

Section 3: children and young people

Smoking



a single version of the truth



Related briefings in the JSA for Health and Wellbeing

Briefing (and hyperlink)	Section
Substance misuse	Children and Young People
Cancer	Burden of ill-health: general health
Cardiovascular disease (CVD)	Burden of ill-health: general health
Chronic obstructive pulmonary disease (COPD)	Burden of ill-health: general health
Maternity	Health promotion and prevention services
Smoking	Health promotion and prevention services
Drug misuse	Health promotion and prevention services

Outcome Frameworks Summary

The Public Health Outcomes Framework for England, 2013-2016¹ outlines the overarching vision for public health as “to improve and protect the nation’s health and wellbeing, and improve the health of the poorest fastest”. The following indicators from this framework are relevant to this section.

Framework	Reference	Indicator
Public Health	2.3	Smoking status at time of delivery
Public Health	2.9	Smoking prevalence – 15 year olds
Public Health	2.14	Smoking prevalence – adults (over 18s)

Edition

Edition	Version no.	Changes/Comments

Executive summary

Smoking is the principal avoidable cause of premature deaths in the UK and is also associated with long term conditions. Exposure to second-hand smoke is also known to increase the risk of various conditions (including lung cancer, cardiovascular disease and stroke).

The prevalence of smoking in children and young people is difficult to measure accurately. The Wiltshire Health Related Behaviour Survey, 2011 found that 10% of Year 10 pupils had smoked in the week previous to the survey. Comparisons with England suggest that smoking prevalence in children and young people in Wiltshire is slightly lower than in England.

Data for 2012/13² estimates that 13.8% of pregnant women in Wiltshire are smoking in pregnancy, higher than in the South West (13.3%) or England as a whole (12.7%). This is above the Government target for reducing rates of smoking throughout pregnancy to 11 per cent or less by the end of 2015 (measured at time of giving birth).

Smoking cessation (and other tobacco control measures) are vital in improving the health of the population. The Smokefree Wiltshire Tobacco Control Alliance aims to continue joint working on tobacco issues and focusing on raising awareness of the risks of smoking around children and minimise smoking in the home. The challenges include:

- Preventing tobacco being sold to under age children.
- Tackling associated risk-taking behaviours (drinking alcohol, drug taking, truancy and exclusion).
- Influencing policy to make smoking not allowed and/or socially unacceptable in places frequented by children, e.g. privately owned cars transporting children; public parks and playgrounds; houses where children live and outside schools.

Why this area is important?

Smoking is the principal avoidable cause of premature deaths in the UK and is also associated with long term conditions, such as Chronic Obstructive Pulmonary Disease (COPD), various forms of cancer including lung cancer, as well as Cardiovascular Diseases (CVD) including coronary heart disease and stroke. Exposure to second-hand smoke is also known to increase the risk of various conditions (including lung cancer, cardiovascular disease and stroke). According to research funded by the British Heart Foundation (BHF), treating disease caused directly as a result of smoking costs the NHS over £5 billion per year, which equates to 5.5% of the overall NHS budget³.

Healthy Lives, Healthy People: A Tobacco Control Plan for England⁴ sets out what the coalition Government 'will do to support efforts to reduce tobacco use over the

next five years, within the context of the new public health system'. This strategy has 3 new ambitions, 2 of which relate to children and young people:

- Reduce smoking prevalence among young people in England: To reduce rates of regular smoking among 15 year olds in England to 12 per cent or less by the end of 2015.
- Reduce smoking during pregnancy in England: To reduce rates of smoking throughout pregnancy to 11 per cent or less by the end of 2015 (measured at time of giving birth).

What are the needs of the population?

Smoking prevalence

Modelled estimates based on data from the Integrated Health Survey for England 2010-2011 suggest that 18.5% of adults in Wiltshire are smokers compared to 19.8% for the South West region and 20.7% for England. Data for 2012/13⁵ estimates that 13.8% of pregnant women in Wiltshire are smoking in pregnancy, higher than in the South West (13.3%) or England as a whole (12.7%). Smoking levels are significantly higher among routine and manual workers compared to the rest of the population and according to the Tobacco Control profile⁶ stood at 25.9% for Wiltshire in 2013.

Wiltshire Health Related Behaviour Survey, 2011

Data from the 2011 Health Related Behaviour Survey⁷ demonstrated a continued decline in the number of young people smoking in Wiltshire. A number of questions were asked about smoking with slightly contradictory results.

96% of primary school pupils in 2008 had never smoked at all and 97% in 2011. In primary school more boys than girls had tried smoking: 4% compared to 2% in the 2011 survey.

In secondary schools, 67% of pupils in 2008 had never smoked at all compared to 78% in 2011. In 2008 9% said they smoked regularly or occasionally compared to 7% in 2011. In Year 8 slightly more girls said they smoked regularly or occasionally than boys (3% compared to 0%) but in Year 10 10% of both boys and girls said they smoked regularly or occasionally.

The decline in smoking amongst Year 10 girls in Wiltshire has mirrored the national trend as seen in Table 1.

Table 1: Percentage of Year 10 girls who smoked in the week before the survey

Year	Wiltshire	England
1997	17%	28%
2002	37%	27%
2006	16%	20%
2008	14%	21%
2011	10%	15%

Source: Wiltshire Health Related Behaviour Survey, 2011

Other relevant findings from the 2011 Health Related Behaviour Survey⁸ include:

- 1% of primary pupils smoked at least one cigarette during the last 7 days; the figures for secondary schools were 2% in Year 8 and 10% in Year 10
- In secondary schools, 36% of pupils reported that there is someone who smokes indoors in their home (including themselves) on most days.
- 9% of boys and 10% of girls in Year 10 had at least 1 cigarette in the last week.
- 11% of female Year 10 smokers got their last cigarettes from a shop. 46% said they got them from friends.
- Smoking is linked to other areas of substance use. 73% of Year 10 males who smoked in the week previous to the survey also drank (compared to 24% of non-smokers) and 39% of those who smoked had ever used cannabis compared to 4% of non-smokers.

Further information in the theme report: smoking, alcohol and other drug use.

http://www.wiltshirehealthyschools.org/documents/survey_data/Wiltshire_summary_Smoking_Alcohol_and_other_Drug_use_2011.pdf

The data tables for primary and secondary schools are available on the Healthy Schools Wiltshire website: <http://www.wiltshirehealthyschools.org/partnership-projects/wiltshire-health-related-behaviour-survey/>

Smoking related behaviours and attitudes: England data

The survey "Smoking, drinking and drug use among young people in England in 2012"⁹ presents information on the percentage of pupils who have ever smoked, tried alcohol or taken drugs. The report also explores the attitudes and beliefs of school children towards smoking and drinking and from where and from whom children obtain cigarettes and alcohol. Relationships between smoking, drinking and drug use are explored along with the links between smoking, drinking and drug use and other factors such as age, gender, ethnicity and previous truancy or exclusion.

Its main findings in relation to smoking are:

- In 2010, 23 per cent of pupils had smoked at least once, compared with 44 per cent in 2001. In 2010, 4 per cent of pupils smoked regularly. Unlike previous years, boys and girls were just as likely to be regular smokers.
- The prevalence of regular smoking increased with age: from under 0.5% of pupils aged 11 years old to 10% of 15 year olds.
- 68% of pupils said that at least one of their family members smoked, including 32% who said that one or both of their parents smoked.
- Pupils who smoked were most likely to get cigarettes from others (69%). Regular smokers were also likely to report buying cigarettes from a shop (60%) or from other people (46%).
- Among pupils who had tried to buy cigarettes in a shop in the last year, more than half (51%) had been refused at least once, but 49% were always successful.
- Pupils who smoked regularly were likely to show signs of dependency. 67% reported they would find it difficult to stop smoking for one week and 72% would find it difficult to give up altogether.
- Most pupils (84%) believed that people smoked to look cool. Also 70% of pupils felt that people of their age smoked because they were addicted to cigarettes and the same percentage thought pupils smoked due to pressure from their friends.
- Factors strongly associated with smoking include being female, being older, risky behaviours (drinking alcohol, drug taking, truancy and exclusion), and having friends who smoke.

Further statistics on smoking, including smoking in pregnancy and at the time of delivery; stop smoking services; a smoking prevalence can be found on The Information Centre for health and social care website.¹⁰

Admissions to hospital

In Wiltshire 123 under 18s were admitted to hospital in 2011/12 with a secondary diagnosis of mental and behavioural disorders due to tobacco. In 2012/13 this figure increased to 164. This was not the main reason for admission but was noted by the hospital as a relevant finding and in most instances indicated a pattern of use that is causing damage to health.

Current service provision

Tobacco control initiatives in Wiltshire

The Smokefree Wiltshire Tobacco Control Alliance aims to continue joint working on tobacco issues with a wide range of partners including local authority, children

centres, voluntary sector, schools, employers, the military and fire & rescue, amongst others. Wiltshire Council has worked in partnership with Smokefree South West on particular campaigns including the 'South West Smokefree Homes campaign' to raise awareness of the risks of smoking around children and minimise smoking in the home. The result has been a reported:

- 9% drop in numbers of people smoking in the home in the South West since the campaign was launched (Source: 2013 Annual YouGov survey);
- 37% of smokers in the South West claimed to have attempted to quit in the last 12 months – that's an estimated 300,000 people (Source: LVQ tracking 2013);
- An estimated 600 young people aged between 12 and 13, didn't take up smoking in the South West as a result of the DECIPHer-Assist programme¹¹.

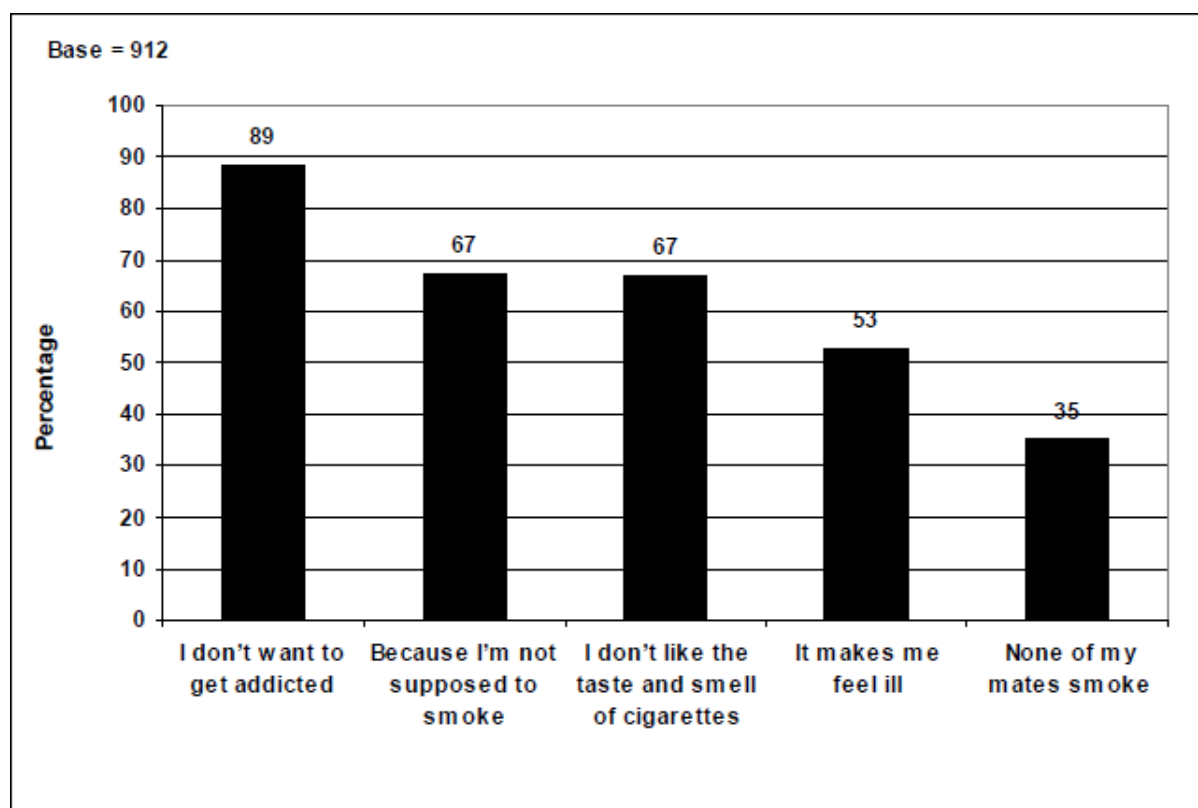
Smoking cessation service

Over 2012/13 5,183 people (2,583 males and 2,600 females) were supported by the NHS Wiltshire Stop Smoking Service to set a quit date. 108 of these people were under 18. Pregnant women were provided with support, with 134 setting a quit date, and 63 self confirmed as having quit successfully at four week follow-up. The successful quit rate for pregnant women was 47%, same as the national average (in 2012/13) of 47%.

What do service users / the public think?

Tomorrow's Voice survey

The autumn 2010 Tomorrow's Voice¹² young person's survey contained a number of questions about smoking.

Figure 1: Reasons for respondents not smoking tobacco

Fear of becoming addicted was the largest driving force for not smoking (89%). Those who reported that they did not smoke because none of their friends smoked came to 35%. As age increased fewer respondents reported being affected by the concept that they are not supposed to smoke: 83% of 11 year olds, 63% of 14 year olds and 39% of 17 year olds.

Around 80% of respondents thought there is a responsibility for a pregnant woman to stop smoking and that women who smoke during pregnancy should be automatically offered support to stop. However, respondents were almost equally split when asked whether it is the mother's choice whether she continues to smoke (during pregnancy) and no business of health professionals.

89% of respondents thought the slogan 'one in two long-term smokers will die of a smoking related disease' will or might persuade smokers to stop.

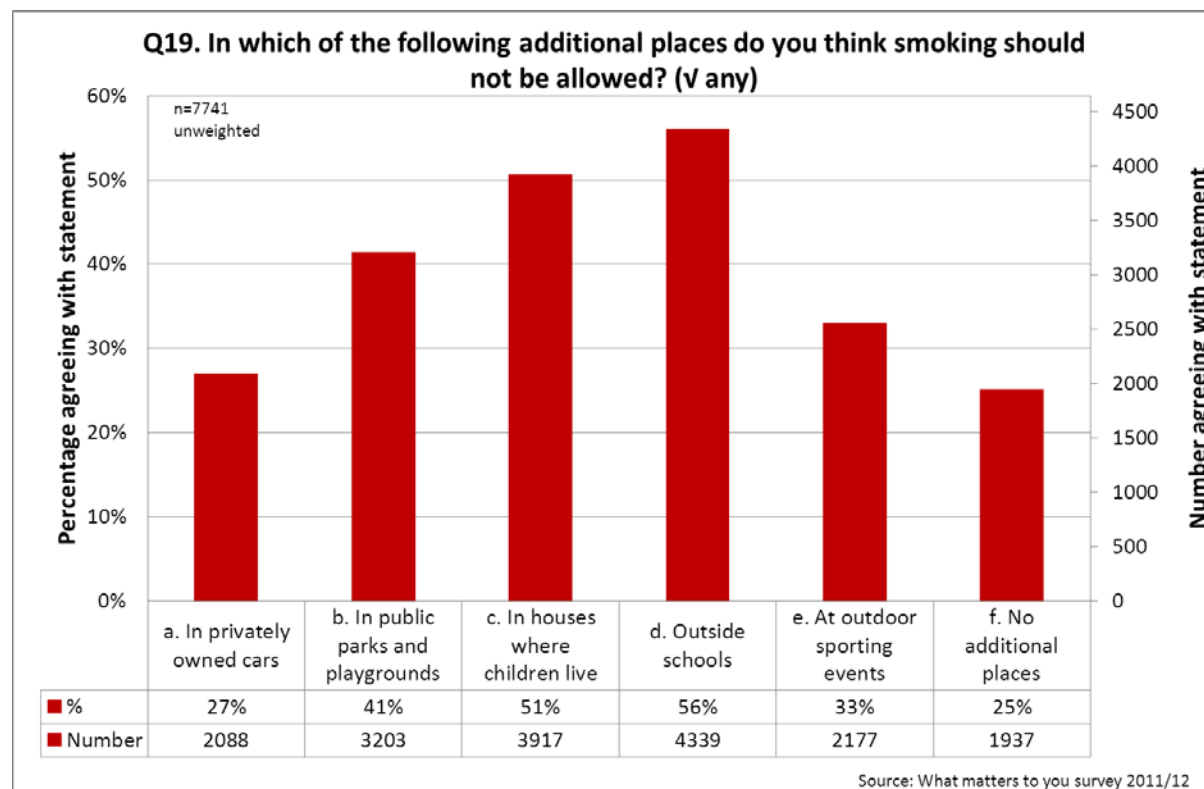
62% knew the NHS Stop Smoking Service has stop-smoking advisors in most doctor's surgeries and 42% knew it has them in some chemists or pharmacies.

'What Matters to You?' survey

The 'What Matters to You?' Survey was carried out in December 2011 asking Wiltshire residents to comment on a range of topics that affect life where they live. The survey asked questions about residents' local neighbourhoods, their lifestyle and health, council spending and the natural environment.

At least a quarter of people thought smoking shouldn't be allowed in each of the 5 places mentioned. 25% thought smoking shouldn't be banned in any additional places. Outside schools was the most popular place (56%) out of those suggested for smoking to be banned.

Figure 6: Where people think smoking should not be allowed



As can probably be expected the opinions of smokers and non-smokers differed significantly as to whether smoking shouldn't be allowed in any more places. 53% of smokers thought smoking shouldn't be banned in any additional places compared to 22% of non-smokers. Outside schools was the most popular place out of those suggested for smoking to be banned in each of the smoking status groups.

In which of the following additional places do you think smoking should not be allowed?	% of these groups (of respondents) who agree smoking should not be allowed		
	Smokers	Household member smokes	Don't smoke
a. In privately owned cars	10%	22%	29%
b. In public parks and playgrounds	12%	31%	45%
c. In houses where children live	33%	44%	53%
d. Outside schools	33%	50%	60%
e. At outdoor sporting events	10%	25%	37%
f. No additional places	53%	38%	22%

The summer 2012 Tomorrow's Voice survey¹³ asked the same question to young people. Only 12% said that smoking shouldn't be banned anywhere else. In houses where children live (70%) and in public parks and playgrounds (70%) were the most popular places out of those suggested for smoking to be banned. A higher

percentage of young people than adults thought that smoking should not be allowed in each of the stated places. In most cases this was a much higher percentage, the exception was in privately owned cars where 27% of adults and 28% of young people thought smoking should not be allowed.

What works and what resources are there?

NICE guidance

The National Institute for Health and Clinical Excellence (NICE) has issued the guidance documents on smoking cessation which are available from the Action on smoking and health (ASH) website: <http://www.ash.org.uk/stopping-smoking/for-health-professionals/nice-guidance-on-smoking>

NICE local government public health briefings: tobacco¹⁴

This briefing summarises NICE's recommendations for local authorities and their partner organisations, on preventing people from taking up smoking and helping people to stop smoking. It is particularly relevant to health and wellbeing boards. This briefing is based NICE guidance published up to July 2012 about tobacco control and smoking cessation. It was written with advice from NICE's Local Government Reference Group, and using feedback from council officers and elected members. <http://publications.nice.org.uk/tobacco-lgb1>

Tobacco control profiles

Local Tobacco Control Profiles were developed by the London Health Observatory (LHO) on behalf of the Public Health Observatories in England. These profiles provide a snapshot of the extent of tobacco use, tobacco related harm, and measures being taken to reduce this harm at a local level. They have been designed to help local government and health services to assess the effect of tobacco use on their local populations. They will inform commissioning and planning decisions to tackle tobacco use and improve the health of local communities.

Wiltshire's profile and further information is available on the Wiltshire Intelligence Network¹⁵

Interventions for promoting smoking cessation during pregnancy

A Cochrane review into Interventions for promoting smoking cessation during pregnancy concluded: "smoking cessation interventions in pregnancy reduce the proportion of women who continue to smoke in late pregnancy, and reduce low birthweight and preterm birth. Smoking cessation interventions in pregnancy need to be implemented in all maternity care settings. Given the difficulty many pregnant women addicted to tobacco have quitting during pregnancy, population-based measures to reduce smoking and social inequalities should be supported." The review can be found here:

http://mrw.interscience.wiley.com/cochrane/clsysrev/articles/CD001055/pdf_fs.html

Measuring smoking prevalence in local populations

This briefing provides brief overviews of potentially useful sources of local-level smoking data, option appraisals for local-level surveillance of smoking and pointers to help local organisations meet their local smoking prevalence information needs:

<http://www.apho.org.uk/resource/item.aspx?RID=87192>. This has been supplemented with another briefing which examines sources of other types of smoking-related data that can add to the picture of smoking-related activity in a local population. It includes information relating to smoking-related hospital admissions and mortality, prescribing data, smoking-related behaviour and attitudes towards smoking, statistics on NHS Stop Smoking Services and the Smoking Toolkit Study: <http://www.apho.org.uk/resource/item.aspx?RID=87076>

Smoking statistics and cancer

The Cancer Research UK website presents a range of smoking statistics including cancer and smoking, history of smoking and percentage of population smoking. Also given are smoking statistics by age, socio-economic group, ethnic group, geographical variations and children. Finally, there is information on passive smoking and tobacco control:

<http://info.cancerresearchuk.org/cancerstats/types/lung/smoking/lung-cancer-and-smoking-statistics>

Smokefree

Smokefree Wiltshire is an alliance of Wiltshire organisations working towards reducing the prevalence of smoking and the exposure of non-smokers to tobacco smoke. It comes under the auspices of the Healthier Wiltshire Health & Wellbeing Partnership: <http://www.smokefreewiltshire.org.uk/index.htm>

The Smokefree Action Coalition is a group of organisations committed to promoting public health. They came together initially to lobby for smokefree workplaces and are now committed to reducing the harm caused by tobacco more generally

<http://www.smokefreeaction.org.uk/index.html>

Stop Smoking Service: monitoring and guidance

Guidance¹⁶ was published in 2011/12 which provided best practice guidance relevant to the provision of all publically provided stop smoking interventions and set out fundamental quality principles for the commissioning and delivery of services which can be used to inform the development of local commissioning and provision arrangements. It also included full details of the data requirements for local stop smoking services.

An update to this guidance was published to cover 2012/13 arrangements:

<https://www.gov.uk/government/publications/stop-smoking-service-monitoring-and-guidance-update-published>

Challenges for consideration

- Reduce rates of smoking throughout pregnancy to 11 per cent or less by the end of 2015 (measured at time of giving birth).
- Prevent tobacco being sold to under age children.
- Tackle associated risk-taking behaviours (drinking alcohol, drug taking, truancy and exclusion).

- Influence policy to make smoking not allowed and/or socially unacceptable in places frequented by children, e.g. privately owned cars transporting children; public parks and playgrounds; houses where children live and outside schools.

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¹ Department of Health

http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_132358

² Statistics on Women's Smoking Status at Time of Delivery: England Quarter 4, 2012/13. Copyright © 2013. The Health and Social Care Information Centre, Lifestyle Statistics. 13 June 2013

³ <http://www.nelm.nhs.uk/en/NeLM-Area/News/2009---June/09/Smoking-related-disease-costs-NHS-5bn/?id=510748>

⁴ Healthy Lives, Healthy People: A Tobacco Control Plan for England⁴ (Department of Health, 2011) http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_124917

⁵ Statistics on Women's Smoking Status at Time of Delivery: England Quarter 4, 2012/13. Copyright © 2013. The Health and Social Care Information Centre, Lifestyle Statistics. 13 June 2013

⁶ Tobacco control profile <http://www.tobaccoprofiles.info/tobacco-control>

⁷ Wiltshire Health Related Behaviour Survey 2011, Healthy Schools Wiltshire. Wiltshire Council. 2012 url: <http://www.wiltshirehealthyschools.org/partnership-projects/wiltshire-health-related-behaviour-survey/>

⁸ Wiltshire Health Related Behaviour Survey 2011, Healthy Schools Wiltshire. Wiltshire Council. 2012 url: <http://www.wiltshirehealthyschools.org/partnership-projects/wiltshire-health-related-behaviour-survey/>

⁹ Smoking, drinking and drug use among young people in England in 2012, <http://www.hscic.gov.uk/catalogue/PUB11334/smok-drin-drug-youn-peop-eng-2012-repo.pdf>

¹⁰ <http://www.ic.nhs.uk/statistics-and-data-collections/health-and-lifestyles/smoking>

¹¹ <http://www.smokefreesouthwest.org.uk/news/47-sfsw-latest-news-articles/97-decipher-assist.html>

¹² Tomorrow's Voice Survey results, October 2010, Report prepared by: Simon Hodsdon and Jackie Guinness, Department of Public Health and Well being, Wiltshire Council, 2011. url: <http://www.intelligenceNetwork.org.uk/EasysiteWeb/getresource.axd?AssetID=46864&type=full&servicetype=Attachment>

¹³ Tomorrow's Voice report, Summer 2012, Wiltshire Council.

<http://www.intelligenceNetwork.org.uk/EasysiteWeb/getresource.axd?AssetID=54277&type=full&servicetype=Attachment>

¹⁴ Local government public health briefings: tobacco, National Institute for Health and Clinical Excellence, 15 July 2012. url: <http://guidance.nice.org.uk/phb3/>

¹⁵ <http://www.intelligencenetwork.org.uk/health/adults/>

¹⁶ Stop smoking service delivery and monitoring guidance 2011/12, Department of Health, March 2011.

http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_125389