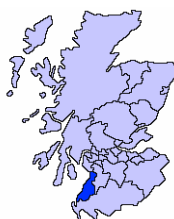


South Ayrshire



South Ayrshire Council Smoking Statistics

Smoking Prevalence	%	Above / Below Scottish Average
Current smoking prevalence – local authority area (16 yrs plus) ¹	Male 27.5% Female 25.7% Total 26.5%	0.7% below
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 support⁴.

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.

South Ayrshire has developed a school based smoking prevention programme as part of the 'South Ayrshire Schools Tobacco Awareness Project'. It is intended this will be fully integrated within the health promotion school framework and become part of the wider framework of addressing tobacco use within the school and community⁴.

South Ayrshire Community Health Partnership's Community Plan includes partnership working to enable the increase of smoking cessation service provision within the community⁴.

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.