

# SMOKING

## Background

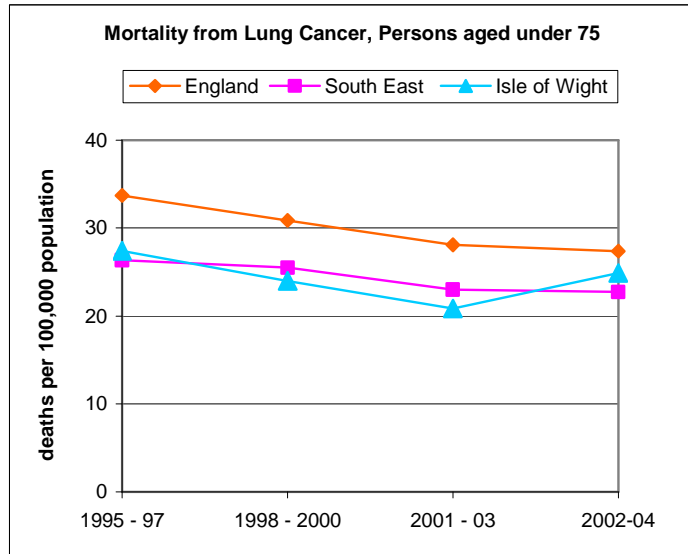
Smoking is the UK's single greatest cause of preventable illness and early death. More than 120,000 people in the UK die from smoking every year. It causes a wide range of illnesses including various cancers (of which lung cancer is the most significant), respiratory diseases and heart disease<sup>1</sup>.

## Mortality from Lung Cancer (ICD-10, C33-34)

Smoking is the main cause of lung cancer, responsible for 84% of all lung cancer cases<sup>2</sup>.

The IW's mortality rate from lung cancer had been falling in line with the national and regional trends. It rose in 2002-04, although this is almost certainly due to variation caused by 'small numbers' of deaths. That most recent rate is better than England's but has risen above the South East's.

(Data Source: National Compendium of Clinical & Health Indicators)



## Smoking Prevalence

There are several sources of information about smoking prevalence (how many people smoke), including:

- the national Health Survey for England;
- the national General Household Survey;
- 'Choosing Health in the South East: Smoking', the report from the South East Public Health Observatory (SEPHO), using National Shoppers Survey information;
- Office for National Statistics estimates, based on local demographic & social characteristics.

These reports apply to slightly different age groups (either 16+ or 18+); and cover either all smokers or just cigarette smokers. However it is possible to deduce:

- how the smoking prevalence on the IW compares with that in England and the South East
- the estimated number of smokers on the IW

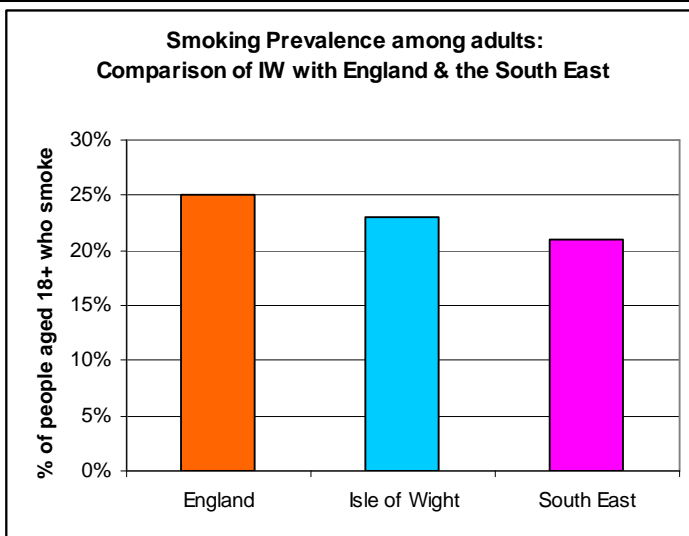
<sup>1</sup> 'Choosing Health – Summary of Intelligence on Tobacco': (Department of Health, 2004)

<sup>2</sup> Smoking Kills: A White Paper on Tobacco (Department of Health, 1998)

**Comparison of Smoking Prevalence on the IW with England and the South East**

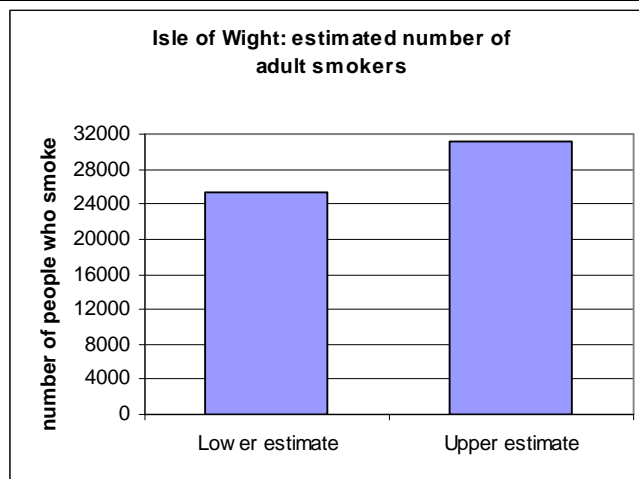
The SEPHO report uses National Shoppers Survey information to compare smoking prevalence in Local Authority areas in the South East region, with the region as a whole and with England. The report is based on 2003 data.

The table alongside shows that, according to this measure, the IW smoking prevalence is slightly lower than in England but slightly higher than in the South East.



**Number of Smokers on the IW**

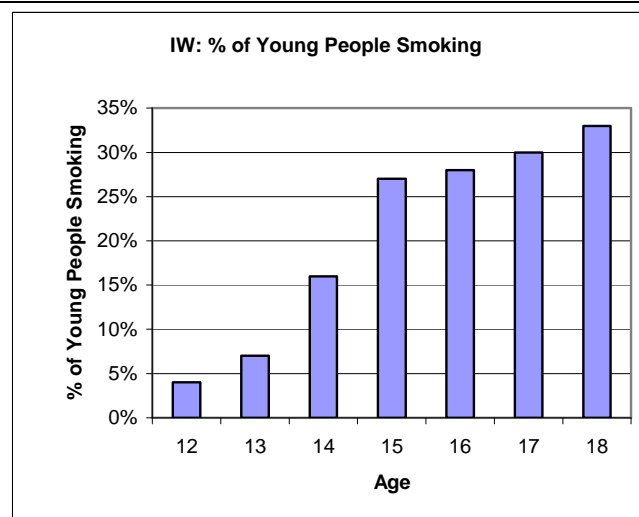
Taking into account the different sources of information about smoking prevalence, and the differences in the age range and the smoking behaviour that they are measuring, it is estimated that there are between 25,000 and 31,200 smokers on the IW.



**Smoking among Young People**

Nationally, 82% of adult smokers start smoking in their teens. Some will manage to quit early, but many will find themselves unable to give up easily<sup>3</sup>.

The chart alongside shows data from the 2003 IW Connexions survey about young people's smoking behaviour. The IW situation is similar to the national situation, with young people acquiring the habit by age 15.

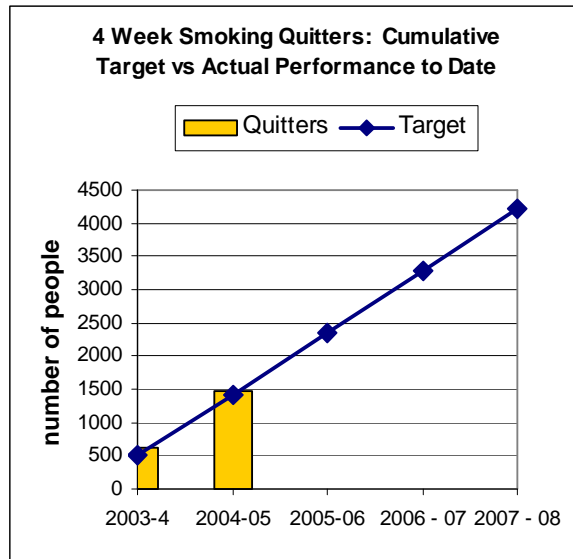


<sup>3</sup> 'Smoking Kills: A White Paper on Tobacco' (Department of Health, 1998)

**Smoking Quitters**

The IW Stop Smoking Service has a target to help 4,222 people successfully to stop smoking for 4 weeks, over the period 2003-04 and 2007-08.

The chart alongside shows progress to date against that target. Over the first 2 full years of its work, the Stop Smoking Service met its targets. It will continue to work to support GP practices and provide its own services to help smokers to quit.



**Smoking in Pregnancy**

Smoking during pregnancy leads to lower birthweight and is associated with poorer outcomes for the baby.

The IW has a target to reduce the percentage of women who are smokers at the time of delivery of their baby to 21% by 2007-08, in pursuit of a national target for this measure.

The table alongside shows that in 2004-05, smoking at delivery on the IW was significantly worse than in England and the South East. Further work is needed to identify the best ways of helping pregnant women to stop smoking.

