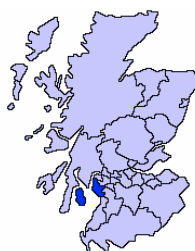


North Ayrshire



North Ayrshire Council Smoking Statistics

Smoking Prevalence	%	Above / Below Scottish Average
Current smoking prevalence – local authority area (16 yrs plus) ¹	Male 28.5% Female 27.6% Total 28%	0.8% above
Deaths attributed to smoking between 2000-2004: health board area ²	23%	1% below
Smoking in first trimester of pregnancy: health board area ²	29.6%	6.9% above
15 year olds who smoke regularly (Scotland figure) ³	Girls 18% Boys 12%	/
13 year olds who smoke regularly (Scotland figure) ³	Girls 5% Boys 3%	/
15 and 13 year old regular smokers who reported buying cigarettes from a shop ³	15 yrs 82% 13 yrs 47%	/

In your area

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 men¹.

NHS Ayrshire & Arran has the second highest rate of smoking in the first trimester of pregnancy². 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 2006⁴.

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. Dedicated Cessation Advisers provide support for the workplace, hospitals, islands and rural communities⁴.

In North and South Ayrshire there are plans for a Peer Education Project in two secondary schools which will involve training S1 pupils to deliver tobacco awareness sessions to P5 pupils⁴.

North Ayrshire Council's Regeneration Outcome Agreement includes partnership working to enable the increase of smoking cessation service provision within the community⁴.

A drama group in North Ayrshire is producing a play about the tactics of tobacco companies and how they target young people⁴.

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 smoking¹. Amongst those in middle age (35-69) an average of 22 years of life are lost per death from smoking¹.

In 2003/04 it is estimated that there were approximately 1.1 million adult smokers in Scotland, 27.2% of the adult population¹.

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

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

² 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 [accessed 1/6/07]

³ 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 [accessed 1/6/07]

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