

Consultation on the future of tobacco control

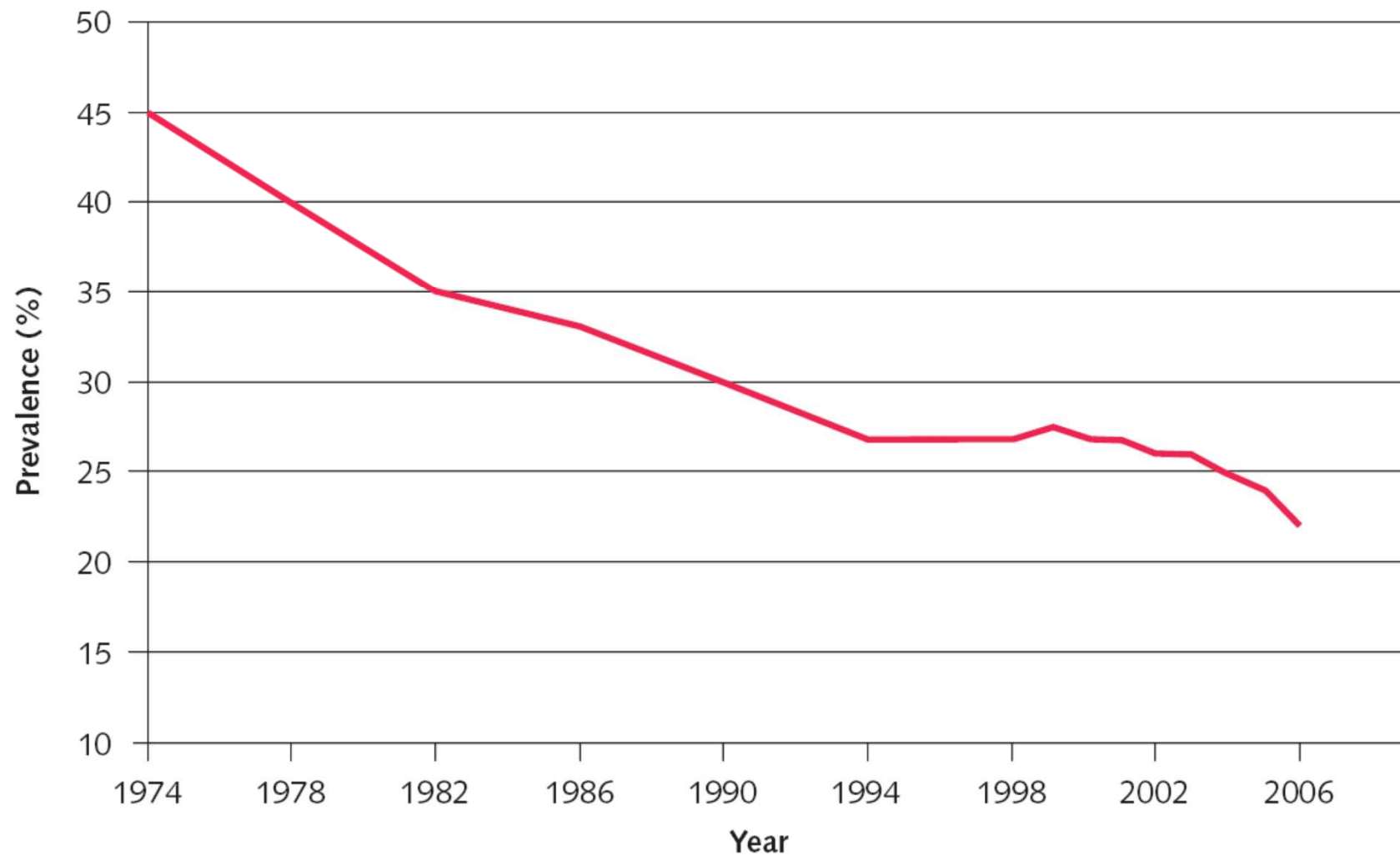
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Prevalence of smoking in Great Britain, 1974-2006



Much has been achieved in tobacco control over the past decade

Since the publication of the *Smoking Kills* White Paper in 1998, much has been achieved in tobacco control:

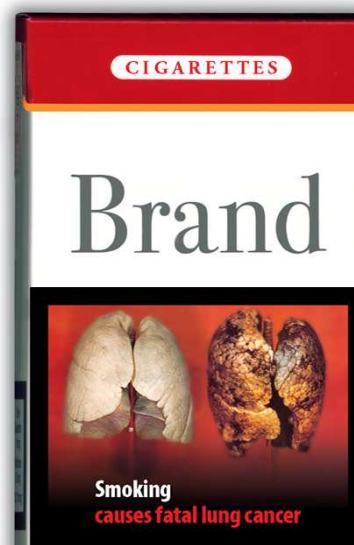
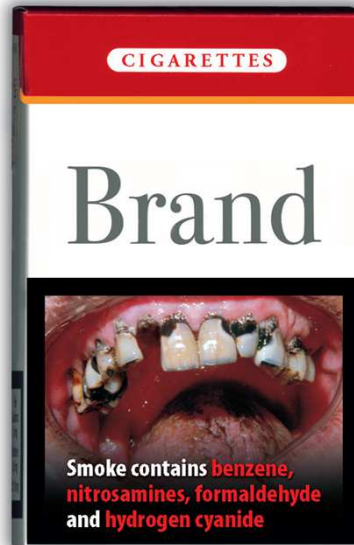
- Ban on tobacco advertising
- Local NHS Stop Smoking Services
- Stop smoking medicines widely available across the counter and on prescription from the NHS
- World class marketing and communications programmes that reached out to over 1 million people last year



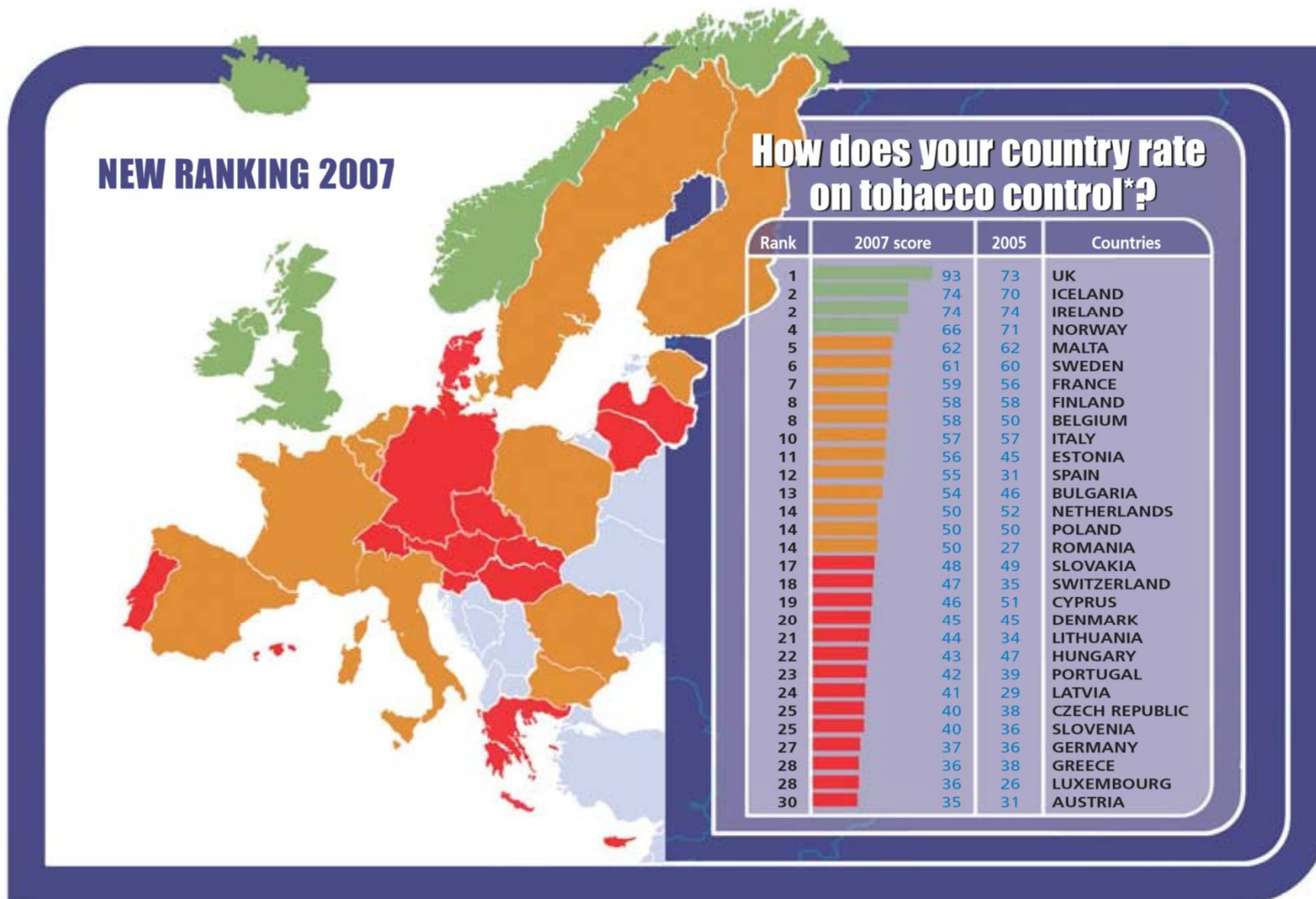
- Comprehensive smokefree legislation introduced in July 2007, is proving to be effective and popular

- The age of sale of tobacco products increased from 16 to 18 years in October 2007





- From 1 October 2008, all tobacco products produced for the UK market will be required to display one of 14 hard hitting picture warnings on the back of the pack



*Luk Joossens, M. Raw, Progress in tobacco control in 30 European countries, 2005 to 2007, [Swiss Cancer League](#), Basel, October 2007.

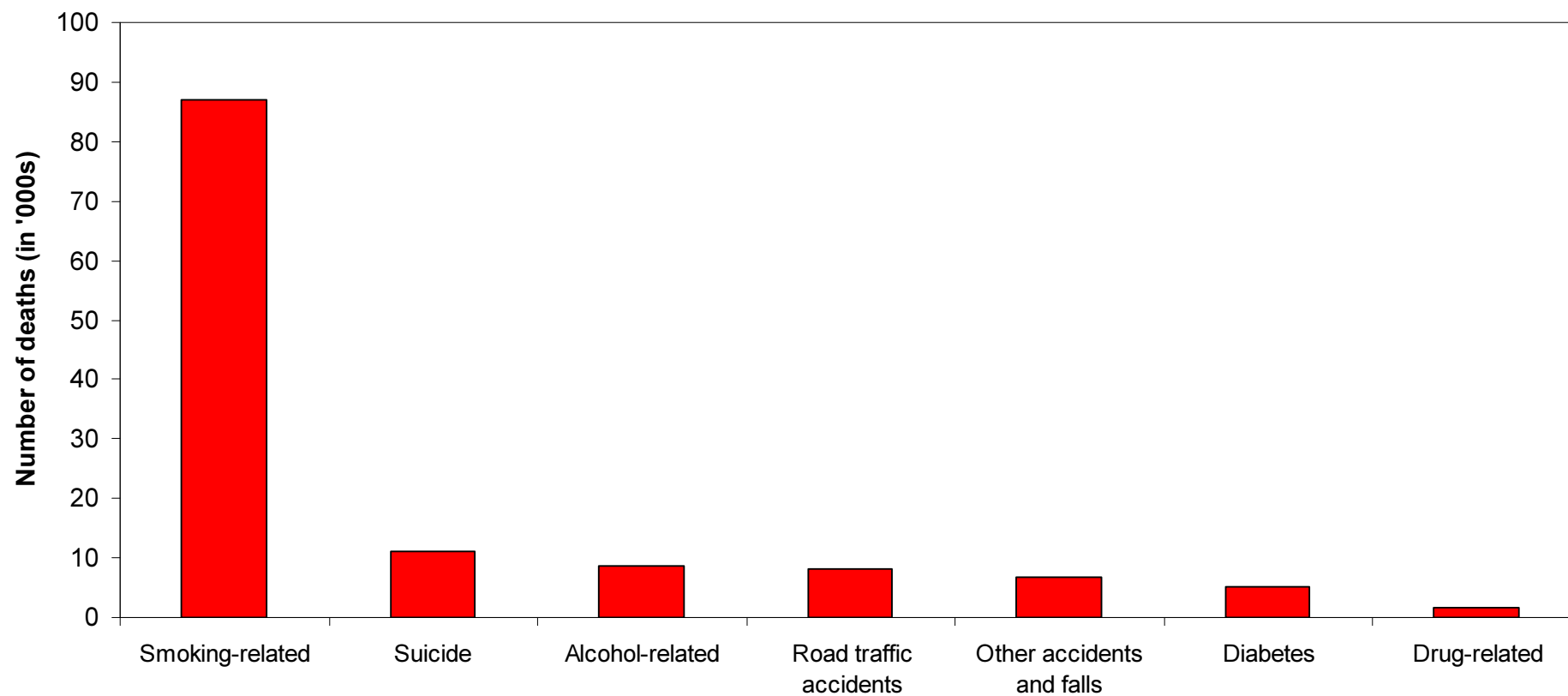
Smoking remains one the biggest public health challenges in the United Kingdom

- Smoking causes 87,000 premature deaths each year in England alone
- Smoking is the UK's single biggest preventable killer
- Smoking causes a wide range of fatal and non-fatal diseases, but majority of smoking-related deaths from lung cancer, heart disease and COPD
- Smoking causes around 1 in 5 of *all deaths*
- Smokers lose 16 years of life on average
- Smoking is the single biggest cause of health inequalities

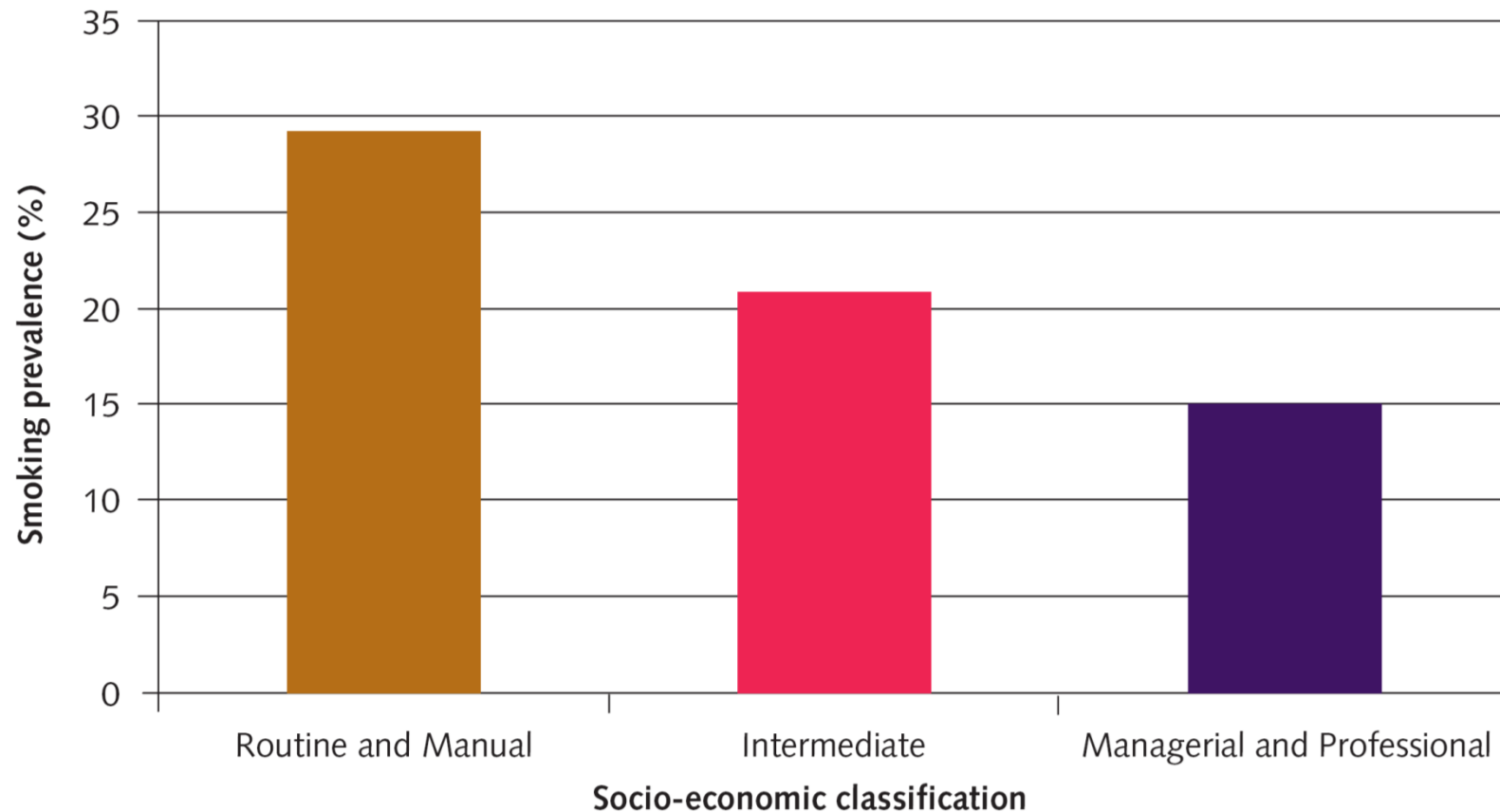
Smoking and health inequalities

- Smoking accounts for half the difference in life expectancy between the highest and lowest social groups
- Socially disadvantaged people are more likely to:
 - Have grown up with exposure to secondhand smoke in the home
 - Become smokers
 - Start smoking at a young age
 - Smoke more cigarettes a day
 - Take more nicotine and tar from the cigarettes they smoke
- Disadvantaged smokers are no less likely to want to quit smoking, but are less likely to succeed due to social-cultural barriers

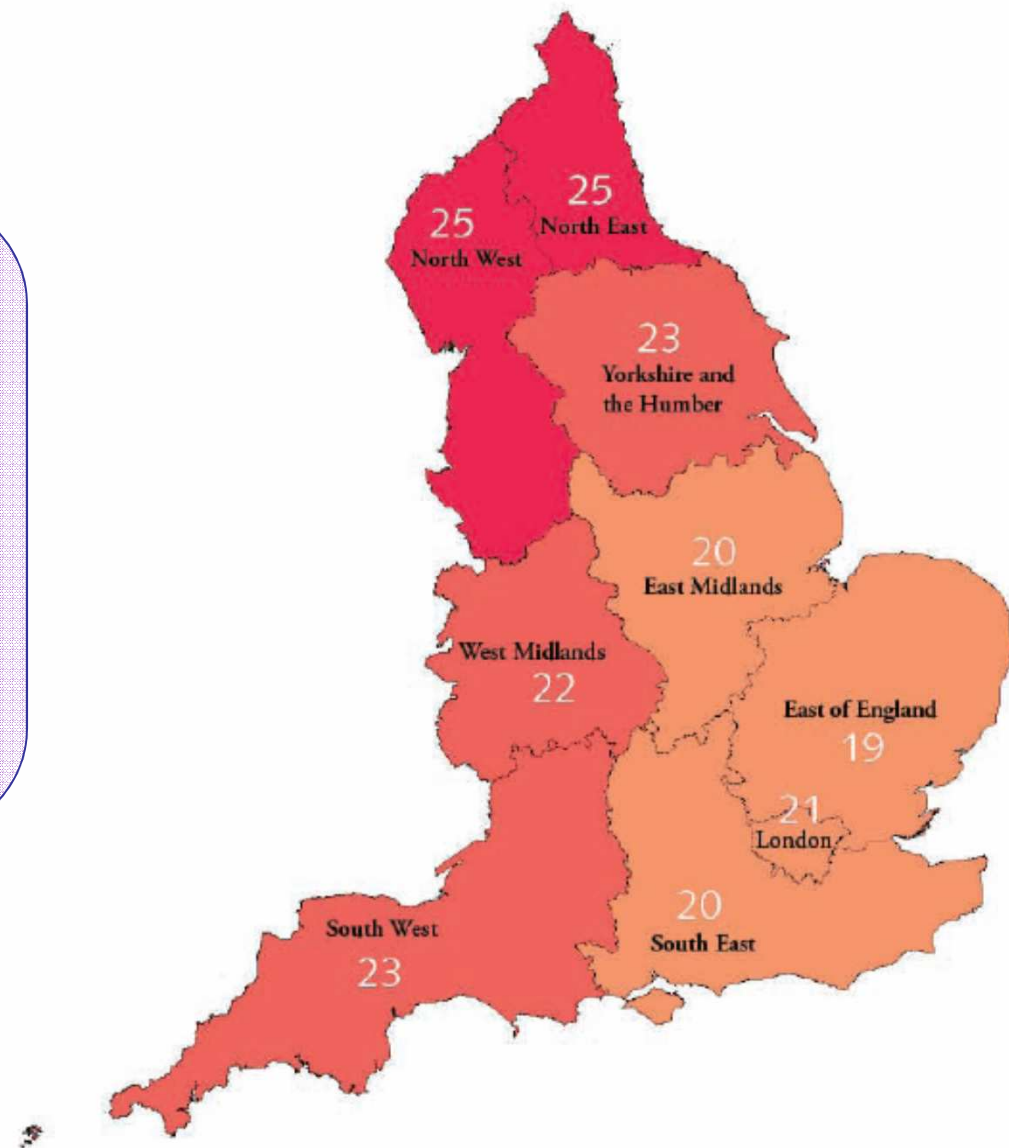
Major causes of death in England



Smoking is the primary reason for the gap in health expectancy between the rich and the poor.

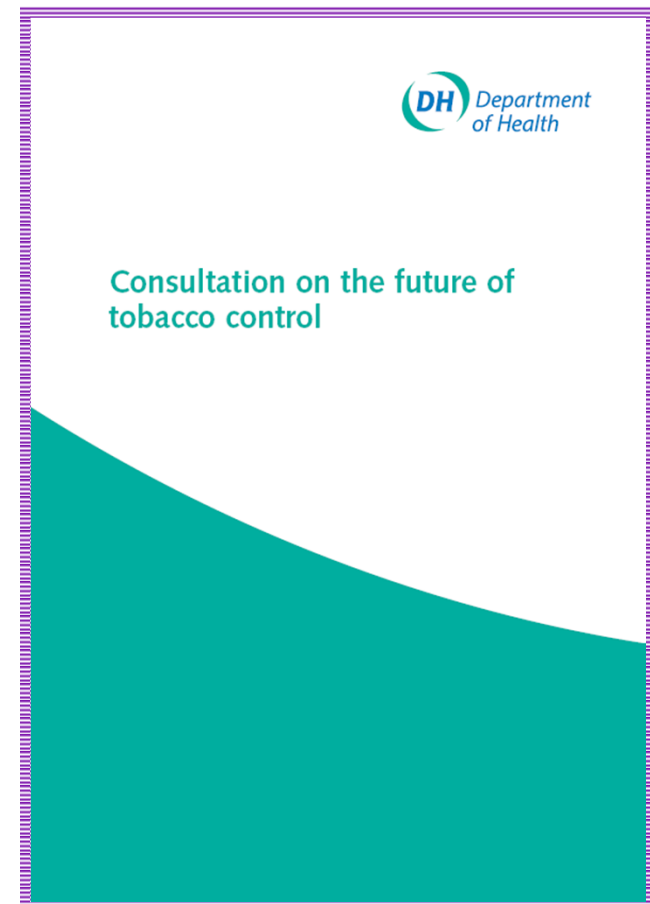


Smoking
prevalence varies
across regions
and communities.



A new tobacco control strategy

- The Government will develop a new tobacco control strategy
- Stakeholders can contribute through the *Consultation on the future of tobacco control*
- Consultation asks 17 questions on a range of key areas
- DH wants to hear from all stakeholders with an interest in tobacco control or in any of the specific proposals



Consultation on the future of tobacco control

The purpose of this consultation is to provide a basis for discussion and to encourage feedback.

A. Further action to reduce smoking rates and health inequalities caused by smoking

B. Protecting children and young people from smoking

C. Helping smokers to quit

D. Helping those who cannot quit

**Copies of the
consultation document
are available from:**

Web: www.dh.gov.uk/tobacco

Email: dh@prolog.uk.com

Tel: 0300 123 1002

**The consultation will be
open to responses for
12 weeks. *Responses
must be received by
8th September 2008.***

**DH will consider all
responses and post a
summary on the DH
website soon after the
consultation closes.**