



Cardiff Smoke Free Strategy

2006 –2008



Promoting a Healthy Lifestyle



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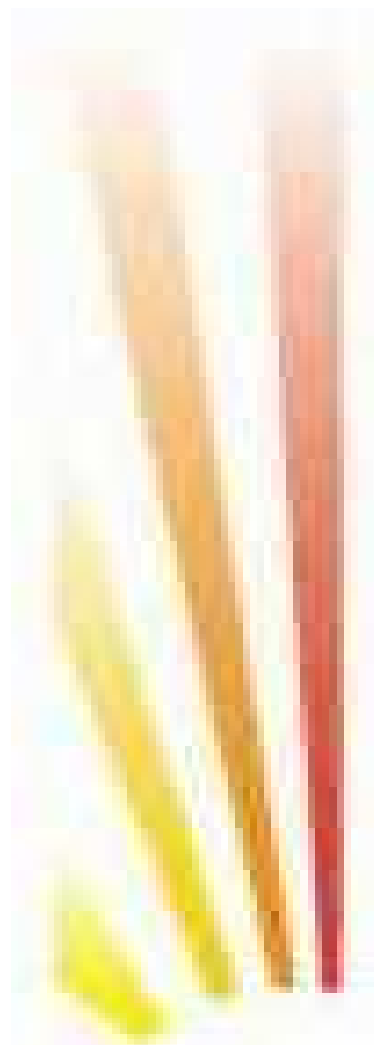
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Foreword

"In our centenary year, 2005, Cardiff Health Alliance began work towards making the city a smoke free place for our growing population to live, work and relax. The Health Alliance and its partners have been committed to making Cardiff a healthy city since 2000, and work to reduce the impact of smoking and tobacco use on the health of our population, has been taking place for many years.

This Strategy brings this wide-ranging work together with recent developments in the field, to provide a clear direction for work over the next three years and beyond. The Strategy lays out how the stakeholders will approach the three issues of prevention, protection and cessation to ensure freedom from the dangers of smoking is equally attainable in all communities within our city.

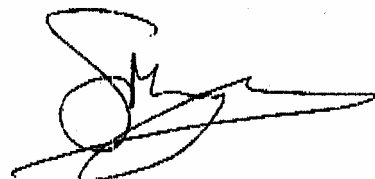
I urge all individuals and agencies to contribute to meeting the challenge of implementing this strategy and achieving a smoke free Cardiff for us all."



Councillor John Dixon
Executive Member Health, Social Care and Well being, Cardiff Council
Chair, Cardiff Health Alliance

"There are many public health benefits that arise from reducing smoking levels both in the short and long term, whether at a community or individual level. To achieve these benefits at a population level Cardiff needs a partnership approach to deliver evidence based interventions to help people to stop using tobacco. Supporting proven national interventions, such as No Smoking Day, alongside the identification and targeting of local communities with an increased need for specific action, will be the aim of the work programme guided by this strategy. That way we can all benefit from freedom from the ill-health effects of tobacco."

Dr Stephen Monaghan
Public Health Director, Cardiff



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Executive Summary

This strategy sets out areas for action to be delivered by partner organisations for each of the three tobacco control fields over the next three years:

Prevention [*reducing the number of people who start smoking*]

1. Reduce availability of/access to cigarettes
2. Reduce exposure of young people to seeing influential others smoking e.g. peers, parents, teachers, youth workers, sports coaches.
3. Increase awareness of consequences of smoking

Cessation [*helping people stop smoking*]

1. Increase accessibility of services, especially for target groups
2. Increase awareness of services amongst the public and health care professionals

Protection [*reducing people's exposure to other people's smoke*]

1. Ensure successful implementation of smoke free legislation in disadvantaged areas
2. Develop advice & best practice for premises exempt from the legislation
3. Develop work to address the issue of passive smoking within the home

In addition, the strategy suggests four action points for the Smoke Free Partnership, who will oversee the implementation of the strategy. The Smoke Free Cardiff Partnership will:

Action Point 1: strengthen and develop to ensure it has the breadth and capacity to drive and monitor the implementation of this strategy

Action Point 2: monitor & disseminate developments in evidence and best practice in the field of tobacco control

Action point 3: actively seek opportunities for public and community involvement in working towards Cardiff becoming a smoke free city.

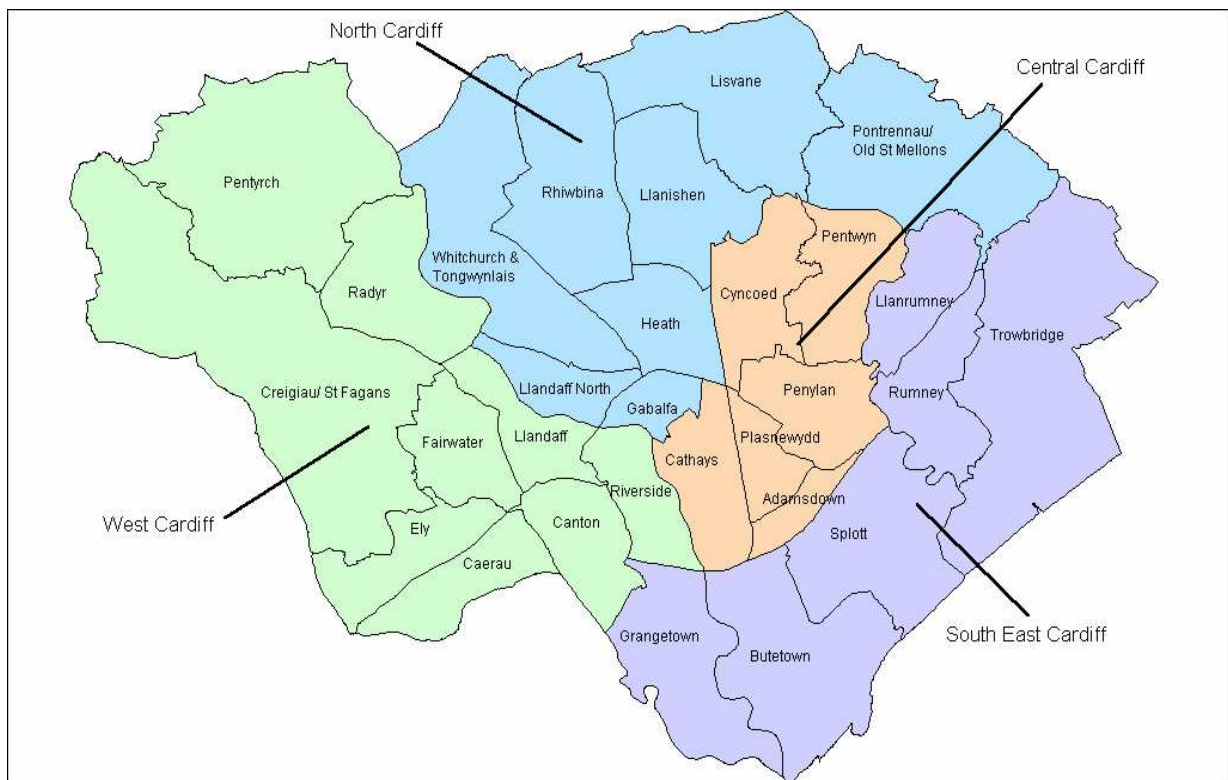
Action Point 4: integrate work on smoking issues into the action plans of existing partnership groups and promote joint working across lifestyle areas.

Legislation banning smoking in all workplaces and public places in Wales will come into effect within the time span of this strategy. This legislation will have a major impact on the work and presents a significant opportunity to improve the health of the people of Cardiff through the successful implementation of the actions laid out in this strategy.

1.0 CITY AND COUNTY OF CARDIFF

1.1 Geographical Area

The Smoke Free Cardiff Strategy focuses on the geographical area of the City and County of Cardiff.



Over the last ten years Cardiff has rapidly developed into one of the UK's most dynamic and enterprising cities, partly reflected by a population growth of 30,000. In addition, Cardiff's economy has developed strongly over the last decade. These developments mean that, as a capital city, Cardiff experiences an approximate increase of 40% in the population each day as a result of commuters, tourism and sporting events.

Cardiff is the largest local authority in Wales with a total population of 343,289 according to the National Health Service Administrative Register (NHSAR). This population is expected to grow by 5% by 2007, with almost two thirds of this growth expected to take place in the south-east locality.

While Cardiff wide data presents a picture of a prosperous and healthy city, enjoying relatively low unemployment and lower than average mortality rates, this masks significant differences within and between localities. The Cardiff Needs Assessment (Cardiff Health Alliance, 2004) demonstrates that there are in fact two distinctly different Cardiff areas: the relatively prosperous northern part of the City and what can be described as a 'southern arc' which experiences high levels of multiple deprivation.

1.2 Health of the Population

The Welsh Index of Multiple Deprivation, 2005, is the official measure of deprivation for small areas in Wales. It provides data based on the Lower Super Output Areas (LSOAs), 1896 in total across Wales, not electoral divisions as previously. This detailed analysis highlights the severity of the deprivation experienced in parts of Cardiff, most notably:

- Butetown 2 LSOA is ranked 1st out of the 1896 LSOAs in Wales, making it the most deprived area in Wales
- Butetown 1 LSOA is ranked 10th and
- Riverside 2 LSOA is ranked 11th most deprived area out of all Welsh LSOAs.
- 16% of Cardiff LSOAs fall within the 10% most deprived LSOAs in Wales
- 45% of Cardiff LSOAs fall within the 50% most deprived LSOAs in Wales

Index of Multiple Deprivation 2005, Cardiff revised data.

The size of the population of Cardiff means that the high levels of deprivation in the 'southern arc' affect a large number of people. The population of areas in the 'southern arc' is estimated to be over 120,000. Of significance is the number of children experiencing poverty across the city. 26% of all children under 16 in Cardiff live in households dependant on income support which suggests that over 16,000 children are living in relative poverty.

1.3 Specific Health Needs

The City has a number of specific groups not evident in other local authority areas in Wales. People within these groups often have diverse and complex health and well-being needs. Communities with specific health needs evident across the city include:

- A 9% minority ethnic population (in excess of 25,000 people), the majority of whom reside in inner-city central, south-east and west localities.
- Cardiff's two formal Gypsy and Traveller sites providing residential accommodation for 77 families are both located in the south-east locality.
- The majority of Cardiff's homeless are located in hostels in inner-city central, south-east and west localities.
- Cardiff has approximately 25,000 students, 58% concentrated in central Cardiff.
- Most of Cardiff's 1,500 asylum seeker population are located in the inner-city areas of central and south-east Cardiff.

2.0 LOCAL STRATEGIC CONTEXT

2.1 Cardiff's Community Strategy 2004-2014

The Cardiff Community Strategy has been developed by Cardiff Council, with its partners, following an extensive consultation exercise involving local people and local organisations. The strategy represents a common agenda for the capital city and provides an overarching framework that supports other key strategies, plans and initiatives. The strategy sets out the overall priorities that will help shape more detailed plans and strategies of partner organisations.

One key area of focus is health and the strategy identifies the need to address smoking and tobacco use with the aim of improving the health of the population.

2.2 Cardiff Health Alliance

The Cardiff Health Alliance is a strategic health partnership of local authority, health services and the voluntary sector tasked to improve the health of local people by jointly addressing the determinants of health as outlined in Better Health: Better Wales (National Assembly of Wales, 1998.) The Cardiff Health Alliance has a prime role in contributing to the health and well being agenda in Cardiff.

In its action plan the Health Alliance recognised the importance of tackling smoking and its effects within the health agenda. When the Health Alliance consulted with the wider stakeholders, smoking was raised as a key concern. The Health Alliance commissioned preparatory work for the Smokefree Cardiff Strategy and established the Tobacco Action Group, later expanded to the Smokefree Cardiff Partnership.

It is important to note that the Smoke Free Strategy takes account of a range of UK, Principality and Unitary Authority wide strategic documents.

2.3 Health, Social Care and Well being Strategy

The health element of the Community Strategy is developed in 'Meeting the Challenge' (Cardiff Health Alliance, 2005), the Cardiff Health, Social Care and Well-being Strategy 2005-2008. This strategy has been developed in response to the new joint statutory requirement placed on Cardiff Council and Cardiff Local Health Board. The Cardiff Health Alliance has driven the development of the strategy, on behalf of the statutory partners. The resultant document is grounded in a partnership approach to improving health and well-being and makes reducing health inequalities that exist across the city an equal priority to providing effective and efficient health and social care services.

'Meeting the Challenge' has been guided by the vision and values of the Welsh Assembly Government. The Assembly Government's approach recognises that to address the challenges, new ways of delivering policies, programmes and public services are needed in order to make a real difference to the people of Wales. It also responds to the Welsh Assembly Government initiative '*Health Challenge Wales*' by setting out co-ordinated action to improve health, through a focus on promoting health and preventing disease and supporting individuals to do what they can to improve their own health.

Common core themes identified from these include:

- A focus on improving health and well-being.
- The importance of securing a range of services across the pathway of health and social care.
- Effective partnership working to ensure a co-ordinated approach to meeting local needs and maximum benefit.

'Meeting the Challenge' will provide the over-arching strategic direction in health for the city and will encompass the principles of 'Smoke Free Cardiff', the Tobacco Control Strategy. In addition, the Cardiff Health Alliance has commissioned a Physical Activity and Health Strategy and Cardiff Food and Health Strategy. These strategies recognise the impact on health of diet and physical activity and the intrinsic linkages between the principles laid out in each strategy. When complete, the Cardiff Health Alliance, with its partners, will oversee the implementation of the action plans, and monitor the progress and success.

2.4 Health at Work – The Corporate Health Standard

The Corporate Health Standard is the national mark of quality for health and well-being in the workplace. The Standard (amended 2005) is awarded by the Welsh Assembly Government at four different levels to organisations that adopt practices to improve employee health and well-being. The Standard is available to all organisations and small organisations (with less than 50 employees) may apply for the Corporate Health Standard – Small Workplace Award (available late 2006.)

The Standard is designed to be a continuous journey of best practice and improvement. It considers employers' procedures including organisational support, communication, employee involvement, policy development, and health and safety.

The Standard includes a range of health issues that an organisation should address, including:

- occupational stress
- smoking
- physical activity
- nutrition
- alcohol and substance misuse

The Standard recognises that being smoke free is fundamental to health and well being. It encourages development and implementation of a smoking policy, which should address:

- Smoking in the workplace by staff, visitors and contractors
- Smoking Cessation support for staff
- Information and awareness on smoking
- Action to support No Smoking Day

Legislation banning smoking in all workplaces in Wales is likely to come into effect within the time span of this strategy. This legislation is likely to have a major impact on the work programme relating to smoking in the workplace and may lead to changes in the emphasis of the work.

3.0 SMOKE FREE STRATEGY

3.1 Introduction

The Smoke Free Cardiff Strategy aims to achieve an innovative and holistic approach to tackling the impact of smoking and tobacco use on health within the city. The primary aim of the strategy is:

Our Aim: To promote a supportive Smoke Free environment within Cardiff

The strategy seeks to draw together existing work and stimulate new positive action to move the city towards a smoke free culture which benefits smokers, ex-smokers and non-smokers. To do this a broad approach to tackling smoking issues needs to continue with a wide range of interventions at the individual, community and city-wide levels.

3.2 Overarching themes of the strategy

- 1. Prevention**
- 2. Cessation [stopping smoking]**
- 3. Protection**

These three areas are the accepted strands of any comprehensive strategy to tackle smoking and tobacco use. This strategy sets out its objectives and intended action points under these three headings. To ensure optimum impact the strategy will rely on a wide range of partners from the public, private and voluntary sector to sign up to deliver this action. Co-ordination of work between partners and across the three headings will also be essential.

The Smoke Free Cardiff Partnership, a subgroup of the Cardiff Health Alliance, will be charged with overseeing the strategy. The group is made up of a wide range of partners, who all contribute to tackling smoking issues across the city as part of their work. It includes representatives from Cardiff Council [Environmental Health, Trading Standards, Youth Service], Cardiff Local Health Board [Cardiff Local Public Health Team], Cardiff & Vale NHS Trust [School Nursing, Cardiff hospitals – UHW & Llandough], the All Wales Smoking Cessation Service and ASH in Wales.

3.3 Why does Cardiff need a Smoke Free Strategy?

Tobacco use and health are inextricably linked. The risk of developing many chronic health conditions, such as cardiovascular disease and many different forms of cancer, are all increased by smoking.

- The single largest cause of death in Cardiff is cardiovascular disease (Cardiff Health, Social Care & Well Being Strategy, 2005).
- The relative risk of cardiovascular disease for smokers is more than twice that of a non-smoker. (Doll et al. 2004)
- **25% of people in Cardiff smoke** [95% CI = 27-30.5, Welsh Health Survey Data, 2003/4]
- Butetown in South Cardiff has a higher percentage (9.6%) of low birth weight babies when compared with the UK average (7.0%), (Cardiff Community Profile, 2002).
- Data from the Health Behaviour of School Children study [HBSC] for 2002 suggests that in Wales **15% of boys and 27% of girls aged 15** are weekly smokers. Since 1998 there has been a decline in the number of boys smoking but not in the number of girls smoking.
- At any one time at least 70% of smokers will want to give up (Jarvis, 2001)
- Higher prevalence of smoking exists in certain population groups e.g. Bangladeshi community, young women. (HDA & ASH;2001, HBSC data;2002)
- The most effective help for people to aid stopping is the use of pharmacological aids to help withdrawal [e.g. NRT & Zyban] and contact with a specialist support service (NICE guidelines, Smoking Cessation)
- Stopping smoking in the workplace and public places is anticipated to reduce the numbers of people smoking by 3.8% and cigarette consumption by 29% (Fichtenberg 2002)
- Across the United Kingdom, passive smoking at work is likely to be responsible for the deaths of more than two employed people per working day (617 deaths per year), including 54 deaths in the hospitality industry each year (Jamrozik, 2005)
- Only a handful of the many bars, cafes, restaurants and pubs in Cardiff are currently smoke free.

3.4 Existing Good Practice

The strategy builds upon existing good practice, using the wealth of evidence related to smoking and health to support the ongoing delivery of current work and prompt the development of new interventions where there is evidence of need.

4.0 SMOKE FREE ACTION AREAS FOR CARDIFF

4.1 Prevention

Preventing the uptake of smoking by young people is a key part of developing a supportive Smoke Free culture in Cardiff where non-smoking is seen as the norm.

Objective 1:

To minimise the exposure of children & young people to factors which are likely to contribute to the initiation of smoking.

4.1.1 Key factors to tackle:

- Peer pressure from friends & siblings
- Easy availability of cheap cigarettes
- Living in an environment where smoking is seen as normal

4.1.2 Examples of existing action

- The SmokeBugs! initiative
- Advertising restrictions
- Work in schools
- Test purchasing of cigarettes

SmokeBugs!

The SmokeBugs! initiative is run by school nurses from Cardiff & Vale NHS Trust, with funding from the Welsh Assembly Government. The sessions in primary schools across the city give children knowledge about smoking and its effects in a fun and interactive way. Work will continue to recruit new Cardiff SmokeBugs! members as part of the national scheme.



4.1.3 Intended action areas for Prevention

Action Areas	Specific Actions	Outcome measure	Time Scale	Lead partner
Reduce availability of / access to cigarettes	Involve Cardiff young people in consultation on the issue of raising the age limit from 16 to 18 to purchase cigarettes.	Young people's views collated & submitted as response to government consultation.	Short Term	SFC
	Work by trading standards to educate and support retailers to enforce amended legislation.	Outcomes of test purchasing, number of fines issued/prosecutions by area of Cardiff	Long term	CCTS
Reduce exposure of young people to seeing influential others smoking e.g. peers, parents, teachers, youth workers, sports coaches.	Work in partnership to promote alternative healthier activities, particularly those which boost self-esteem, especially for girls / young women as a diversion from temptation to smoke	Reduction in number of young people reporting being weekly smokers – HBSC data, segregated by gender.	Medium Term	CYPP
	Investigate opportunities to use positive celebrity role models to counter impact of celebrity images/films portraying smoking.	Young people's feedback	Short term	SFC
	Work with Cardiff Young People's Partnership to produce guidance for all youth practitioners.	Youth practitioner and young people's feedback	Short tem	SFC
Increase awareness of consequences of smoking	Work in partnership with school nursing service & Cardiff Network of Healthy Schools to develop smoking prevention work during the transition phase – years 6-8.	New smoking activities implemented for years 6-8.	Medium Term	CNHS
	Observe & support the roll out of the ASSIST programme within Cardiff secondary schools.	No. of schools in Cardiff taking up programme & delivering it.	Medium Term	CPHT
	Monitor the implementation of smoke free legislation and its impact on smoking prevalence in young people in Cardiff.	All venues used by young people to be smoke free. Smoking prevalence rates from HBSC data	Long Term	CPHT & CCEH
Key to abbreviations: CCEH = Cardiff Council Environmental Health, CCTS = Cardiff Council Trading Standards, CCYS = Cardiff Council Youth Service, CPHT = Cardiff Public Health Team, SFC=Smoke Free Cardiff, CYPP = Children & Young Peoples Partnership, CNHS = Cardiff Network of Healthy Schools, CLHB = Cardiff Local Health Board, AWSCS = All Wales Smoking Cessation Service, C1st = Communities First, CHA = Cardiff Health Alliance.				

4.2 Cessation

Giving up smoking has many positive benefits for the individual and effective support must be available to all who wish to stop smoking if we are to make an impact on the health of people Cardiff.

Objective 2: To increase the numbers of people accessing specialist smoking cessation services, especially those from lower socio-economic groups, pregnant women, and black & minority ethnic groups.

4.2.1 Key factors to tackle:

- Awareness of various stop smoking support available
- Access to specialist smoking cessation services
- Nicotine addiction

4.2.2 Examples of existing action

- Development of 2Tuff2Puff
- Expansion of AWSCS into workplaces
- Improved referral pathway between midwives and AWSCS
- Smoke Free Cardiff project with Bangladeshi & Pakistani communities



2Tuff2Puff

Young people who smoke need support to stop, just as adults do. Cardiff has been helping lead the way in developing stop smoking services for young people. The 2Tuff2Puff adolescent smoking cessation groups have been running in the city since 2001. Work with the youth service to develop and deliver a sustainable service for young people has progressed well during the current Big Lottery Funded project, and will continue.

4.2.3 Intended action areas for Cessation

Action Areas	Specific Actions	Outcome measure	Time Scale	Lead partner
Increase accessibility of services, especially for target groups	Develop & strengthen referral pathways for key populations to existing smoking cessation services e.g. Cancer patients	Number of referrals to specialist services, Number attending mainstream services	Short term	SFC & AWSCS
	Work towards sustainability of 2Tuff2Puff [Adolescent smoking cessation support]	Number of professionals trained to deliver 2Tuff2Puff, number of young people attending & making quit attempts	Short term	SFC & CCYS
	Monitor improvements in pharmacological support aids e.g. NRT and their accessibility, and support expansion of the range of professionals able to prescribe them e.g. Pharmacists	Level of prescriptions for NRT and other products	Medium term	AWSCS & CLHB
	Work to improve access to mainstream services for minority language and disability groups.	Number attending mainstream services	Medium/long term	AWSCS & CLHB
Increase awareness of services amongst the public and health care professionals	Ensure promotion of specialist smoking cessation services is integral to media & local awareness campaigns linked to the forthcoming legislation.	Number of media / publicity items including details of services, increase in number of self-referrals	Short term	SFC & CCEH
	Continue work to promote referrals to specialist services by primary care professionals	Number of referrals to specialist services	Short & Medium term	AWSCS & SFC
	Promote awareness of national No Smoking Day annually through partner organisations	Awareness of NSD	Medium term	SFC

4.3 Protection

We must also protect the non-smokers in our city. By creating more smoke free places we can do this and provide a supportive environment for smokers to give up in too.

Objective 3: To reduce health inequalities by reducing the exposure of the most disadvantaged and vulnerable members of society in Cardiff to the harmful effects of environmental tobacco smoke.

4.3.1 Key Factors to tackle:

- Awareness of the dangers of passive smoking
- Communicating & enforcing the existence of smoke free policies
- Ensuring all businesses, especially those with low income employees, are able to comply with the forthcoming legislation.

4.3.2 Examples of current action:

- Smoke Free Cardiff's workplace project is supporting small & medium businesses to go smoke free
- All Cardiff Health Alliance partners have become completely smoke free in the last 2 years
- Work with Cardiff Youth Service to support implementation of smoke free policies

*There's never been a better time
than now to clear the air!*

Smoke Free Cardiff

'Achieving a Smoke Free Workplace Toolkit' is a resource that has been produced by Smoke Free Cardiff with Big Lottery funding to help Small & Medium Enterprises go smoke free. It is being disseminated via partnership work with Cardiff Council Environmental Health Officers and the website:

www.smokefreecardiff.nhs.uk

4.3.3 Intended action areas for Protection

Action Areas	Specific Actions	Outcome measure	Time Scale	Lead partner
Ensure successful implementation of smoke free legislation in disadvantaged areas	Visit premises in target areas prior to the introduction of legislation to assist businesses with complying with requirements of legislation.	Number of premises visited	Short Term	CCEH
	Support national awareness campaign to be run by Welsh Assembly Government, with targeted action at a local level.	Number of events run, attendance figures for events e.g. business breakfasts	Short Term	SFC
	Develop model smoking policy and enforcement guidance for schools	Number of schools accessing resource	Short term	SFC & CNHS
	Monitor compliance with legislation in target areas	Number of penalty notices issued mapped by electoral ward.	Medium / Long term	CCEH
Develop advice & best practice for premises exempt from the legislation	Hold an event to raise awareness of issues relating to the new legislation for exempt premises	Number of attendees at event	Short Term	SFC & CCEH
	Consult and support residential homes to implement smoking policies which address passive smoking for staff and residents	Number of homes engaging in work	Medium term	SFC & CCEH [& Age Concern?]
To develop work to address the issue of passive smoking within the home	Develop guidance & education resources for staff making domiciliary visits to the homes of smokers	Guidance document, resource pack	Short term	CHA & SFC
	Investigate opportunities to involve local communities in work to address passive smoking.		Long term	CPHT & C1st

5.0 THE WAY FORWARD

This is a dynamic strategy with short, medium and long term goals. The underlying principles of the strategy concentrate upon the 5 action areas of the Ottawa Charter for Health Promotion [1986] :

- Developing Personal Skills e.g. improving the self-esteem & refusal skills of young people
- Encouraging community action e.g. work with South Asian communities on cessation issues
- Developing healthy public policy e.g. Supporting implementation of smoke free legislation
- Re-orientating health services e.g. improving access to stop smoking services for young people and Black & minority ethnic groups
- Creating supportive environments e.g. promoting annual No Smoking Day as a focus for smokers who want to stop, tackling exposure to smoking by influential others

The Smoke Free Cardiff Partnership, part of the Cardiff Health Alliance, will oversee the implementation of this strategy, and will:

Action Point 1: strengthen and develop to ensure it has the breadth and capacity to drive and monitor the implementation of this strategy

Action Point 2: monitor & disseminate developments in evidence and best practice in the field of tobacco control

Action point 3: actively seek opportunities for public and community involvement in working towards Cardiff becoming a smoke free city

Action Point 4: integrate work on smoking issues into the action plans of existing partnership groups, and promote joint working across lifestyle areas

Smoking is one of the key lifestyle risk factors for a number of chronic health conditions. Along with similar strategies addressing nutrition and physical activity, this strategy aims to reduce risk within the Cardiff population and improve health.

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