

Appendix 1 – Context and background information

Why is Tobacco Control a Public Health issue?

The National Context

Tobacco use remains one of the most significant public health challenges. Smoking causes more deaths in England each year than any other preventable cause:

- Smoking; 79,700 deaths (Health & Social Care Information Centre (HSCIC), 2013, published 2014)
- Obesity; 34,100 deaths (HSCIC, 2013, published 2014)
- Alcohol; 21,485 deaths (Local Alcohol Profiles for England (LAPE), 2012, published 2014).

In the UK about 8 in 10 non-smokers live past the age of 70, but only about half of long-term smokers live past 70.

The Benefits of Stopping Smoking

The benefits of stopping smoking are as follows:

- stopping smoking improves the health and wellbeing of smokers, their families and their communities
- short, medium and long term health benefits to individuals
- reductions in the difference in life expectancy between the most and least deprived areas across the country
- reductions in smoking attributable deaths from major diseases including cancer, respiratory, cardiovascular and digestive deaths
- reductions in smoking related hospital admissions
- reductions in the number of children starting to smoke.

Table 1 – The short, medium and long term benefits of stopping smoking on health

Time after stopping smoking	Improvements to your health
20 minutes	Blood pressure and pulse return to normal.
8 hours	Nicotine and carbon monoxide levels in blood reduce by half, oxygen levels return to normal.
24 hours	Carbon monoxide is eliminated from the body.
48 hours	There is no nicotine in the body. Ability to taste and smell is greatly improved.
72 hours	Energy levels increase and breathing becomes easier.
2-12 weeks	Circulation improves.
3-9 months	Coughs, wheezing and breathing problems diminish as lung function increases by up to 10%.
5 years	Risk of heart attack falls to about half that of a smoker.
10 years	Risk of lung cancer falls to half that of a smoker and risk of a heart attack falls to the same as someone who has never smoked.

Source: <http://smokefree.nhs.uk/why-quit/timeline/>

Table 2 - Health impacts associated with smoking

Smoking causes:	Secondhand smoke causes:
17% of deaths from heart disease	<ul style="list-style-type: none"> • Children to be born underweight, • Cot death • Upper and lower respiratory tract illness
An increased risk of heart attack-5 times greater for those under 40 than non-smokers	Babies and children to be twice as likely to have asthma and chest infections
Teenagers to have; <ul style="list-style-type: none"> • more asthma and respiratory symptoms • poorer health, • more school absences • lower fitness levels 	10,000 children to be treated in hospital for exposure to secondhand smoke
80% of deaths from bronchitis and emphysema	An increased risk of lung cancer in non-smokers by 20-30%
80% of deaths from lung cancer	An increased risk of coronary heart disease by 25-35%
	<ul style="list-style-type: none"> • Around 2,700 deaths in people aged 20-63 • A further 8,000 deaths a year among people aged 65 years and older.

Source: (HSCIC 2012, Jamrozik 2005, ASH 2013, ASH 2011, Royal College of Physicians, 2010).

The Local Context

The Economic Cost of Smoking for Nottinghamshire

Smoking costs billions of pounds each year. Using national data it is estimated that **the annual cost of smoking for Nottinghamshire is approximately £200.9m** (appendix 3).

In 2013/14 smokers in Nottinghamshire County paid £140.4m in tax to the Exchequer

This means that there is an annual shortfall of £60.5m every year across Nottinghamshire

For the latest information please visit: <http://ash.org.uk/localtoolkit/R4-EM.html>

A Picture of Nottinghamshire

The percentage of people who smoke across Nottinghamshire County is 18.4%, this is comparable with the England average of 18.4%. This figure masks differences across the county with 11.3% of the population of Rushcliffe smoking whilst the figure is 25.8% in Mansfield.

The difference in life expectancy across the county is approximately 8.5 years for men and 6.5 years for women and half of this difference is due to smoking.

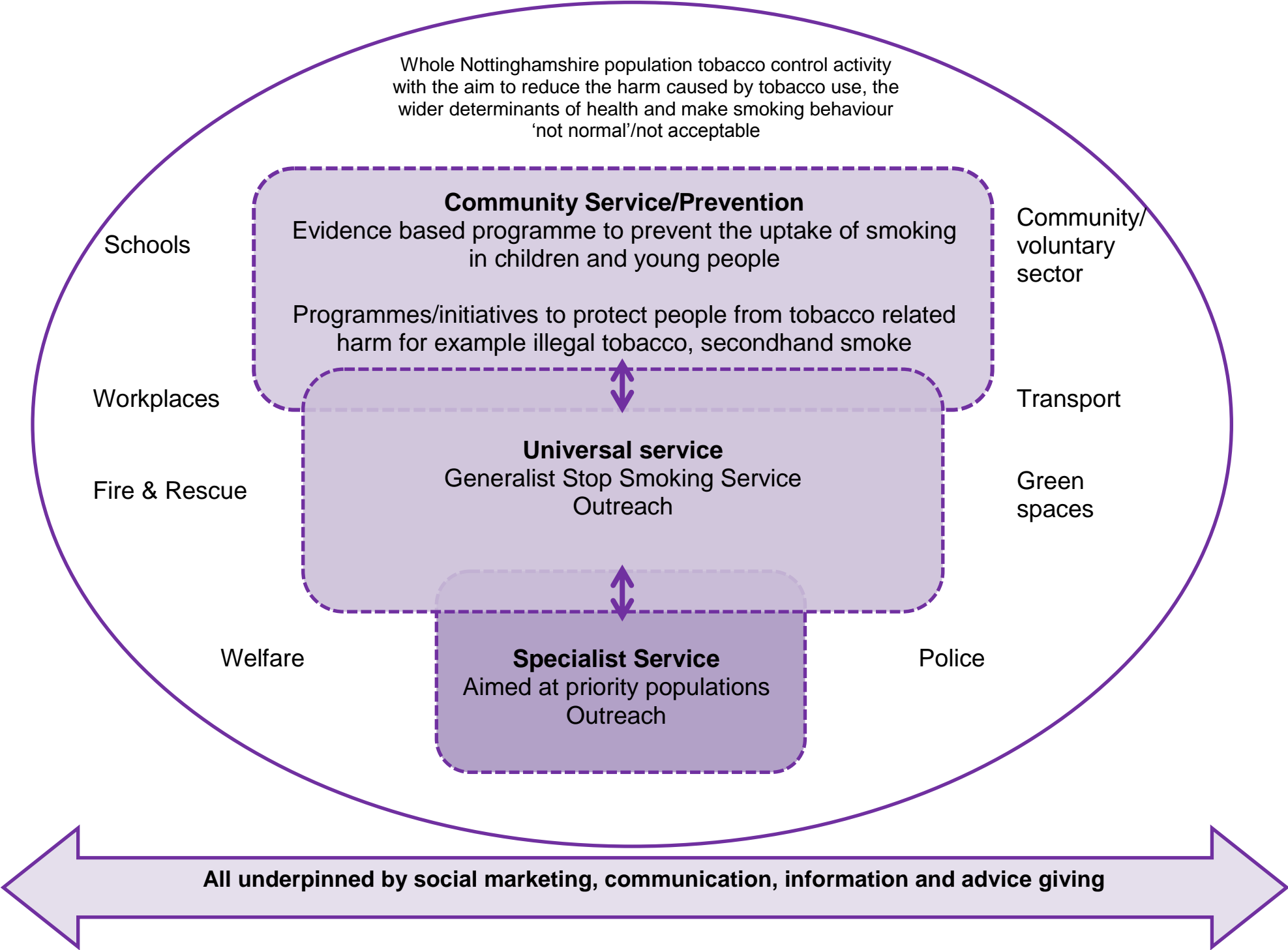
Smoking is responsible for approximately 1,300 deaths across Nottinghamshire County every year, with 200 more deaths in males than females. The main causes of death are cardiovascular disease, cancers and respiratory disease. All these are underpinned by tobacco. Smoking related hospital admissions are also above regional and national averages in Bassetlaw, Mansfield and Ashfield.

Last year, 10,518 adults set a quit date across Nottinghamshire County. 6,858 of those people were reported as successful quitters at four weeks.

A reduction in smoking prevalence year on year across the county would have significant benefits to the local economy by:

- Improving people's health and their quality of life, particularly in deprived wards
- Increasing household incomes when smokers quit
- Improving the life chances of young children by reducing their exposure to secondhand smoke and reducing their chances of taking up smoking
- Reducing the costs of care for smokers in later life with smoking related illnesses.
- Reducing the costs of dealing with smoking related fires
- Reducing the costs of tobacco related litter
- Reducing serious and organised crime linked to the sale of illegal tobacco

Appendix 2 - Proposed Model for Tobacco Control





The Local Cost of Tobacco

ASH Ready Reckoner 2014 Update



The ASH "Ready Reckoner" has been updated for 2014.

The new estimates have been revised to ensure the tool more closely reflects estimates in the NICE Return on Investment model. It also includes a new analysis of smoking related fires, revised methodology for looking at smoking related litter and, for the first time, estimates of the cost of smoking to social care.

It is also now also possible to use the reckoner to estimate the cost of smoking at ward level. Ward data are based on synthetic estimates of smoking prevalence which take account of levels of deprivation in each ward and attribute local authority smoking populations accordingly.

How to use the Reckoner:

The Reckoner allows you to generate graphs and key statistics relating to the costs of smoking at different locations in England. Select your geographical location of interest using the drop-down lists below - Government Office Region and PHE hierarchies are both available. The figures will adapt to each new tier selected but when no tiers are selected, the figures default to the values for England. Charts are available in the "Charts" tab at the bottom of the page - to copy charts, simply right-click and select 'copy'.

☒ GOR geography ☐ PHE geography

Region:

East Midlands

County / UA:

Nottinghamshire

District:

Est. smoking population in Nottinghamshire:

121,895

This is based on an evidence-based smoking prevalence estimate of 19.4%

Each year in Nottinghamshire
we estimate that smoking costs society approx.

£200.9m

This total cost is disaggregated below.

Every year smoking-related early deaths in Nottinghamshire result in 2,670 years' of lost productivity.

This costs the county's economy approx. £49m

It is estimated that smoking breaks cost businesses in Nottinghamshire a further
£84m annually

Local businesses in Nottinghamshire also lose approx. 165,864 days of productivity every year due to smoking-related sick days. This costs about
£15m

The total annual cost to NHS trusts across Nottinghamshire as a direct result of smoking-related ill health is approx.
£28m

Passive smoking impacts on the health of non-smokers in Nottinghamshire, costing the county's healthcare system a further
£3m every year

Current and ex-smokers who require care in later life as a result of smoking-related illnesses cost society an additional £17.6m each year across Nottinghamshire.

This represents £10.1m in costs to local authorities and £7.5m in costs to individuals who self-fund their care

Smoking materials are a major contributor to accidental fires in Nottinghamshire. Each year there are around 75 smoking-related fires across the area covered by Nottinghamshire Fire and Rescue Service, resulting in approx. 2 deaths.

This impacts on the county's economy to the sum of approx. £4m every year.

In Nottinghamshire this represents about:
£2.2m due to deaths;
£890.3k due to injuries; and
£934.9k due to the non-human cost of smoking-related fires.

The majority of cigarette filters are non-biodegradable and must be disposed of in landfill sites. In Nottinghamshire around 570m filtered cigarettes (incl filtered roll-ups) are smoked each year, resulting in approx.

97 tonnes of waste annually.

Of this, more than 22 tonnes of cigarette waste is discarded as street litter that must be collected by local government street cleaning services.

In 2013/14, smokers in Nottinghamshire payed approx. £140.4m in duty on tobacco products. Despite this contribution to the Exchequer, tobacco still costs Nottinghamshire roughly 1.5 times as much as the duty raised. This results in a shortfall of about £60m each year.