

The scale of the problem in the UK



80,000



94,000

In 2020 there were 80,000 deaths due to COVID-19 and 94,000 due to tobacco



Around **7 million** people currently smoke



>50% will die from smoking-related diseases

The real costs of tobacco

Tobacco costs the NHS and society **£12.5bn every year**



An estimated **>£7bn** would be returned to families and communities if smoking were obsolete

Smoking affects disadvantaged people more



Smokers spend

>£23 per week
on tobacco



>1 million

people, including
250,000 children,
live in poverty due
to spending on tobacco

Smoking is linked
to housing:



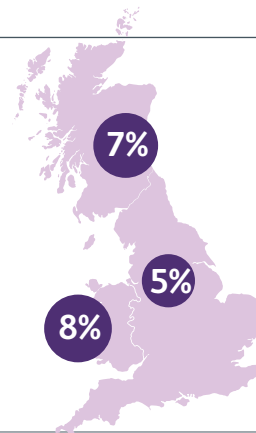
~30% local authority housing renters
22% private renters
8% mortgage-free homeowners

Smoking uptake in children



Most established
smokers first took
up smoking in
adolescence

Smoking among young people
is twice as common
among those from disadvantaged
backgrounds



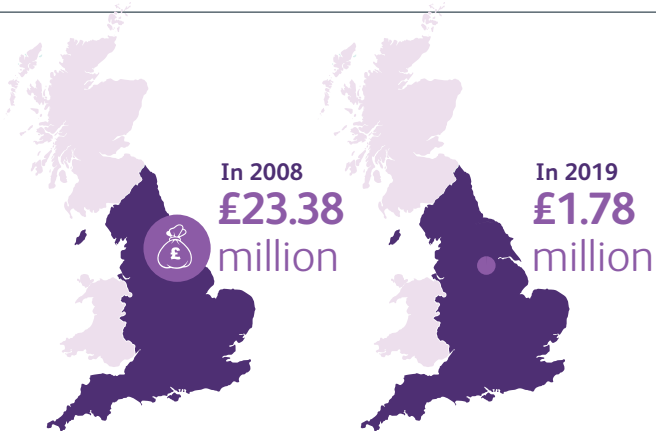
5% of
15-year-olds
smoke regularly
in England,
7% in Scotland
and 8% in Wales



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Campaigns and education

Campaigns like Stoptober are highly effective but national spending in England on **anti-smoking campaigns** has fallen from **£23.38 million** in 2008 to **£1.78 million** in 2019



STOP TOBER is estimated to have initiated **2.1 million** quit attempts between 2012 and 2019

Public space smoking restrictions



Smoke-free legislation in the UK was introduced in **2007**



>80% people support smoke-free outdoor children's play areas



25% of NHS acute trusts have outdoor smoking shelters
31% do not enforce smoking bans on site

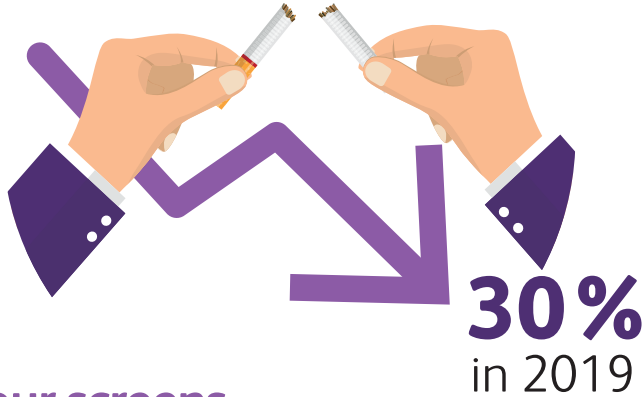


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Why treat tobacco addiction?

Quit attempts have dropped

42%
in 2007



Smokers are **30% more likely** to be admitted to hospital than non-smokers

It shortens life for those with mental health conditions: **16 years for men, 12 years for women**

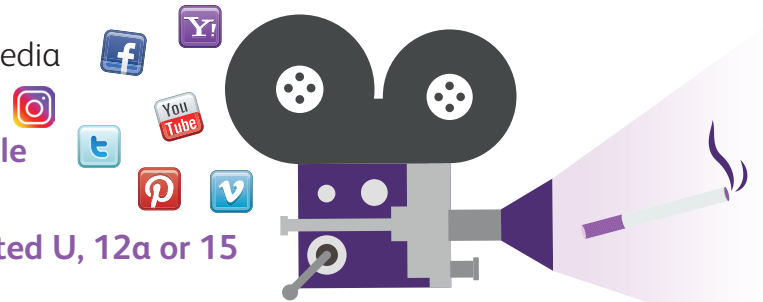


People from LGBT communities are **1.4 times more likely** to smoke



Smoking on our screens

- > Tobacco imagery in films, television, music videos, gaming and social media **exposes young children** to millions of images of tobacco
- > The risk of smoking is increased by a ratio of **1:39 among young people** exposed to high levels of these images
- > The majority of tobacco imagery in popular UK films occurs in those **rated U, 12a or 15**



GP intervention is key



66% of smokers visit their GP each year but only:

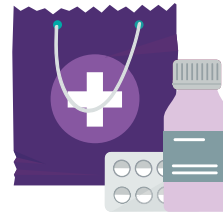
30% receive advice on smoking

10% are offered referral to stop smoking services

5% are offered prescription medication and few are advised on e-cigarettes

If GPs prescribe and refer for **smoking cessation**:

smoking prevalence would decrease from **8.7% to 6.2%** by 2030



incidence of serious smoking-related disease would **decrease by 15%** and premature death by **16%** over 20 years



NHS spend would reduce by **16%** on smoking-related disease