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 ecigarettes 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

age standardised 35+ years

26.7

heart disease

82.5

for

8.9

cancer

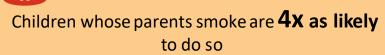
for stroke



Almost 6000 years of potential life lost annually



£872 million annual cost to Norfolk





Health Inequalities & Priority Populations

Smoking is more common amo	ongst some groups	Other groups & co
Males	14.2% (12.3% women)	Ethnicity and smoking is o
Routine & manual occupations	25.5%	is less diverse than nation Gypsy, Roma and Travelle
25-29 age group	Decreasing for younger people, vaping increasing	experience some of the wany group and are less like
Deprived areas	16.2% (9.8% least)	services. Homelessness is linked to
Poor mental health	23.2% for long term Mental Health	experiencing homelessness access health and social c
Of no religion	15% (has been decreasing)	Smoking in pregnan
Social housing	35%	mother and baby
Born in Poland	21%	time of de
Prisoners	80%	11.6
Receiving treatment for alcohol	58.5%	
Lesbian, gay and bisexual	LGB women & bisexual men	(higher than natio

considerations

complex, and Norfolk nally.

ler communities worst outcomes of kely to access

to higher rates. People ess can struggle to care services.

ncy is harmful for y. Smoking at **elivery** is

5%

ional rate)

Support Services and Policy

A variety of support is available in Norfolk:







- 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

National Schemes include:

• 'Swap to Stop' – support to swap cigarettes for vapes



Produced January 2024 by Insight & Analytics. For full details and sources, see the full needs assessment document.