



TRAFFORD COUNCIL

HEALTH AND WELLBEING PRIORITY:
TO REDUCE THE NUMBER OF PEOPLE WHO SMOKE OR USE
TOBACCO

OCTOBER 2023



Why is this a priority in Trafford?

- Leading cause of mortality in the UK and a significant cause of health inequalities by deprivation
- Most important cause of premature mortality and preventable ill-health
- Major risk factor for cancer, lung diseases and heart diseases
- Addiction to tobacco begins in childhood and becomes a habit in adulthood
- Smoking is a modifiable behavioural risk factor.



Key Indicators

- Adult smoking prevalence is at 8.0% as of 2022, lower than both the North West (13.4%) and England (12.7%) ([Local Tobacco Control Profiles, 2022](#))
- Typically, males have higher smoking prevalence than females in Trafford, but is the opposite for 2022, with males having a 6.8% prevalence and females having a 9.1% prevalence ([Local Tobacco Control Profiles, 2022](#))
- 6.3% of pregnant women smoke in early pregnancy as of 2018/19, lower than England (12.8%) and lowest of its statistical neighbours ([Local Tobacco Control Profiles, 2020](#))
- 42.1% of adults with serious mental illness in Trafford smoked as of 2014/15 ([Local Tobacco Control Profiles, 2015](#)), and 21.2% of adults with a long term mental health condition smoked as of 2021/22 ([Local Tobacco Control Profiles, 2022](#))
- Routine and Manual workers are 3.34 times more likely to smoke in Trafford compared to those in other occupations, and 17.4% of people in routine and manual occupations are smokers as of 2022 ([Local Tobacco Control Profiles, 2022](#))

Smoking prevalence in routine & manual workers

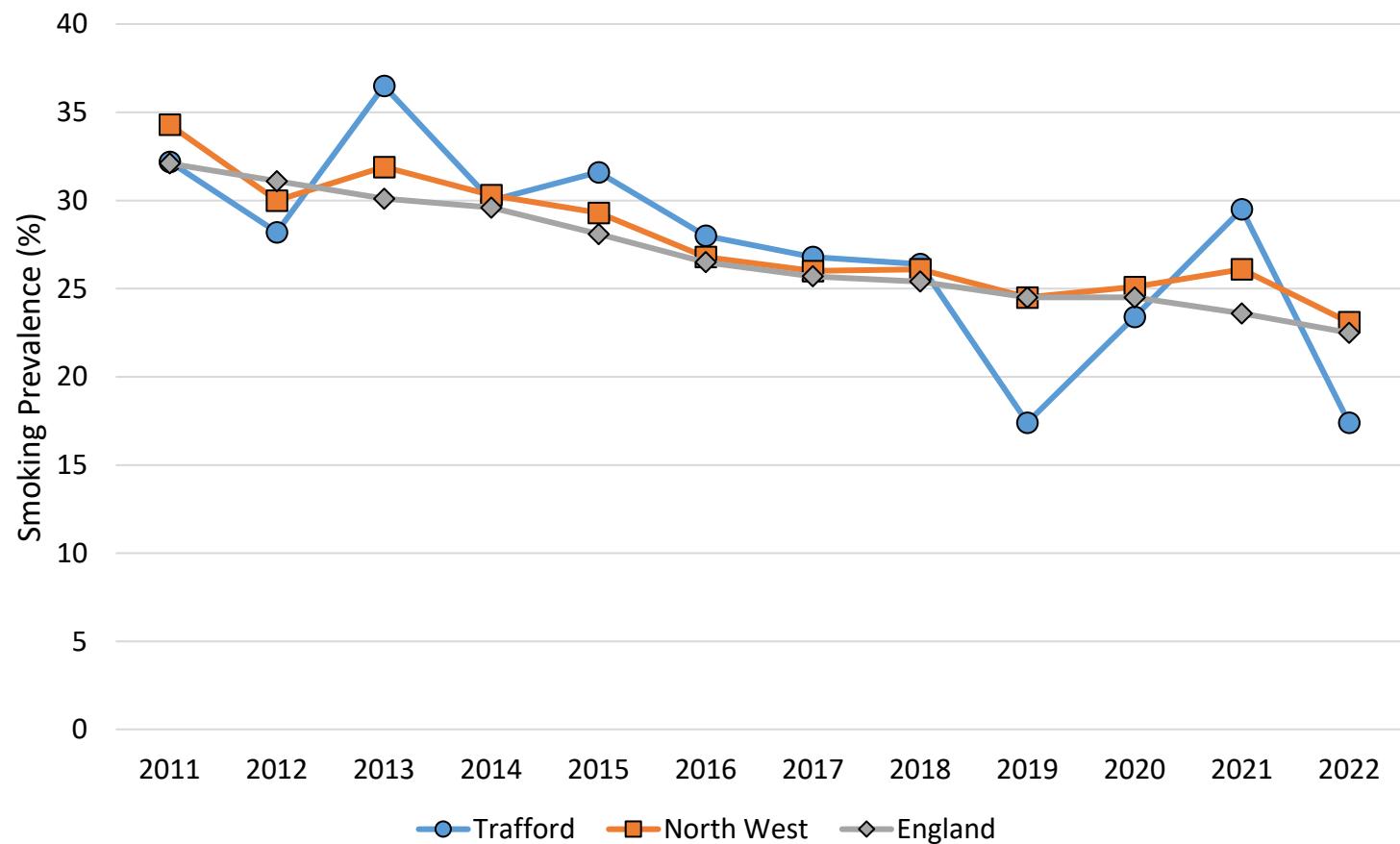
- Adult smoking prevalence has been declining from 16.4% in 2015 to 8.0% in 2022, lower than the England average.
- Smoking prevalence in routine and manual workers has seen a decline 31.6% in 2015 to 17.4% in 2022 and is statistically similar to England as a benchmark.

[Local Tobacco Control Profiles, 2022](#)

- Amongst a group of similar authorities, Trafford has the seventh lowest prevalence of smoking in routine and manual workers.

[Local Tobacco Control Profiles, 2022](#)

Trends in smoking prevalence in routine and manual occupations (2011-2022)





Smoking related mortality & ill health

- Deaths attributable to smoking in Trafford are at 187.8 per 100,000 for the period 2017-2019 and are lower (statistically significant) than the average for England of 202.2 per 100,000 ([Local Tobacco Control Profiles, 2021](#))
- Smoking attributable hospital admissions are 1,310 per 100,000 for the year 2019/20, lower (statistically significant) than the average for England of 1,398 per 100,000 and are following a downward trend ([Local Tobacco Control Profiles, 2021](#)).
- Emergency hospital admissions for COPD are 451 per 100,000 for the year 2019/20, similar (statistically significant) to the average for England of 415 per 100,000. Admissions are also following an increasing trend ([Local Tobacco Control Profiles, 2021](#))
- Lung cancer registrations are 95.3 per 100,000 for the year 2017-2019, higher (statistically significant) than England average of 77.1 per 100,000 ([Local Tobacco Control Profiles, 2022](#))



E-cigarettes in Trafford

- There is growing evidence that e-cigarettes can be effective in helping individuals to stop smoking
- E-cigarettes are not completely risk free, but they carry a small fraction of the risk of cigarettes. The liquid and vapour contain some potentially harmful chemicals also found in cigarette smoke, but at much lower levels.
- There's no evidence so far that vaping causes harm to other people around you.
- Between January 2019 and June 2019, Trafford Council delivered an e-cigarette intervention that aimed to offer smoking cessation support, including free e-cigarettes, to 871 Trafford residents who were routine and manual workers, as well as social housing tenants.
- Interim analysis of the data showed that for every 20 people given an e-cigarettes, six quit smoking tobacco and three people cut their cigarette intake by more than five cigarettes per day.
- This intervention may explain the sharp decline in smoking prevalence in routine and manual workers in Trafford over that period.

Services to reduce smoking prevalence in Trafford

- Evidence-based stop smoking support is highly effective both in cost and clinical terms
- The proportion of Trafford smokers who have been supported by locally commissioned services is lower in 2021/22 at 63.9% than the average across England (73.4%), and has decreased from 91.6% in 2019/20. This follows a national trend of decreasing proportions. ([National General Practice Profiles, 2022](#))
 - Note: There was a change in methodology for the collection of data in 2021/22 where data was aggregated from smaller geographic areas and should be interpreted with caution.
- NHS Smokefree National Helpline offers help and support to quit smoking. The helpline can be contacted at 0300 123 1044 or by visiting their website at www.smokefree.nhs.uk
- Further details of local support available in Trafford to quit smoking can be found in the Trafford Directory at www.trafforddirectory.co.uk