



Tobacco

1. Introduction

Smoking is the single most preventable cause of premature death and illness. Smoking rates have fallen significantly over the last decade thanks to implementation of Smoking Kills legislation. However, smoking prevalence has fallen little since 2007 and across England approximately 21% of people still smoke. As a result the Government has published 'Healthy Lives, Healthy People: A Tobacco Control Plan for England' in March 2011. This strategy aims to reduce smoking prevalence and reshape social norms

Smoking prevalence in Hounslow 2009/10 is approximately 19.4% (17.4 % over 18's with additional 1.7% for routine and manual workers)¹ meaning Hounslow fairs better than the England average of 21% and 30% for routine and manual workers. Despite this there are a high number of hospital admissions for smoking related conditions.

2. The Local Picture

2.1 Prevalence

The overall prevalence of smoking (as recorded by GPs) during 2009/10 was significantly better than both the London and national averages; 14.6 people per 1,000 Hounslow residents were smokers, compared with 16.8 per 1,000 London residents and 18.8 per 1,000 people in England as a whole. Rates of smoking amongst pregnant women during 2006–08 (9.1 smokers per 1,000 pregnant women) was significantly lower than the England average (14.6 per 1,000), but higher than the rate for London (7.4 per 1,000). ([Table 1](#))

2.2 Spend

It is estimated that Hounslow residents spend around £900,000 per year on cigarettes, with £1 million spent on tobacco products in total. ([Table 2](#)) Smokers in Hounslow tend to be in lower managerial and professional occupations, comparable to the national and London picture. ([Figure 2](#))

2.3 Mortality

Between 2006 and 2008, Hounslow had a similar rate of smoking-related deaths – 217.7 per 100,000 people over the age of 35 – compared with England (206.8 per 100,000) and London (208.6 per 100,000).

2.4 Stop Smoking Service Performance

The number of successful quitters in Hounslow at four weeks is significantly better than England (1,430 per 100,000 people, compared with 894.7 per 100,000), and higher than London (827.7 per 100,000). ([Table 1](#), [Figure 3](#))

Compared with England, more males than females in Hounslow set a quit date with Stop Smoking Services, however, this is in line with London. People aged less than 35 years are more likely to have set a quit date. ([Figure 4](#))

¹ Integrated Household Survey England – 2010



As of March 2011, 1,952 in Hounslow people had stopped smoking in the previous year, measured by a four-week follow up. The service exceeded its annual target for 2010/11 by 197 quitters, and demonstrated an improvement compared with previous years. In a typical month, between 250 and 450 people set a quit date, and of these, between 41% and 56% had quit smoking at four weeks.

The achievement of this target has put financial pressure on Hounslow and Richmond Community Healthcare and service provision must be reviewed. The service level agreement with pharmacists has been suspended as they provide the highest cost per person who quits. Reflecting this, the target for 2011/12 has been reduced, with a focus on priority groups such as mental health service users, pregnant women, routine and manual workers and those from Black and Minority Ethnic groups. Drop-in clinics led by specialist advisors will help to ensure the target for 2011/12 is achieved.

3. Strategic Leadership and Collaboration

Hounslow has established a Tobacco Control Alliance, consisting of partners in the Fire Service, Police, Trading Standards, GPs, Hounslow and Richmond Community Healthcare and Local Authority representatives.

Hounslow's strategic objectives surrounding tobacco use are:

- Motivating and assisting every smoker to quit, with a particular focus on disadvantaged and high smoking prevalence groups;
- Stopping the amount of young people starting smoking;
- Protecting families and communities from tobacco-related harm; and
- Developing and maintaining partnership working between the Tobacco Control Alliance of Hounslow and neighbouring boroughs.

4. Priorities

In Hounslow in 2011/12, tobacco will be tackled through:

- Implementation of a Tobacco Control Plan for Hounslow;
- Increasing the number of smoke-free environments;
- Targeting the trade of illicit and niche tobacco; and
- Rolling out secondary school intervention 'Operation Smokestorm'.



5. Summary of Need

The following table summarises the needs in Tobacco in the London Borough of Hounslow.

SUMMARY OF NEED: CHECKLIST	
Is need increasing over time?	Yes
Is need greater than the London average?	No
Is there qualitative intelligence indicating that need is substantially unmet?	No
Is there an external inspection or report suggesting need is unmet?	No
Are quality indicators worsening over time?	No
Are quality indicators worse than the London average?	No
Is there an intervention of proven effectiveness to address the need which is not currently delivered in Hounslow (or not delivered enough)?	Yes