

Norfolk Tobacco Health Needs Assessment Summary

What is the situation?

14.5% of Norfolk adults are **regular smokers** (2019 data)

Norfolk prevalence similar to regional and national rates

Increasing rates in Norfolk since 2016

Smoking is the UK's largest contributor to ill health and health inequalities

Who is more likely to smoke?

Prevalence is higher amongst men

15.6% of men and **13.5%** of women smoke

25-29 year olds

People in **routine or manual jobs**

Almost **25%** of employed adults in Norfolk are in these roles

People who are **unemployed**

Sexual and ethnic minority groups

People in **deprived areas**

Great Yarmouth has the highest prevalence in Norfolk

Priority Populations

People with long standing **mental health conditions** are

3X more likely to smoke and **25.8%** smoke in Norfolk

Pregnant women

who smoke are at increased risk of experiencing complications

14% of mothers are smokers at delivery
Above national and regional average

Around **2,852** young people start smoking each year

7.9% of 15 year olds are regular smokers

Familial attitudes, peers and social norms contributing factors



Estimated **79%** of Norfolk prisoners smoke

Strategies & Targets

Towards a Smoke-free Generation: A Tobacco Control Plan for England 2017 aims to:

- Reduce the number of **15-year-olds** who regularly smoke to **3% or less**
- Reduce smoking among adults to **12% or less**
- Reduce the inequalities gap in smoking prevalence between those in **routine and manual occupations** and the general population
- Reduce smoking in pregnancy to **6% or less**

Reduce number of Norfolk smokers by **18,446**



What are the impacts and risks?

Rates per 100,000 population... **16**

186 Deaths



67

lung cancer registrations

oesophageal cancer registrations

14 oral cancer registrations

1574 Hospital admissions



£12 billion

(approximate annual national economic cost)



Excess of **23,000** cigarette butts on Norfolk beaches

Contributes to **climate change**

1.2 million illicit cigarettes seized in 2019

Low costs make them more accessible which may inhibit efforts to quit

Fire risks



Smoking Cessation

General decline in engagement with stop smoking services (sss)

Around **50%** of people successfully quit when they engaging with SSS

Likelihood of **success** for 4-week quit increases with age

e-cigarettes most popular aid used in quit attempts