

Tobacco Free Cardiff

Cardiff Health Alliance recognises the importance of addressing the issue of tobacco use in Cardiff, particularly in relation to the following three elements:

Prevention of young people starting smoking (prevention): The earlier children start smoking, the greater their risk of developing serious or life-threatening illnesses if they continue smoking into adulthood. People who start smoking before the age of 16 are twice as likely to continue to smoke into adulthood and are more likely to be heavier smokers (NICE, 2010).

Helping people to give up smoking (cessation): Tobacco is a major cause of illness and death amongst the population of Wales, and is a key indicator. The 2009 Welsh Health Survey states that 24% of Cardiff's population smokes. There is a large cost to services in terms of treating smoking-related illness. Reducing smoking prevalence is a key action in the WAG strategic framework for public health in Wales, *Our Healthy Future* (2009). Plans are currently underway to develop a Tobacco Control Strategy for Wales.

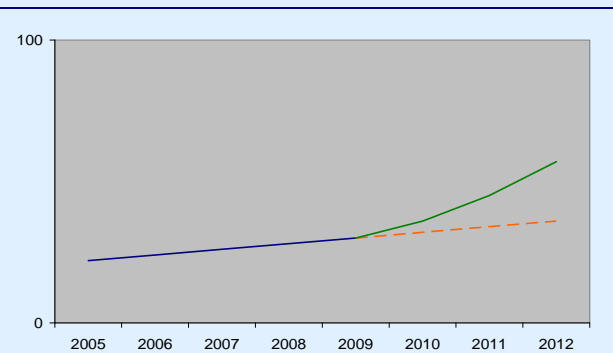
of health inequalities (*Beyond Smoking Kills, 2008*). Tobacco use kills around 114,000 people in the UK every year. It is an important risk factor for coronary heart disease, stroke, respiratory diseases, many cancers, and is often a cause in fire related deaths. Smoking in pregnancy is linked to spontaneous abortion, preterm birth, low birth weight and stillbirth (RCPL, 2002).

Enabling people in Cardiff to live in smoke-free environments (environmental action): Exposure to second-hand smoke has been attributed to a number of serious illnesses in adults and children (WHO, 2007). Children exposed to second-hand smoke are at risk of developing conditions such as respiratory childhood diseases, and are also at risk of sudden infant death syndrome (NPHS, 2004). With the implementation of the smoke-free legislation in 2007, the main environmental exposure to tobacco smoke now takes place in the home and in private cars. Tobacco use has environmental implications as it can create litter and contribute to a poor quality environment.

Headline Indicators and how are we doing?

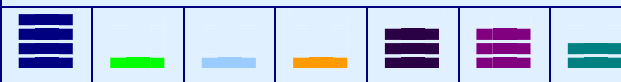
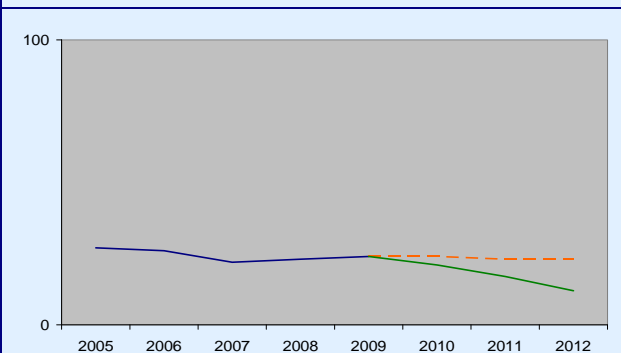
1. % smoke free homes (in Cardiff Flying Start areas)

(Speculative data used)



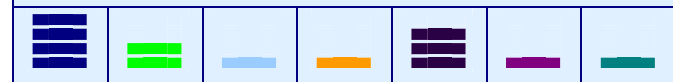
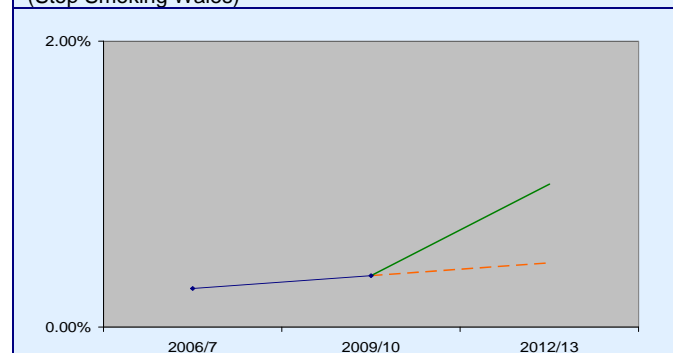
2. % adults smoking in Cardiff

(Welsh Health Survey)



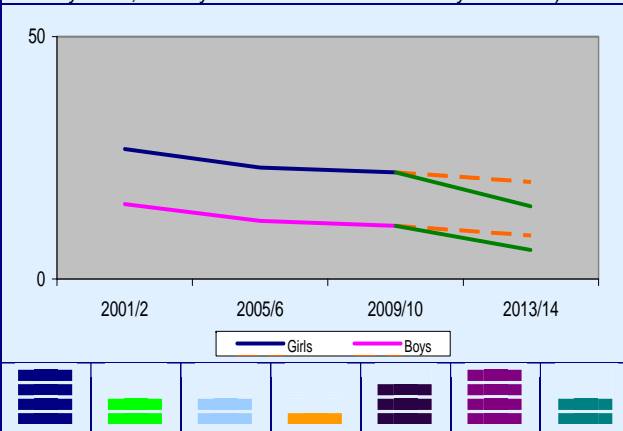
3. % of adult smoking population successfully quit at 4-weeks after accessing smoking cessation services

(Stop Smoking Wales)



4. % 15-year olds smoking in Cardiff

(National data from Health Behaviour of School Aged Children Survey used; % 15-year olds that smoke weekly in Wales)



Data Development:

- **Graph 1:** Cardiff Flying Start areas used as a study area, which is likely to represent Cardiff as a whole. Data to be collected by health visitors in Cardiff's Flying Start areas and logged on PARIS (NHS software) system. Will be available on PARIS by 2011.
- **Graph 4:** Local data to be collected through the Cardiff Super Survey (secondary school survey), available from 2011.

Key:

- — — The route we will take if we do nothing
- The curve we want to turn

The bars under each graph represent how the indicator impacts on the seven Cardiff outcomes for the city as seen below:



Story behind the baselines

Legislation: Recent legislation implemented around smoking and tobacco (including a ban on smoking in public places in 2007, raising the age of purchase of tobacco to 18 years and pictorial health warnings on cigarette packets). The price of cigarettes has also risen substantially over recent years.

Socio-economic status: Tobacco use and health inequalities are closely linked. Individuals living in more deprived areas of Cardiff are more likely to smoke than those in prosperous areas (DoH, 2008). Smoking deepens deprivation, social inequalities and child poverty. Within Cardiff there are areas of high deprivation, including the second most deprived Lower Super Output area (LSOA) in Wales (Butetown 2). The Welsh Index of Multiple Deprivation uses LSOAs at a sub-ward level to measure levels of deprivation. There are 12 Communities First areas in Cardiff. Although there is limited data on smoking rates at this local level, areas of high deprivation often have higher rates of smoking.

Referrals to smoking cessation services: Stop Smoking Wales service was relaunched in 2007 and provides specialist support for people who want to quit smoking. In 2008/09 the service saw an increase of 18.7% in the numbers of people accessing the service. There are however low referrals to the service from GPs in Cardiff. Smoking cessation support is available to patients through primary care and hospital based cessation services.

Cessation initiatives: Stop Smoking Wales currently undertake several initiatives to strengthen the referral pathways to smoking cessation services:

- Brief Intervention for Smoking Cessation training for community and health professionals to encourage effective brief interventions and referrals
- Strengthening the referral pathway for patients waiting for elective surgery to smoking cessation services (smoking slows recovery time after surgery)
- Strengthening the referral pathway for pregnant women to access smoking cessation services

The No Smoking Day campaign is high profile, and evidence has shown that many people successfully use this day as a target for quitting.

Prevention: There are several initiatives in Cardiff aimed at reducing the numbers of children and young people taking up smoking. These include:-

- SmokeBugs!
- Smokefree Class Competition
- ASSIST

All schools in Cardiff are part of the Welsh Network of Healthy Schools, and some schools include tobacco control activities as part of their Healthy School approach. These activities have been shown to deter young people from smoking.

Partners with a role to play

- Public Health Wales
- Third Sector, including ASH Wales
- Stop Smoking Wales (SSW)
- Cardiff Council
 - Adult Services - Health Partnership Team
 - Trading Standards
 - Environmental Health
 - Youth Service
 - Healthy Schools Network
- Cardiff & Vale University Health Board
 - School Health Nursing Service
 - Health Visiting Service
 - Pharmacists
 - Midwifery Service
 - Secondary Care Settings
- Cardiff Health Alliance
- Children and Young People's Partnership
- Safer Capital Partnership Communities First

What are we going to do?

Environmental action

- Continued implementation of smoking ban in public places.
- Enforcement of Health Act 2009 tobacco control regulations if WAG introduces regulations on point of sale displays and vending machines.
- Provision of information to families in Flying Start areas by health visitors and collection of data to encourage smoke-free homes.

Cessation

- Helping people to quit smoking through specialist support from cessation services (SSW, primary care and hospital based)
- Brief Intervention for Smoking Cessation training for community and health professionals
- No Smoking Day campaign supports people who want to quit smoking
- Cardiff & Vale University Health Board as a 'Public Health Practising Organisation' – strategic leadership, policy development and support of hospital in-house cessation services
- Increase number of contacts to SSW, particularly from primary care practitioners
- Increase number of self-reported smokers quitting at 4 weeks and 52 week follow-up
- Roll-out training of practitioners in using brief interventions for smoking cessation
- Develop services to target priority areas of maternity services, pre-operative services, children and young people, mental health and prisons
- Ensure all smoking cessation services are working within the smoking cessation standards (launched in October 2010)

Prevention

- Whole school approaches to tackling smoking. Incorporate information on smoking into the curriculum.
- Deliver anti-smoking activities as part of school Personal and Social Education (PSE) curriculum
- Enforcement of underage tobacco sales restrictions
- Inclusion of smoking in Healthy Schools action plans for schools
- Delivery of school-based prevention initiatives: ASSIST, SmokeBugs!, Smoke Free Class Competition

Evidence cited: Scientific Committee on Tobacco and Health (2004). Children's exposure to second hand smoke increases the risk of pneumonia and bronchitis, asthma attacks, middle ear disease, decreased lung function and sudden infant death syndrome. NICE Public Health Guidance No's 01 (2006), 5 (2007), 10 (2008), 23 (2010). School based interventions to prevent the uptake of smoking among children.