

Tobacco Control in Portsmouth 2019–2022

Plan on a page

Although smoking prevalence in Portsmouth continues to decline, the 2017 estimated smoking prevalence in adults in Portsmouth was 15.2%, higher than the average for England. For routine and manual workers estimated prevalence in 2017 was 27%. It is a national ambition to reduce the prevalence of adults smoking to less than 12%, and to reduce the inequality gap.

Reducing harms from tobacco is a priority in the Portsmouth Joint Health and Wellbeing Strategy 2018-2021, as well as the NHS Long Term Plan 2019. This plan on a page also reflects measures in the WHO Framework Convention on Tobacco Control.

Smoking costs the NHS an estimated £2bn a year, but the costs to society are significantly higher. The total additional spending on social care as a result of smoking for adults aged 50 and over during 2016/17 in Portsmouth was approximately £5,027,330 (Public Health England, 2019).

Smoking Prevalence in adults (%) – current smokers (APS) – Portsmouth



Portsmouth facts

945
deaths attributed to smoking
(2014-16)



1,514
hospital admissions attributed to smoking
(2016/17)



15.2%
of adults are current smokers
(2017)



12.7%
of mothers were smokers at the time of delivery
(2016/17)



Prevention First

To improve life chances for children, prevention means working towards a reduction of smoking prevalence during pregnancy, with emphasis on supporting pregnant women from deprived populations. Supporting people not to start smoking, while working to eliminate smoking among under 18s.

What?	Stamping out inequality: smokefree pregnancy. National target of <6% by end 2022.
How?	Work jointly with Portsmouth maternity centres, in line with NICE guidance to identify areas of development to achieve smoke free pregnancies.
What?	Work to eliminate smoking among under 18s and achieve the first smokefree generation. National Target of <3% by end 2022.
How?	Understand smoking and e-cigarette usage in young people using the Portsmouth 'You Say' survey and through promoting inclusion in Personal, Social and Health Education (PSHE).

Eliminating variation in smoking rates

To reduce the regional and socio-economic variations in smoking rates, we need to achieve system-wide change and target our actions at the right groups. Helping smokers to quit is the job of the whole health and care system. There is a higher prevalence of smoking in more deprived areas which contributes to inequalities, as smokers experience a greater incidence of poor health and disease. We must challenge the social norms that see smoking as acceptable or normal behaviour.

What?	A whole system approach; develop all opportunities within the health and care system to reach out to the large number of smokers engaged with healthcare services on a daily basis.
How?	Work with NHS Trusts to support identification, referral and treatment pathways for patients and through Making Every Contact Count.
What?	Local inequalities: eliminating health inequalities through targeting those populations where smoking rates remain high.
How?	Provide targeted stop smoking support for routine and manual workers, areas of greater deprivation and in mental health settings.
What?	Smokefree places: explore further opportunities to protect people from the harm of second-hand smoke and influence social norms.
How?	Implement smoke free environments, with support from local residents e.g. children's play parks.

Supporting smokers to quit

The majority of smokers in England want to quit and smokers who use stop smoking services are up to four times more likely to quit successfully compared to those who choose to quit without help. The most effective approach remains the provision of specialist behavioural support combined with pharmacotherapy as provided by evidence based local stop smoking services. Supported with local and national media messages e.g. Stoptober, OneYou and NHS Smoke Free.

What?	Continue to reduce the prevalence of adults smoking in Portsmouth. National target of <12% by end 2022.
How?	Provision of specialist stop smoking services providing behavioural support and pharmacotherapies including accessible support through pharmacies and workplaces.
What?	Parity of esteem: supporting people with mental health conditions.
How?	To assist in developing a comprehensive smoking cessation support system for patients accessing Mental Health Services in Portsmouth.
What	Backing evidence based innovation: develop a strong evidence base on the full spectrum of nicotine delivery products.
How?	Support e-cigarette policy development and providing training and updates.
What	A Smokefree NHS, leading by example: create and enable working environments which encourage smokers to quit.
How?	Support local NHS Trusts with implementing processes which focus on identifying and influencing patients who smoke to make a quit attempt and developing and monitoring referrals. Supporting local NHS Trusts to become smoke free for its staff and patients; forever.

Effective enforcement

Tobacco is the deadliest commercially available product in England. Comprehensive enforcement of tobacco regulation is an important strand of tobacco control to maximise the public health benefit delivered by tobacco regulations.

What?	Illicit tobacco: implement the illicit tobacco strategy and reduce the market share of these products
How?	Work with Trading Standards to reduce the supply and demand of illicit tobacco, including using opportunities to raise awareness of the harms of illicit tobacco.
What?	Regulation and enforcement: improve the use and effectiveness of sanctions and monitor the development of novel products.
How?	Working with retailers to ensure regulation of e-cigarettes and other nicotine containing products.