

Norfolk Smoking Health Needs Assessment

Prevalence & Impact

13%

of **Norfolk adults smoke**
Approximately **99,300 adults** (rate similar to regional and national). Rates are highest in Great Yarmouth.

Smoking rates are declining

nationally and in Norfolk – vaping and e-cigarettes may factor in this.



Smoking is the **largest cause of preventable ill-health and mortality**

Smoking attributable deaths per 100,000:
(all higher than regional, lower than national)

185.9

26.7

82.5

8.9

age standardised
35+ years

for
heart disease

for
cancer

for
stroke



1,574 hospital admissions per 100,000
(significantly worse than regional and national)

Almost **6000 years of potential life lost** annually



£872 million annual cost to Norfolk

Children whose parents smoke are **4x as likely** to do so



Health Inequalities & Priority Populations

Smoking is more common amongst **some groups**

Males	14.2% (12.3% women)
Routine & manual occupations	25.5%
25-29 age group	Decreasing for younger people, vaping increasing
Deprived areas	16.2% (9.8% least)
Poor mental health	23.2% for long term Mental Health
Of no religion	15% (has been decreasing)
Social housing	35%
Born in Poland	21%
Prisoners	80%
Receiving treatment for alcohol	58.5%
Lesbian, gay and bisexual	LGB women & bisexual men

Other groups & considerations

Ethnicity and smoking is complex, and Norfolk is less diverse than nationally. **Gypsy, Roma and Traveller communities** experience some of the worst outcomes of any group and are less likely to access services. **Homelessness** is linked to higher rates. People experiencing homelessness can struggle to access health and social care services.

Smoking in pregnancy is harmful for mother and baby. **Smoking at time of delivery** is

11.6%

(higher than national rate)



Support Services and Policy

A variety of support is available in Norfolk:



GPs



National Schemes include:

- **Additional £70 million investment** to local authority led stop smoking services (over 5 years)
- **Stop Smoking in Pregnancy Incentives** (by end of 2024)
- **Smokefree Generation** - make it an offence to sell tobacco to anyone born on/after 01/01/2009
- **Regulate vaping** to reduce youth uptake
- **'Swap to Stop'** – support to swap cigarettes for vapes

Pharmacies NHS smoking cessation service

over **50% quit** in 22/23 with smokefree Norfolk

