Scotland in 2004 were attributable to smoking with 89.5% of all lung cancer deaths attributable to smoking<sup>1</sup>. Amongst those in middle age (35-69) an average of 22 years of life are lost per death from smoking<sup>1</sup>. In 2003/04 it is estimated that there were approximately 1.1 million adult smokers in Scotland, 27.2% of the adult population<sup>1</sup>.

**For more information, please contact ASH Scotland: 0131 220 4725 / enquiries@ashscotland.org.uk.**

<sup>1</sup> NHS Health Scotland, ISD Scotland and ASH Scotland. [2007] *An atlas of tobacco smoking in Scotland*. Edinburgh: NHS Health Scotland.

<sup>2</sup> ISD Scotland. *Smoking at booking (revised) - Scotland*. [online]. 2 November 2006. Available from: [www.isdscotland.org/isd/files/mat\\_bb\\_Smoking%20at%20Booking\\_revised.xls](http://www.isdscotland.org/isd/files/mat_bb_Smoking%20at%20Booking_revised.xls) [accessed 1/6/07]

<sup>3</sup> BMRB Social Research. 2007. *Scottish Schools Adolescent Lifestyle and Substance Use Survey (SALSUS) - National Report 2006* [online]. Available from: [www.drugmisuse.isdscotland.org/publications/abstracts/salsus\\_national06.htm](http://www.drugmisuse.isdscotland.org/publications/abstracts/salsus_national06.htm) [accessed 1/6/07]

<sup>4</sup> ASH Scotland. [2007] *Mapping local tobacco control alliances in Scotland*. Edinburgh: ASH Scotland.