

Norfolk Tobacco Health Needs Assessment Summary

What is the Situation?

- 14.5% of Norfolk adults are regular smokers
- 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 with 15.6% of men smoking compared to 13.5% of women
- 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 three times more likely to smoke 25.8% smoke in Norfolk
- Pregnant women who smoke are at an increased risk of experiencing complications. In Norfolk 14% of mothers are smokers at delivery, this is above the national and regional average
- Around 2852 young people start smoking each year and 7.9% of 15-year-olds are regular smokers. Familial attitudes, peers and social norms are contributing factors
- Estimated 79% of Norfolk prisoners' smoke

What are the impacts and risks?

- 186 deaths per 100,000 population
- 1574 hospital admissions per 100,000 population
- 67 lung cancer registrations per 100,000 population
- 16 oesophageal cancer registrations per 100,000 population
- 14 oral cancer registrations per 100,000 population
- £12 billion approximate annual national economic cost
- Excess of 23,000 cigarette butts on Norfolk beaches and smoking 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
- Around 50% of people successfully quit when engaging with stop smoking services
- Likelihood of success for 4-week quit increases with age
- E-cigarettes most popular aid used in quit attempts

Strategies and 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 the number of Norfolk smokers by 18,446