



Cancer Research UK

Stacey Arnold

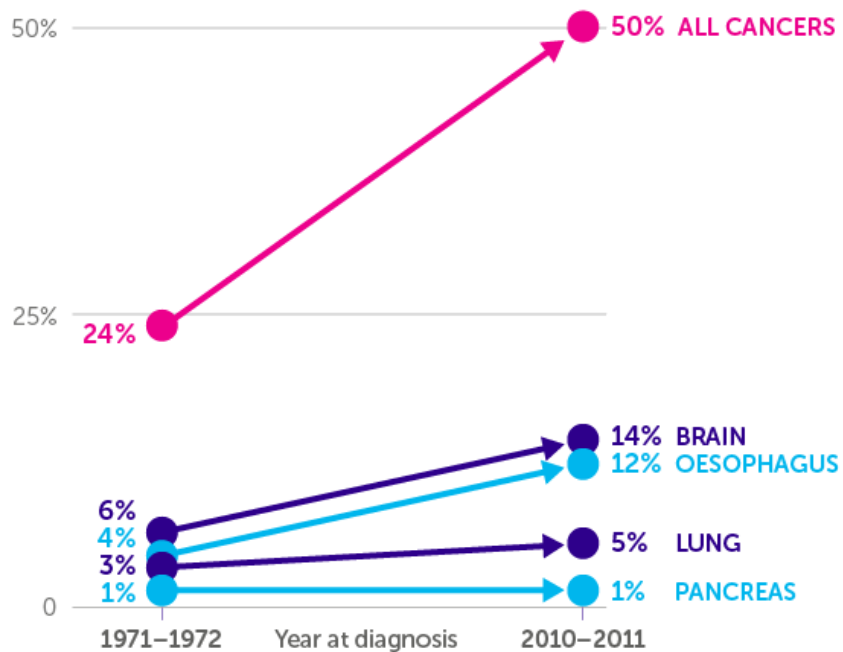
TOBACCO CONTROL



Source: Action on Smoking and Health. The image conforms to the requirements of the EU Tobacco Products Directive and UK law on standardised packaging.

10-YEAR SURVIVAL FOR HARD-TO-TREAT CANCERS

10-YEAR SURVIVAL FOR PATIENTS DIAGNOSED IN 1971–1972
COMPARED TO PATIENTS DIAGNOSED IN 2011–2012



Ten-year net survival for people diagnosed with all cancers (ICD10 C00–C97, excl. C44), brain (ICD10 C71), Lung (ICD10 C33–C34), Oesophageal (ICD10 C15), Pancreatic (ICD10 C25) cancers between 1971–1972 and between 2010–2011. Calculated by the Cancer Survival Group at LSHTM.

1 in 2
get
cancer

1970s:
1 in 4
survived

2 in 4
survive
today

In 20 years: 3 in 4
survive for 10 years

DOES IT MATTER?



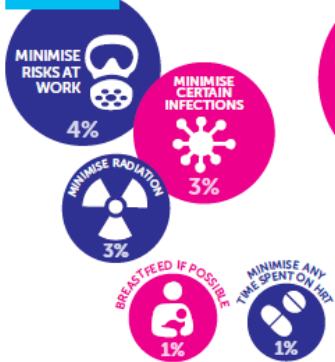
**4 IN 10 CANCERS
CAN BE PREVENTED**

These are proven ways to reduce the risk of cancer.¹³

Percentages and circle sizes show the maximum proportion of cancer cases that could be prevented each year in the UK

Percentages shown are based on UK prevalence of risk factors and incidence of cancer types, they are not Greater Manchester-specific.

OTHER



LIFESTYLE

Up to 64,500 cases of cancer could be prevented in the UK by going smoke free

Smoking causes over a quarter of UK cancer deaths and nearly one in five cancer cases

Up to two thirds of all long-term smokers will be killed by their habit

WHY WE NEED A SMOKE FREE GREATER MANCHESTER

SMOKING RATES IN GM

ADULT SMOKING RATE¹ 19.9%



The percentage of adults over 18 currently smoking cigarettes in Greater Manchester is higher than the England average of 16.9%.

ROUTINE AND MANUAL SMOKING RATES² 29.8%



The percentage of routine and manual workers smoking in Greater Manchester is higher than the England average of 26.5%.

SMOKING RATE IN CHILDREN³ 3.3%



The percentage of children aged 11 - 15 who are regular smokers in Greater Manchester is higher than the England average of 3.1%.

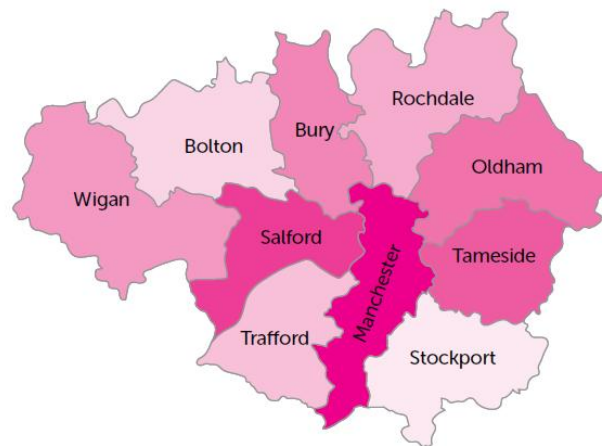


Lung cancer is the number one cause of cancer death in Greater Manchester.

LUNG CANCER INCIDENCE IN GM¹²

A map ranking the average lung cancer incidence at local authority level in Greater Manchester.

More than 8 in 10 lung cancer cases are caused by tobacco



Worse



Better

TAKING A READING: TRAFFORD

- 16.4% of adults smoke, and while this is in line with the England average it belies the fact that in some areas smoking prevalence is as high as 40%
- 29.3% of adults in routine and manual occupations smoke (England average: 26.5%)
- The correlation between deprivation and smoking prevalence is well known. Tackle smoking in the most deprived areas = address health inequalities.
- Smoking costs society an est. £54.6m per year.
- Roughly 4,299 people wouldn't be below the poverty line if smoking costs were returned to the household.
- Lung cancer incidence in Trafford is significantly higher than the England average.



Smoking rates¹

The percentage of people smoking in Trafford LA (16.4%) is similar to the England average (16.9%).

Smoking causes nearly a fifth (19%) of all cancer cases in the UK.



Smoking related deaths⁷

The rate of deaths caused by smoking is similar in Trafford LA (265.0 per 100,000) compared to the England average (274.8 per 100,000).

More than a quarter (27%) of cancer deaths in the UK are caused by smoking. In addition to smoking causing cancer, smokers are also at higher risk of having a heart attack or stroke.



Lung cancer incidence⁸

The incidence rate of lung cancer in Trafford LA (100.2 per 100,000) is higher than the England average (79.4 per 100,000). Around 190 new lung cancer cases are diagnosed per year in Trafford LA.

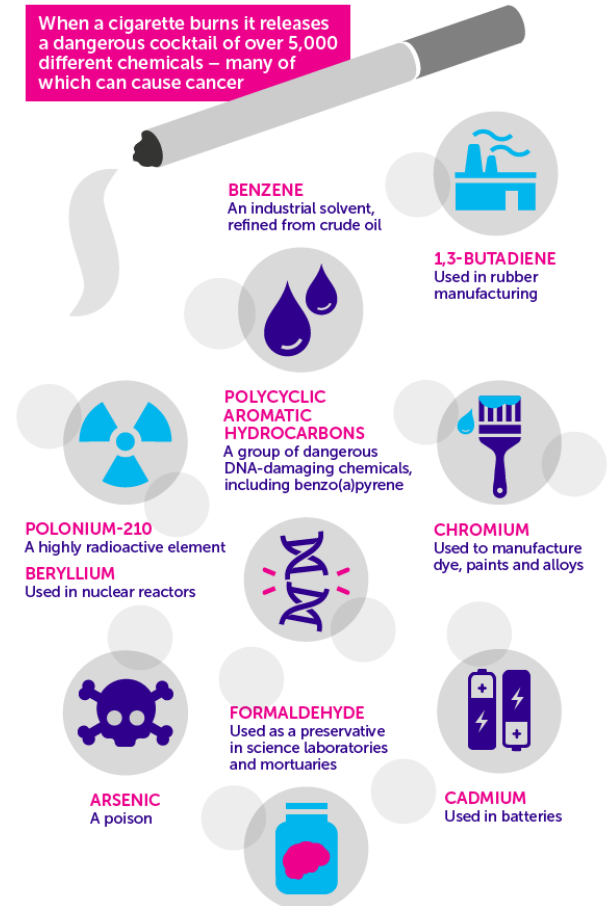
More than 8 in 10 lung cancer cases in the UK are caused by tobacco.

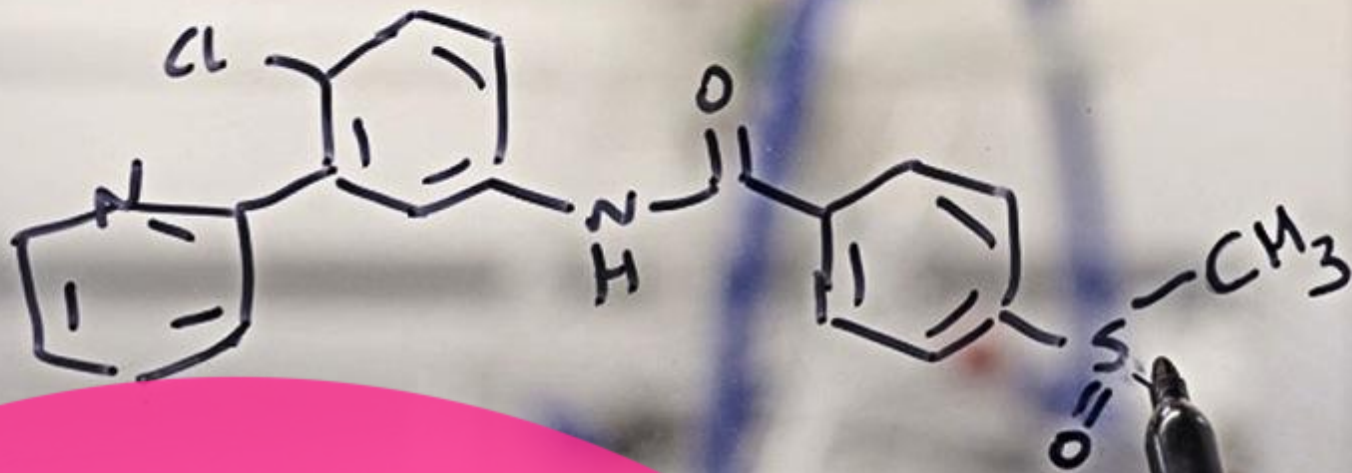
TAKING A READING: TRAFFORD

- Smoking accounts for half the difference in life expectancy between social class 1 and 5
- Smokers who require care in later life cost Trafford Council £2.8m and NHS £7.3m p/a
- Employers will save an average of £1,664 per year in productivity for every smoker who quits
- 90% of smokers start before the age of 19 – by the age of 20, 80% regret they ever started

WHAT'S IN A CIGARETTE?

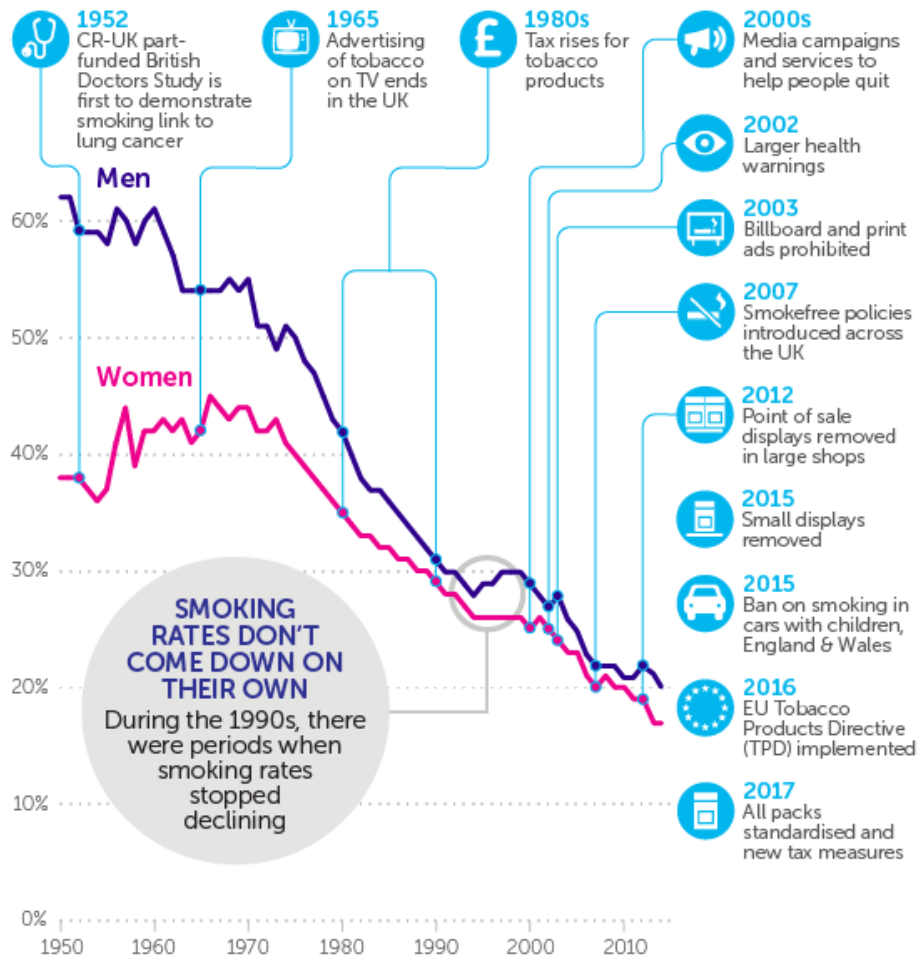
When a cigarette burns it releases a dangerous cocktail of over 5,000 different chemicals – many of which can cause cancer





**SO WHAT CAN
BE DONE?**

SMOKING RATES DECLINE WITH ACTION





**FIVE YEAR
FORWARD VIEW**

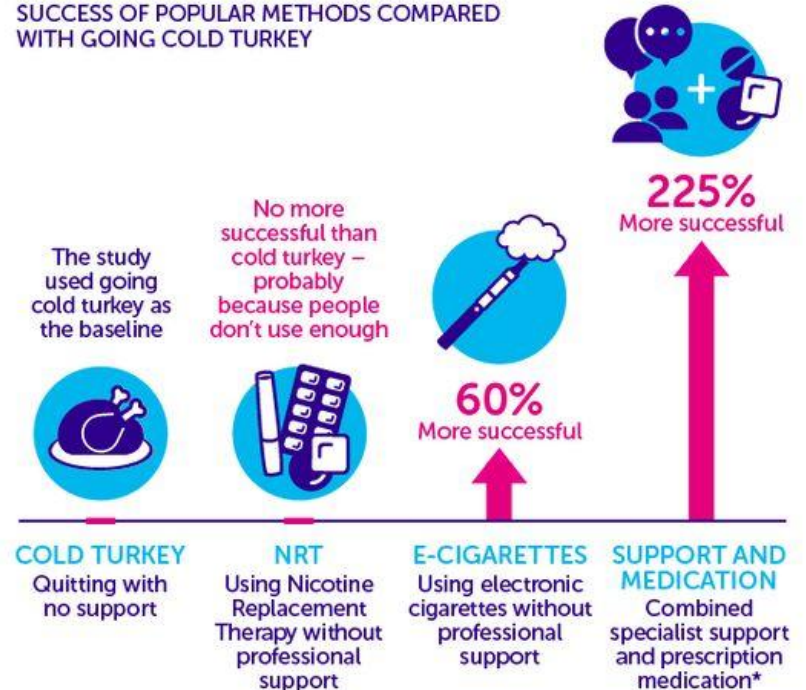
**NOT
BUSINESS
AS USUAL**

IT PAYS TO QUIT...

- Giving up smoking is the best thing a person can do for their health.
- Comprehensive tobacco control is the best thing a local authority can do for public health
- Smokers need the specialist support to quit via local Stop Smoking Services
- Smokers are around three times more likely to quit with specialist support and medication
- Evidence-based tobacco control measures include:
 - commissioning Stop Smoking Services
 - mass media campaigns to inspire quits
 - measures to target the illicit tobacco trade
- Services are encouraged to be e-cigarette friendly - supporting people to quit as part of a harm reduction strategy

WHAT'S THE MOST SUCCESSFUL WAY TO STOP SMOKING?

SUCCESS OF POPULAR METHODS COMPARED WITH GOING COLD TURKEY



*Available free from your local Stop Smoking Service [nhs.uk/smokefree](https://www.nhs.uk/smokefree)

Source: Kotz, D, Brown, J, West, R. 2014 'Real-world' effectiveness of smoking cessation treatments: a population study. *Addiction*. 109(3):491-9. doi: 10.1111/add.12429; Brown J, Beard E, Kotz D, Michie S, West R. 2014 Real-world effectiveness of e-cigarettes when used to aid smoking cessation: a cross-sectional population study. *Addiction*. 109(9); 1531-1540

WE WILL BEAT CANCER SOONER.
[cruk.org/smoking](https://www.cruk.org/smoking)





**WHAT WE'RE
DOING**

WORKING NATIONALLY...

- Developing national and local policy on Tobacco Control
- Building political will at all levels: Westminster, Devolved Nations, EU, Local Government
- Influencing external strategies and policies – calling on the Government to publish the new Tobacco Control strategy
- ‘Don’t Quit on Us’ campaign – to put public health funding on a sustainable footing and protect services
- UK e-cigarette research forum, with Public Health England
- Commissioned policy research: ASH/CRUK local authority report



Reading Between the Lines  CANCER RESEARCH UK



Results of a survey of tobacco control leads in local authorities in England
January 2016

THE UK ELECTRONIC CIGARETTE RESEARCH FORUM

WORKING LOCALLY...

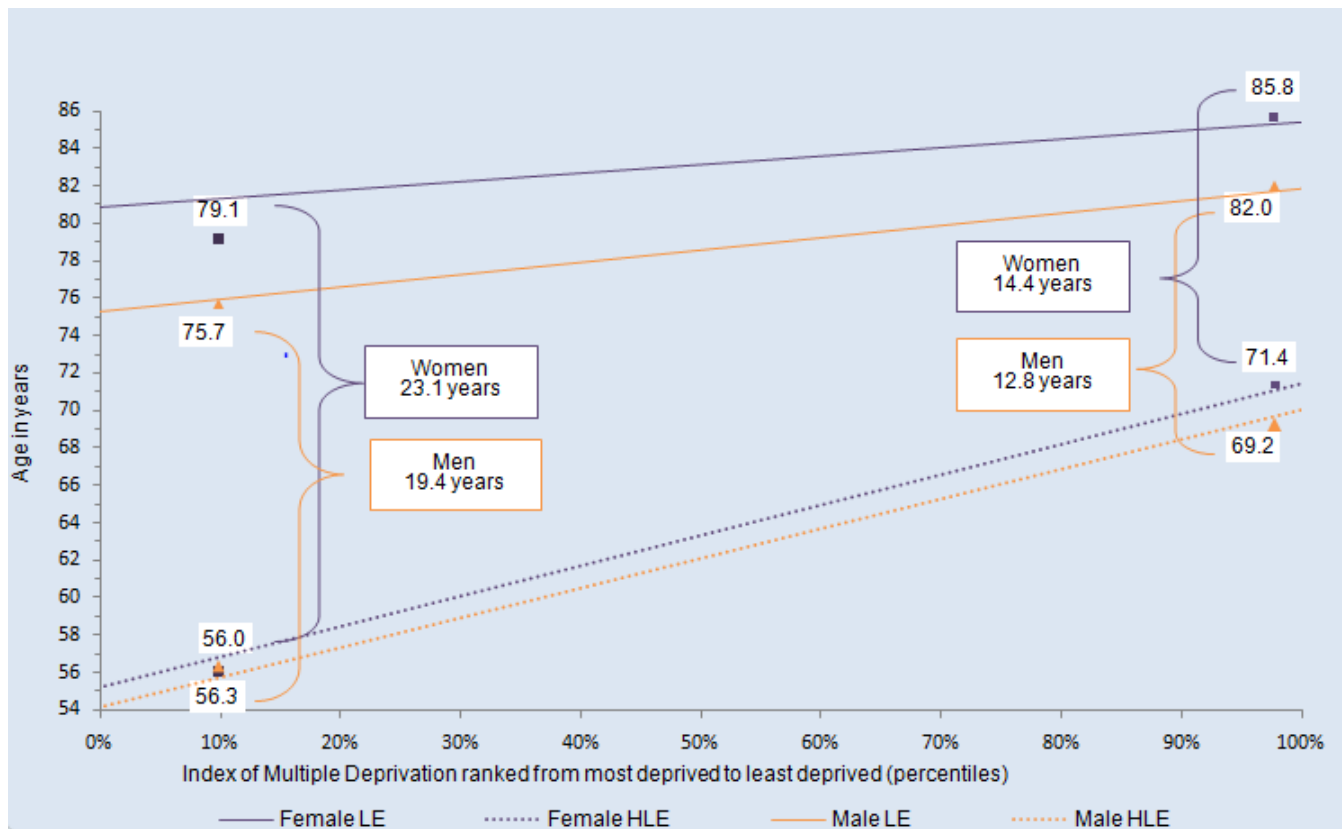
- Funding research locally – our Manchester Institute is a Lung Cancer Centre of Excellence
- Joining the Greater Manchester Tobacco Control Leaders' Network and other groups
- Building relationships with local authorities to ensure prevention remains a priority
- Engaging councillors and candidates on cancer and tobacco control policy
- Providing practical support for GPs, CCGs and primary care professionals across GM
- Raising public awareness via the Cancer Awareness Roadshow
- Delivering Talk Cancer training for community-based healthcare professionals





WHAT CAN YOU DO?

TRENDS IN LIFE EXPECTANCY AND HEALTHY LIFE EXPECTANCY BY IMD FOR TRAFFORD (2009-2013)



Why Trafford Metropolitan Borough Council needs a robust tobacco plan

16.4% of people smoke in Trafford Local Authority¹

Each year in England, it is estimated that smoking costs society approximately **£13.9bn**. In 2014/15, smokers in England paid approximately **£7.5bn** in duty on tobacco products. Despite this contribution to the Exchequer, there is a multi-billion pound shortfall each year and tobacco still costs England much more than it generates in duties.²

Each year in Trafford LA, smoking costs society an estimated **£54.6 million**.²



Every £1 spent on smoking cessation saves around **£10** in lifetime health care costs and health gains, NICE states.³

Cigarette smoking prevalence has not fallen as much over time in lower socio-economic groups like it has in higher socio-economic groups.⁴ Funding effective tobacco control could impact most on the health of the most deprived, as their smoking rates are higher.

Smoking accounts for a large proportion of the gap in life expectancy between the lowest and highest income groups.^{5,6}

Trafford is ranked the **201st** most deprived Local Authority in England (out of 326)⁷.

What your Council can do to reduce the harm caused by smoking:

- Provision of evidence-based Stop Smoking Services
- A coordinated tobacco control alliance to provide:
 - mass media campaigns
 - measures to target illicit trade
- An acceleration in progress to reduce health inequalities

★★★★ Better than average ★★★ Similar to average ★★ Worse than average



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More than 8 in 10 lung cancer cases in the UK are caused by tobacco.



Lung cancer survival⁹

One-year lung cancer survival in NHS Trafford CCG (**41.0%**) is above the England average (**35.4%**). However, there is room for improvement as the UK's cancer survival lags behind the best in Europe.

Lung cancer patients who continue smoking after diagnosis have worse survival than those who quit.

Last year Cancer Research UK spent over £15 million on lung cancer, but we can't beat lung cancer without continuing to reduce smoking uptake.

NHS
Statement of
Support for
Tobacco
Control

Tackle the
illicit trade &
health
inequalities

WHO
Framework
Convention
on Tobacco
Control

Local
Government
Declaration
on Tobacco
Control

TOBACCO:
ON THE
POLITICAL
AGENDA

Health and
Wellbeing
strategy

Local health
marketing
campaigns

Invest in
Stop
Smoking
Services

Tobacco
control plans
and alliances

BEAT CANCER SOONER: TOBACCO CONTROL

WORKING WITH YOU...

**Ensuring specialist
NCSCT training for
Healthy Lifestyle staff**

**Detailed analysis of
likely smoking rates
within localities using
ACORN data**

**Working in partnership
to improve tobacco
control and cancer
screening uptake**

**Councillor engagement
with community and
workforce and public
health more widely**

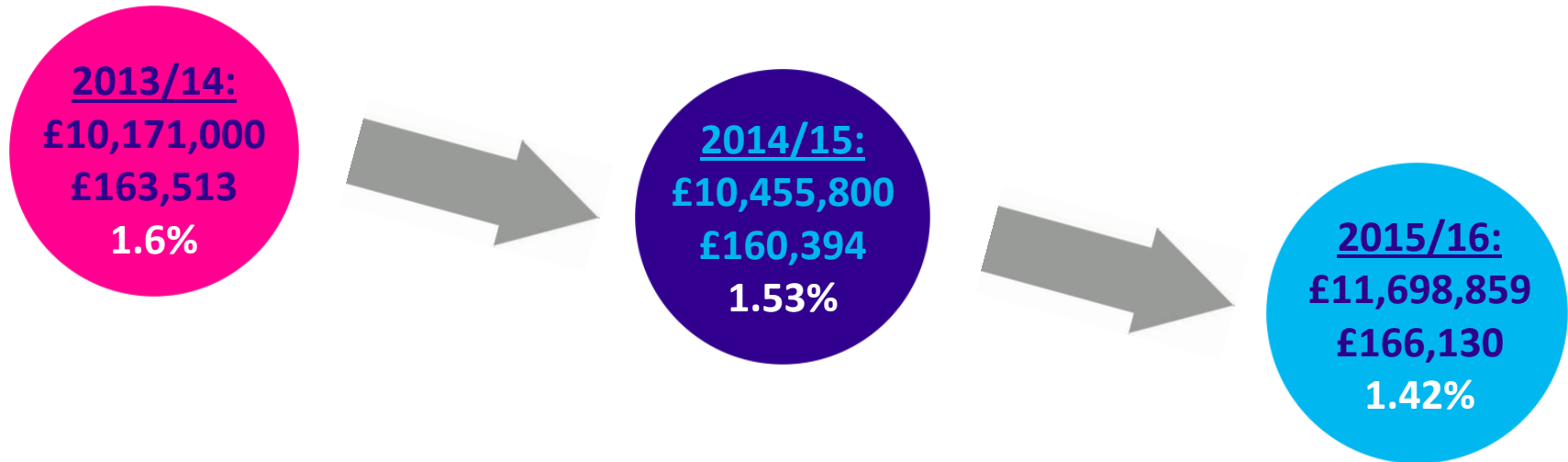
**Supporting the tobacco
steering group and the
development of a
tobacco control plan**

**Audit of Tobacco
Control activity using
CLeaR**

WHAT MORE CAN BE DONE...

In 2014/15 Trafford had 1300 successful quitters at 4 weeks – just 36 quitters above the lowest rate in the North West

- = increase capacity within your Healthy Lifestyle service and Public Health team
- = retain as many of the elements of a specialist Stop Smoking Service as possible
- = inspire quits and drive footfall through health promotion



A healthcare professional in blue scrubs and a pink lanyard is sitting and talking to a young man in a blue and white plaid shirt and a woman in a red cardigan and patterned top. They are in a clinical setting with a window in the background. The woman has a black bow in her blonde hair. The healthcare professional is holding a blue folder. The text 'SUPPORTING YOU' is overlaid in the bottom left corner.

**SUPPORTING
YOU**

WE CAN HELP WITH...

- Briefings, speaking notes and notices of motion
- Policy advice and support
- Local cancer statistics, including local profiles
- Advocacy with external partners
- Local visits to our research facilities, shops and Cancer Awareness Roadshows
- One-to-one meetings and Tobacco Control presentations
- Workforce engagement on smoking cessation
- Support prevention work within primary care



**ANY
QUESTIONS?**

