



Public Health
England

Protecting and improving the nation's health

Tobacco Control: JSNA support pack

Key data sources for planning effective
tobacco control in 2015-16

Norfolk

(using latest available data)

ABOUT THIS JSNA SUPPORT PACK

Smoking continues to kill nearly 80,000 people in England every year and is the number one cause of preventable death in the country, resulting in more deaths than the next six causes combined. Tobacco use is also a powerful driver of health inequalities and is perhaps the most significant public health challenge we face today.

To fully understanding how your local tobacco control network is responding to these problems, locally and nationally held data can be used. Data relating to local areas' targeted tobacco control interventions is not collected nationally, but should be available at a local level and a list of wider data sources is referenced below.

This pack aims to signpost you to available tools and datasets to support the local authorities and partners, to make the case for local tobacco control interventions. It has been produced to encourage feedback and debate on the range of tools and datasets available nationally; as well as

INVESTMENT AND VALUE FOR MONEY

The [NICE tobacco return on investment tool](#) has been developed to help decision making in tobacco control at local and sub-national levels. The tool evaluates a portfolio of tobacco control interventions and models the economic returns that can be expected in different payback timescales. Different interventions, including pharmacotherapies and support and advice, can be mixed and matched to see which intervention portfolio or package provides the best 'value for money', compared with 'no-services' or any other specified package. It also demonstrates the significant added value and return from investing in supra-local activity.

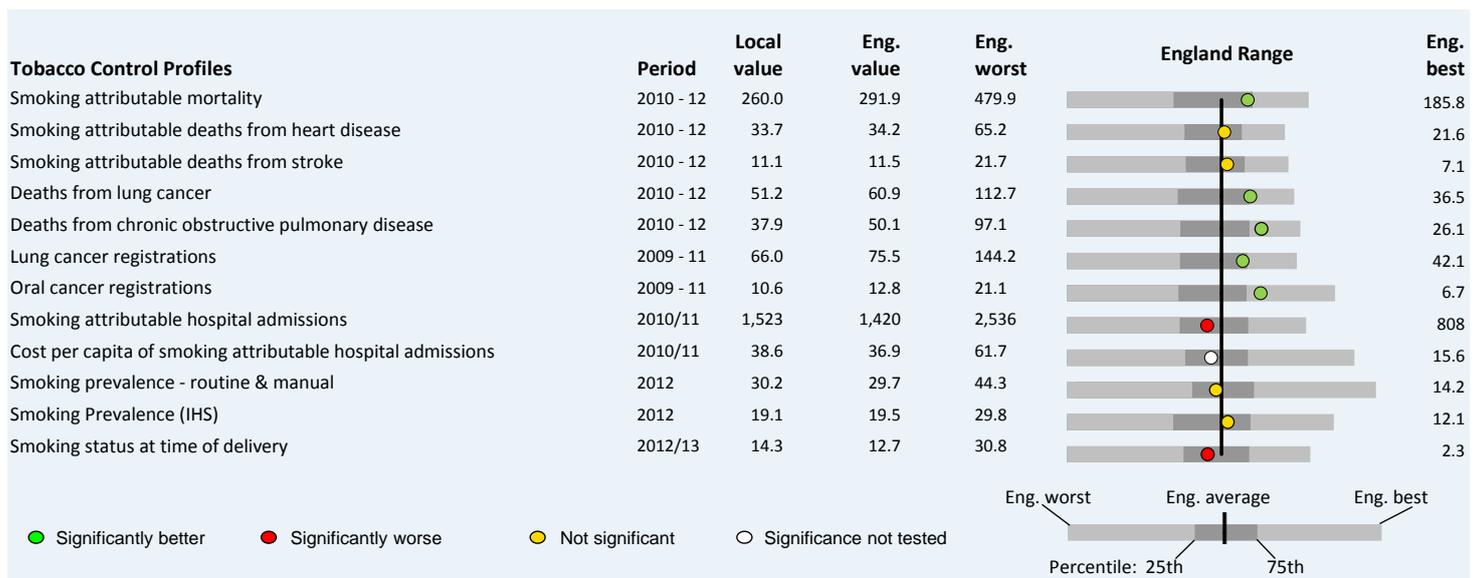
A "Why Invest" document will be published alongside the JSNA packs to support the case for investment in local tobacco control interventions. When ready it will be [found here](#).

LOCAL TOBACCO CONTROL PROFILES

The [Local Tobacco Control Profiles](#) for England provides a snapshot of the extent of tobacco use, tobacco related harm, and measures being taken to reduce this harm at a local level. These profiles have been designed to help local government and health services to assess the effect of tobacco use on their local populations. They will inform commissioning and planning decisions to tackle tobacco use and improve the health of local communities.

The online tool allows you to compare your local authority against other local authorities in the region and against the England average. The tobacco control profiles are part of a series of products produced by Public Health England providing local data alongside national comparisons to support local health improvement.

PHE are currently undertaking a user survey, and we would very much appreciate your feedback. [Please click here](#) to complete it.



www.tobaccoprofiles.info

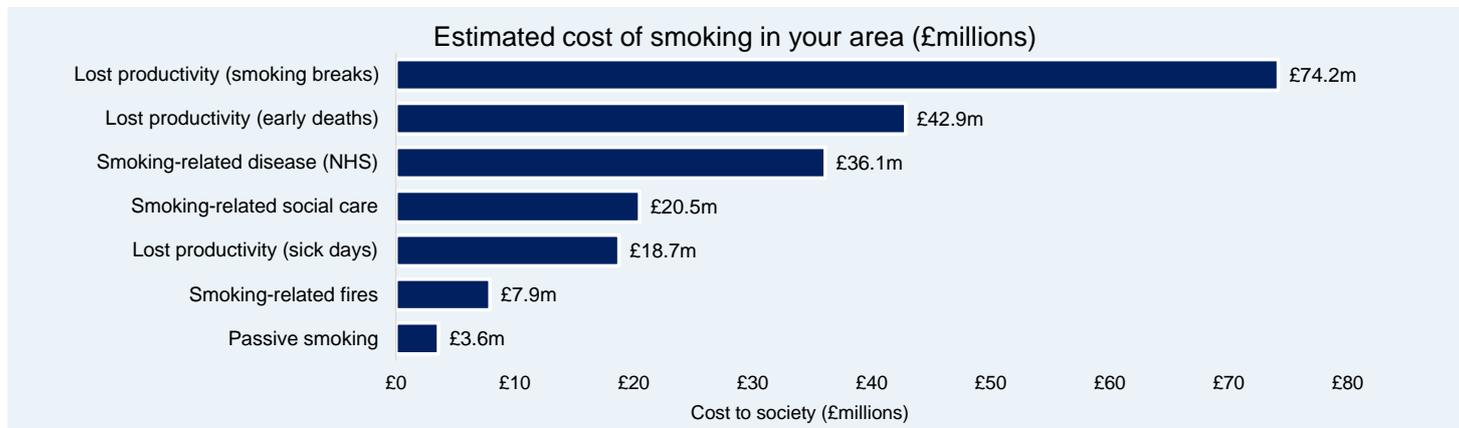
THE SOCIETAL COST OF TOBACCO CONTROL

Working together, ASH, the Faculty of Public Health, the Local Government Group, FRESH North East, Tobacco Free Futures and Smokefree South West have produced the [Local Tobacco Control Toolkit](#). This provides local public health professionals with a set of materials to use with Councillors and other stakeholders to help ensure that tackling tobacco use is high on the local public health agenda.. The online tool allows for analysis down to the local district and ward level.

Together these resources will allow you to:

- demonstrate the scale of the harm locally caused by tobacco use and the contribution this makes to health inequalities,
- demonstrate the cost to local communities, local economies and service providers,
- demonstrate the evidence of effectiveness of local action on tobacco and health.

The materials are designed for you to easily integrate local data from the Local Tobacco Control Profiles and the NICE Return on Investment tool.



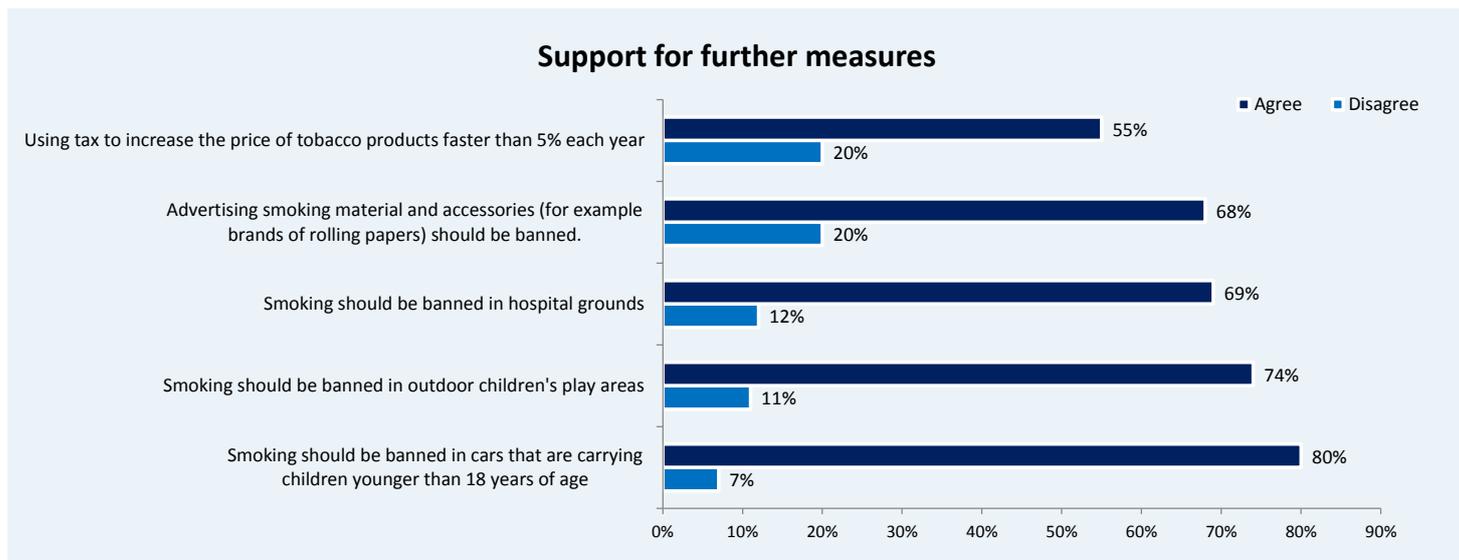
In 2013/14, smokers in Norfolk paid approx. £154.0m in duty on tobacco products.

Despite this contribution to the Exchequer, tobacco still costs Norfolk roughly 1.5 times as much as the duty raised. This results in a shortfall of about £50m each year.

What further tobacco control action should be taken?

A short digest of public opinion in your region on key tobacco issues can be found at [here](#) (undertaken by You Gov Plc).

People in East of England see a need for greater action to control tobacco, with policies that protect children and young people particularly popular. There is also strong agreement for banning smoking in hospital grounds.

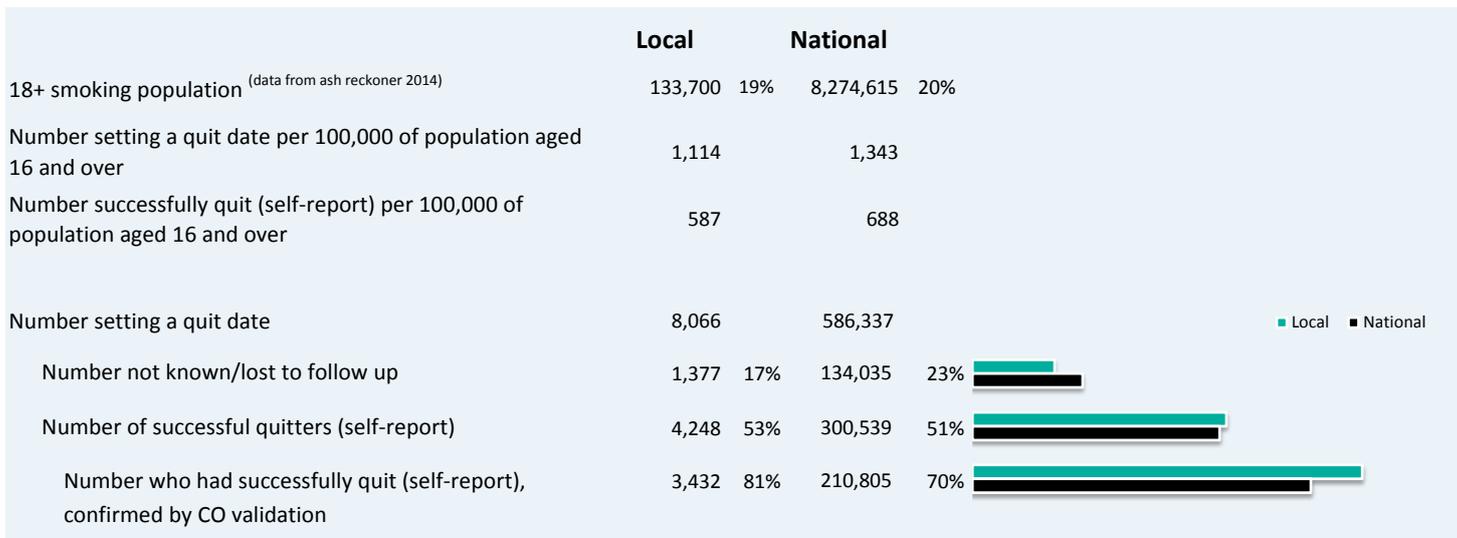


www.ash.org.uk/localtoolkit

STOP SMOKING SERVICE DATA

Stop smoking services data form an essential part of the current Public Health Outcomes Framework and enable Public HealthEngland to monitor performance and identify best practice. These data also assist regions in monitoring the performance of their local authorities. This enables local authorities to benchmark their performance and identify which treatment settings and intervention types are consistently getting the best results. The statistics also inform members of the public, who may intend to stop smoking, about the local settings available to them and their relative success rates.

The data for 2013/14 may be found [here](#).



www.hscic.gov.uk/stopsmoking

Additional data sources

Public Health Outcomes Framework
www.phoutcomes.info

Health Profiles for England
www.healthprofiles.info

Hospital Episode Statistics
www.hscic.gov.uk/hes

Integrated Household Survey
www.ons.gov.uk/ons/guide-method/method-quality/specific/social-and-welfare-methodology/integrated-household-survey/index.html

ROI Tools

NICE Tobacco Return on Investment tool
www.nice.org.uk/About/What-we-do/Into-practice/Return-on-investment-tools/Tobacco-Return-on-Investment-tool

British Thoracic Society (2013) The Case for Change: Why dedicated, comprehensive and sustainable stop smoking services are necessary for hospitals.
www.brit-thoracic.org.uk/document-library/clinical-information/smoking-cessation/bts-case-for-change/

Tobacco control capacity and leadership

CLear Tobacco Control Self-Assessment
www.gov.uk/government/publications/clear-local-tobacco-control-assessment

Local Government Declaration on Tobacco Control
www.smokefreeaction.org.uk/declaration/index.html

Pregnancy and early years

HSCIC (2014). Smoking at Time of Delivery (SATOD) -
www.hscic.gov.uk/datacollections/ssatod

HSCIC (2010). Infant Feeding Survey (IFS) -
www.hscic.gov.uk/article/2021/Website-Search?productid=9569&q=Infant+Feeding+Survey+&sort=Relevance&size=10&page=1&area=both#top

Royal College of Physicians (2010) Passive Smoking in Children -
www.rcplondon.ac.uk/sites/default/files/documents/passive-smoking-and-children.pdf

Learning years

Smoking, drinking and drug use among young people in England
www.hscic.gov.uk/searchcatalogue?productid=15144&q=title%3a%22smoking+drinking+and+drug+use%22&sort=Relevance&size=10&page=1#top

Illicit Tobacco

Tackling Illicit Tobacco for Better Health Partnership
www.illegal-tobacco.co.uk

Quarterly reports from HMRC on tackling tobacco smuggling
www.gov.uk/government/publications/tackling-tobacco-smuggling-2013-to-2014-outputs

FEEDBACK REQUESTED

This document has been produced with the aim of collating examples of the locally produced data analysis, interpretation and reports that are used to underpin the JSNA process. If partners are interested in sharing their examples, or to make suggestion on next year's support pack, please email:

tobacco.jsna@phe.gov.uk