



# Tackling Smoking Together During the Pandemic

Kate Bailey Public Health Consultant

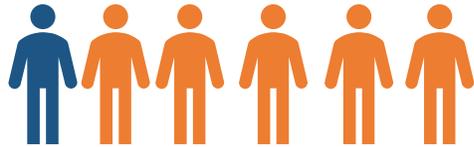
# THE IMPACT OF TOBACCO IN WEST SUSSEX – updated figures

In 2019, There are an estimated

**67,000** 

Current smokers (18+) in West Sussex  
(one in ten adults).

**There are 20,000 fewer smokers than in 2017**



One in six routine and manual workers  
report being current smokers



Although the gap is closing, those in  
routine and manual occupations are  
almost twice as likely to be smokers  
compared to those in other occupations

In 2018/19, **724** women (9% of pregnant  
women) in West Sussex were known to be  
smokers at the time of delivery of their  
babe/babies.



**This is better than regional and national prevalence,  
but has not improved over time in West Sussex**

**7%** of 15 year olds in West Sussex estimated  
to be regular smokers and this is  
significantly higher than in England.

**This figure has not been updated since 2014/15**

**6,546**

smoking attributable hospital admissions in 2018/19  
(among age 35+). Following increases around  
2014/15 to 2016/17, admissions have fallen.



On average, 1,270 deaths  
each year in West Sussex  
are attributable to smoking.

**West Sussex has a consistently lower smoking  
attributable mortality rate compared to England**

Each year, smoking in West  
Sussex is **estimated to cost**

**£173.2 million**  
society approximately

This includes **£117.9** million in potential wealth lost due to lost **economic  
productivity**, **£37.7** million to the **NHS** across the county (for primary care  
and hospital admissions) and **£13.7** million additional spending on **social  
care** related to smoking each year



**One in four households with at least one smoker in West Sussex  
falls below the poverty line.**

If the cost of smoking was returned to the household, approximately  
**14,500 people would be elevated out of poverty** across the county.

**This figure has not been updated since 2016**

# Smoking & COVID-19

- Smoking damages lungs and airways and harms the immune system, reducing the ability to fight infection.
- Repetitive hand-to-face movements, increase the risk of viruses entering the body.
- Smokers have an increased risk of contracting respiratory infections, such as corona virus, and
- are more likely to have health problems leading to more severe illness from developing COVID-19.
- Secondhand smoke is also a risk to others e.g. household members.
- Stopping smoking now brings immediate benefits to health, including in people with an existing smoking-related disease.
- Support to stop smoking boosts chances of success by up to 3 times.

Source: Public Health England



# Joint Health and Wellbeing Strategy



## A whole system approach



# The Smokefree West Sussex Action Plan

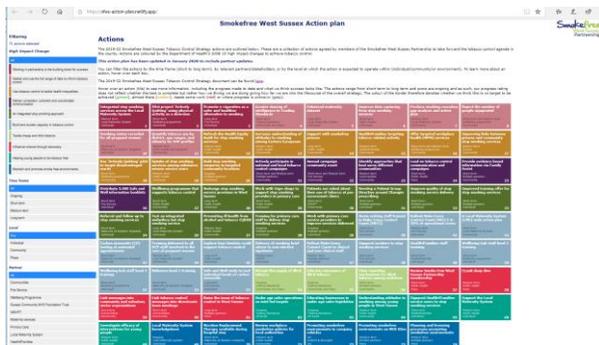
<https://sfws-action-plan.netlify.app/>

**Interactive tool** showing the actions and progress updates.

**Filter** by organisation/partner, time frame, high impact change, and the level at which the action operates (individual/community/environment).

**Hover** over a tile to see the progress made (due for updating October 2020).

Actions are colour coded by the Department of Health's **10 High Impact Changes** to achieve tobacco control.



The screenshot shows a detailed view of an action tile from the interactive tool. The tile is titled 'Provide evidence based information via Family Assist' and is categorized as 'Short term' and 'Community' level. It has a progress indicator of 10. The tile is color-coded as green, indicating it is on target. The detailed view includes a description of the action, a list of partners (Western Sussex Hospitals NHS Foundation Trust, Sussex Community NHS Foundation Trust, West Sussex County Council), and a section titled 'What will success look like?' which describes the goal of providing evidence-based information to all families across West Sussex. Other actions visible in the background include 'Smoking status recorded for all pregnant women', 'Carbon monoxide (CO) testing at antenatal appointments', and 'Nicotine Replacement Therapy available during hospital stay'.

## Ten High Impact Changes to achieve excellence in tobacco control:

Originally published by the Department of Health, 2008



# Proposed Health and Wellbeing Board Actions

## Actions for individuals

Quit and share your story

Complete Making Every Contact Count e-learning

Regularly share information about services

## Actions for employers

Review support to employees who smoke

Smoke free buildings

Use organisational communications to raise awareness

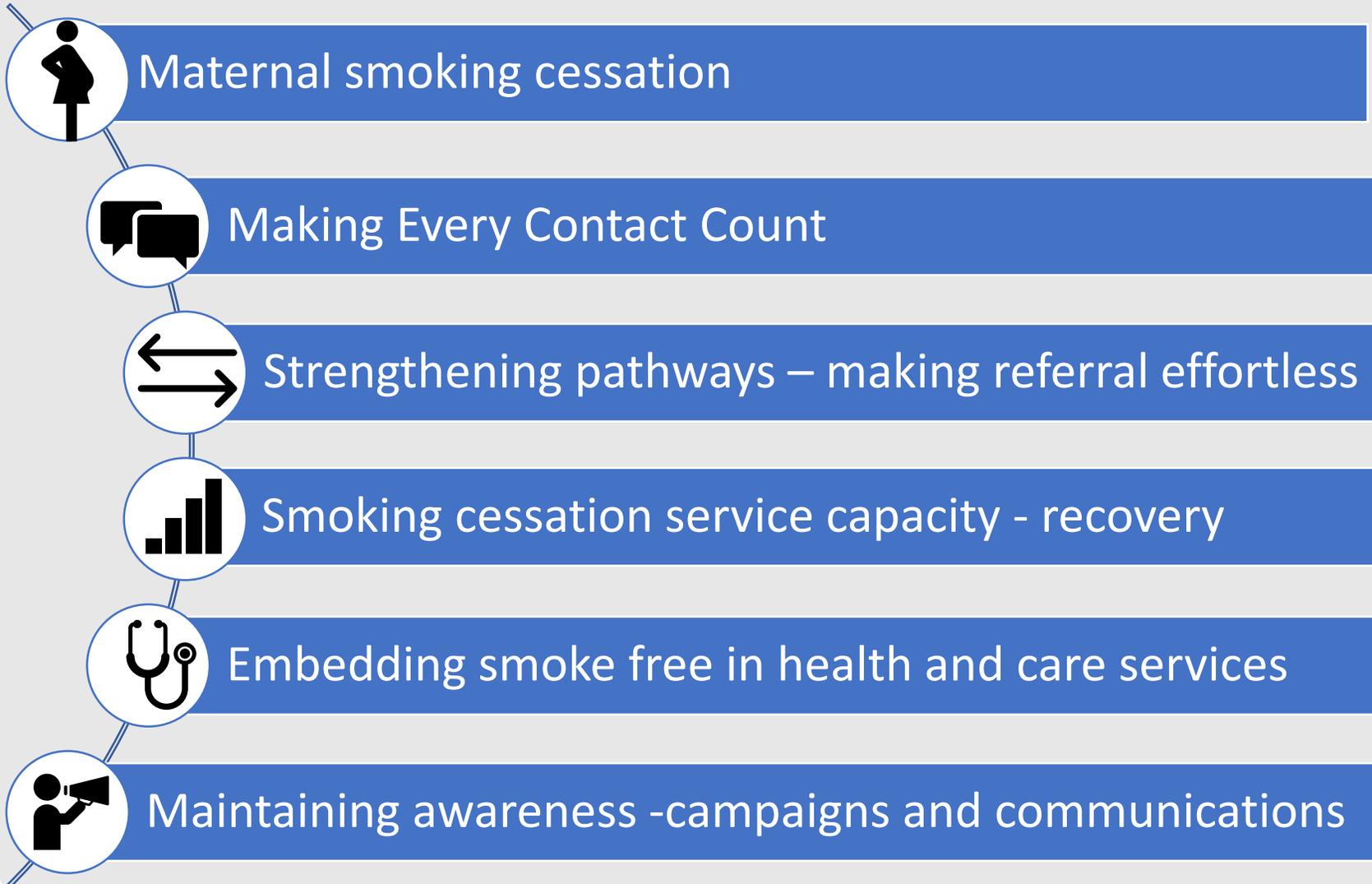
## Actions for organisations

Health in all policies applied to smoking

Functions which influence access to tobacco e.g. planning and licensing

Tendering & contracts address smoking e.g. in staff

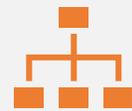
# Proposed 12 month priorities





<https://www.westsussexwellbeing.org.uk/topics/smoking/services-for-west-sussex>

# Recommendations: to discuss & take away



Health and Wellbeing Board to consider taking action - individually, as employers, or in their organisations.



Review the online action plan & update the actions for your organisation (October).



Agree or change the 12month priorities.