



Scottish
Tobacco-free
Alliance

ash
scotland
Taking Action on Smoking and Health

Reducing smoking: crucial to a successful Community Improvement Plan



**Smoking impacts
on health, inequality,
poverty and
economic growth.**

Unwilling tobacco addiction exerts a huge drain on health and social care resources, business productivity and on well-being and people's capacity to cope with adversity.

Most smokers say that they want to stop. Helping just 100 people in your area to achieve this is equivalent to an injection of £160,000 a year into your local community.

Partnership working across every element of civic society is the most effective way to address smoking.

ASH Scotland

Health inequality

Smoking is the biggest preventable cause of illness and death. A smoker living in the most affluent area can expect significantly worse health outcomes than a non-smoker living in a deprived area.

The smoking prevalence in the most deprived communities is four times that of the richest. Almost half of adults who are permanently sick or disabled, or who are unemployed and seeking work, smoke tobacco.

Economics

The loss of productivity due to excess absenteeism, smoking breaks and lost output due to premature death costs the Scottish economy hundreds of millions of pounds per year.

Between £573 million and £780 million is spent each year by NHS Scotland on treating tobacco-related illness.

Additional costs include treating children's exposure to second-hand smoke (around £2.4 million per year), prescriptions for smoking cessation medications (around £6.6 million per year) and additional prescriptions for pharmaceuticals which are less effective in smokers (around £3.3 million per year).

Smoking costs half a billion pounds a year just to people in disadvantaged communities who want to stop. Reducing smoking has much to offer anti-poverty and community development work as well as health.

Over a third of UK tobacco consumption is by people experiencing poor mental health. Tobacco use is also higher amongst the prison population, children in care and teenage mothers. Crucially in all of these groups most people say that they want to stop, so we cannot dismiss smoking as a freely chosen lifestyle choice. Usually it is not.

As part of its drive to reduce inequality the Scottish Government has pledged to create a tobacco-free generation by 2034 with less than 5% smoking prevalence.



Partnership in Action

Businesses have a big incentive to help their employees to stop smoking and protect employees from the hazards of second-hand smoke.

Across the country there are examples of businesses working with Healthy Working Lives and local stop smoking services to improve the health of the workforce.

The local Chamber of Commerce could be proactive in recruiting SME's to run groups and sign-posting to services.

Scottish Fire and Rescue Service delivers smoke-free home advice and could be trained to refer to stop smoking services.

Scotland has a lower life expectancy than any country in Western Europe or North America, with the impact of the historically higher smoking rate able to account for this.

Wellbeing

Around 10,200 deaths a year in Scotland are attributed to tobacco use; that's a fifth of all deaths. There are 128,000 smoking related hospital admissions every year in Scotland, equating to 2,500 people a week, 350 people a day or 15 people an hour.

Amongst the 35 - 69 age group an average of 22 years of life are lost for every smoking-related death.

Smoking is known to cause at least 14 types of cancer and 86% of lung cancers are attributed to smoking. Smoking also plays a part in cardiovascular disease, diabetes, macular degeneration, infertility, mental illness and dementia.

When smokers quit they can see improvements in mood, in energy levels, in their appearance and in their sex lives. Freedom from this harmful addiction and the economic burden it brings can significantly change people's spending power, feelings of wellbeing and motivation for further self-improvement.

Every person admitted to hospital should be offered stop smoking support whilst in hospital and when they return home.

The unacceptably high prevalence of smoking amongst those experiencing poor mental health needs to be tackled. The mental health care community itself has an important part to play in improving support for stopping smoking to improve physical health amongst service users.

Sport clubs and colleges can devise tobacco-free policies to emphasise the benefits and normality of non-smoking.

Education providers can play a greater role in not only providing good health education to children but by reaching out into the community. They can stress the need for smoke-free environments for children and discourage supply of tobacco to children in cooperation with trading standards and health promotion colleagues.

Community resilience

People who are strained financially are more likely to smoke than people not experiencing financial strain. It takes money out of their pockets and their communities. Research has found that parents who experienced increased financial strain, over the period of the recession, were more likely to continue smoking or to relapse. This suggests that tobacco may be commonly used as a palliative for 'stress' (although it actually does not relieve stress). Families who are already struggling to cope are further disadvantaged by smoking. Smoking is expensive, involving an average spend of £1,626 a year and smokers are more likely to have impaired physical and mental health and a shorter lifespan. This cannot help family cohesion.

A family with household income of £18,400 a year, and two parents each smoking 20 a day, would lose one quarter of their whole income (around £4,600) to smoking.

'Smoking is expensive, involving an average spend of £1,626 a year'

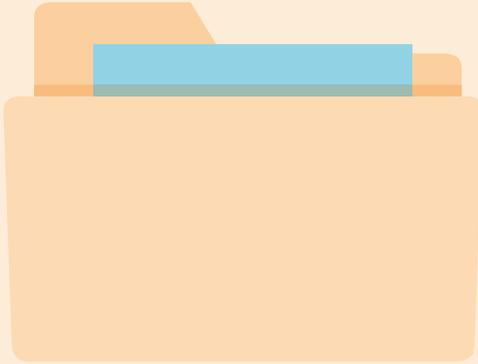
Reducing the smoking rate presents an unmissable opportunity to tackle poverty. Every 1% reduction in Scotland's smoking rate provides an extra £12.5 million in disposable income to those in the most deprived SIMD group. Achieving the 5% smoking rate in the Scottish Government tobacco control strategy would put £360 million into the pockets of the poorest 20% of Scots every year.

It is important to place compassion at the heart of stop smoking interventions and consider where smokers are in their lives and how they may best be contacted and helped.

Debt advisory services, credit unions and food banks have a role to play in improving public health. By sympathetic counselling and referral to stop smoking services, debt advisory services can both increase family income and provide a boost to health and self-esteem.

ASH Scotland has produced materials to help money advice staff broach the issue of smoking with clients, to see if they would be interested in quitting in order to save money.

Case studies



‘The younger an individual starts to smoke, the more likely they are to be an adult smoker...’

East Dunbartonshire Tobacco Alliance

is a partnership of statutory and voluntary organisations, which aims to reduce tobacco-related harm by delivering the key priorities outlined within its Tobacco Control Strategy. Its vision is to ‘work together to create an environment where people do not start smoking, where smokers want to and are supported to stop smoking and where communities are protected from tobacco harm’.

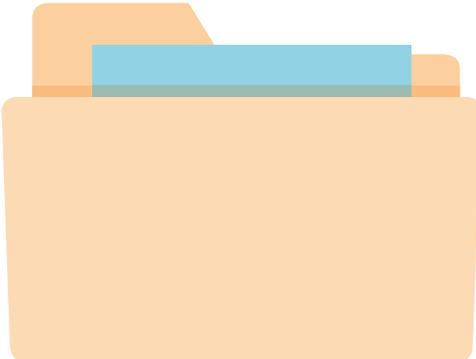
The partners are: East Dunbartonshire Health and Social Care Partnership, East Dunbartonshire Council, Police Scotland, Scottish Fire and Rescue, East Dunbartonshire Leisure and Culture Trust, East Dunbartonshire Voluntary Action, NHS Greater Glasgow and Clyde.

Recent successes include a new tobacco strategy and action plan created after public consultation, smoke-free playgrounds and piloting clean air event areas at Kirkintilloch’s annual canal festival. All the Alliance partners support Scotland’s Charter for a Tobacco-free Generation.

Fife College aspires to be a smoke-free College Campus by 2019. They have recently introduced a new Clear Air Policy and have committed to the Healthy Body Health Minds initiative to help change attitudes towards smoking on campus. The college works in partnership with NHS Fife Stop-smoking Services to support staff and students to quit smoking whilst promoting positive health messages across campus.

Smoke-free Sports is an NHS Highland initiative and is part of their overall aspiration for a smoke-free future. This is not about banning tobacco in Highland or unfairly stigmatising those who wish to smoke; the focus is on doing everything to encourage children and young people to choose NOT to smoke.

We know that the younger an individual starts to smoke, the more likely they are to be an adult smoker, to smoke more heavily during adulthood and likelier to fall ill as a result of smoking.



‘A smoke-free policy is not a personal attack on smokers; the issue is not whether people can smoke, but when and where they can smoke’

Smoke-free Sports is about promoting health, creating environments to help prevent young people from starting to smoke and giving everyone a chance to perform at their best.

Inverness Soccer Sevens, Street League and Youth League have signed up to Smoke-Free Sports which means they now have a smoke-free policy. The policy clearly states that players, coaches and spectators do not smoke while taking part in the activities of their football team or representing the team. A smoke-free policy is not a personal attack on smokers; the issue is not whether people can smoke, but when and where they can smoke.

This initiative is now being extended into other sports across Highland.

NHS Lothian tobacco-free schools

In partnership with NHS Lothian and 12 Lothian schools across four local authorities, ASH Scotland supported the creation of tobacco-free schools policies and curriculum development that has helped change the way tobacco is viewed across the school community. Schools followed their own development paths with some creating their own signage, involving partners on a shared campus or putting in place stop smoking support for parents.

Other innovations involved visiting local shops and businesses in order to raise the community profile of new tobacco-free school policies. By doing so, schools reinforced the need for vigilance on issues like underage and proxy sales of tobacco. Many schools trained senior pupils to educate younger pupils and undertake catchment primary school visits.



Scotland's Charter for a Tobacco-free Generation is aimed at organisations whose work directly or indirectly impacts on children, young people and families.

ASH Scotland has developed this initiative to help deliver a Tobacco-free Generation by 2034.

The aim of Scotland's Charter for a Tobacco-free Generation is to:

- raise awareness of the goal of creating a tobacco-free generation of Scots by 2034 and the Scottish Government's tobacco control strategy and;
- inspire organisations to take action to reduce the harm caused by tobacco;
- support organisations whose work impacts on children, young people and families.

The Charter has six key principles that encourage discussion and enable organisations to examine how their own policy and practice can best contribute to the tobacco-free goal:

- 1** every baby should be born free from the harmful effects of tobacco;
- 2** children have a particular need for a smoke-free environment;
- 3** all children should play, learn and socialise in places that are free from tobacco;
- 4** every child has the right to effective education that equips them to make informed positive choices on tobacco and health;
- 5** all young people should be protected from commercial interests which profit from recruiting new smokers;
- 6** any young person who smokes should be offered accessible support to help them to become tobacco-free.

The Scottish Borders Community Planning Partnership works closely with partners for the benefit of people in the Borders. They were the first community planning partnership to sign up to the Charter. They have since created a strong local tobacco strategy that involves the whole partnership in activity in support of the six Charter principles. They took a unique approach to the sign-up process to receive buy-in from all stakeholders.



**Scottish Tobacco-free Alliance members
contribute to effective action in support of
a healthier Scotland**

More information at local authority level on tobacco impacts is available from ASH Scotland along with more detailed strategy guidance for Health and Social Care Partnerships www.ashscotland.org.uk or call for free advice 0131 225 4725.



ASH Scotland 8 Frederick Street, Edinburgh EH2 2HB
Tel: 0131 225 4725 Email: enquiries@ashscotland.org.uk

Action on Smoking & Health (Scotland) (Ash Scotland) is a registered Scottish charity (SC 010412) and a company limited by guarantee (Scottish company no 141711).