

Measures to prevent the take up of smoking

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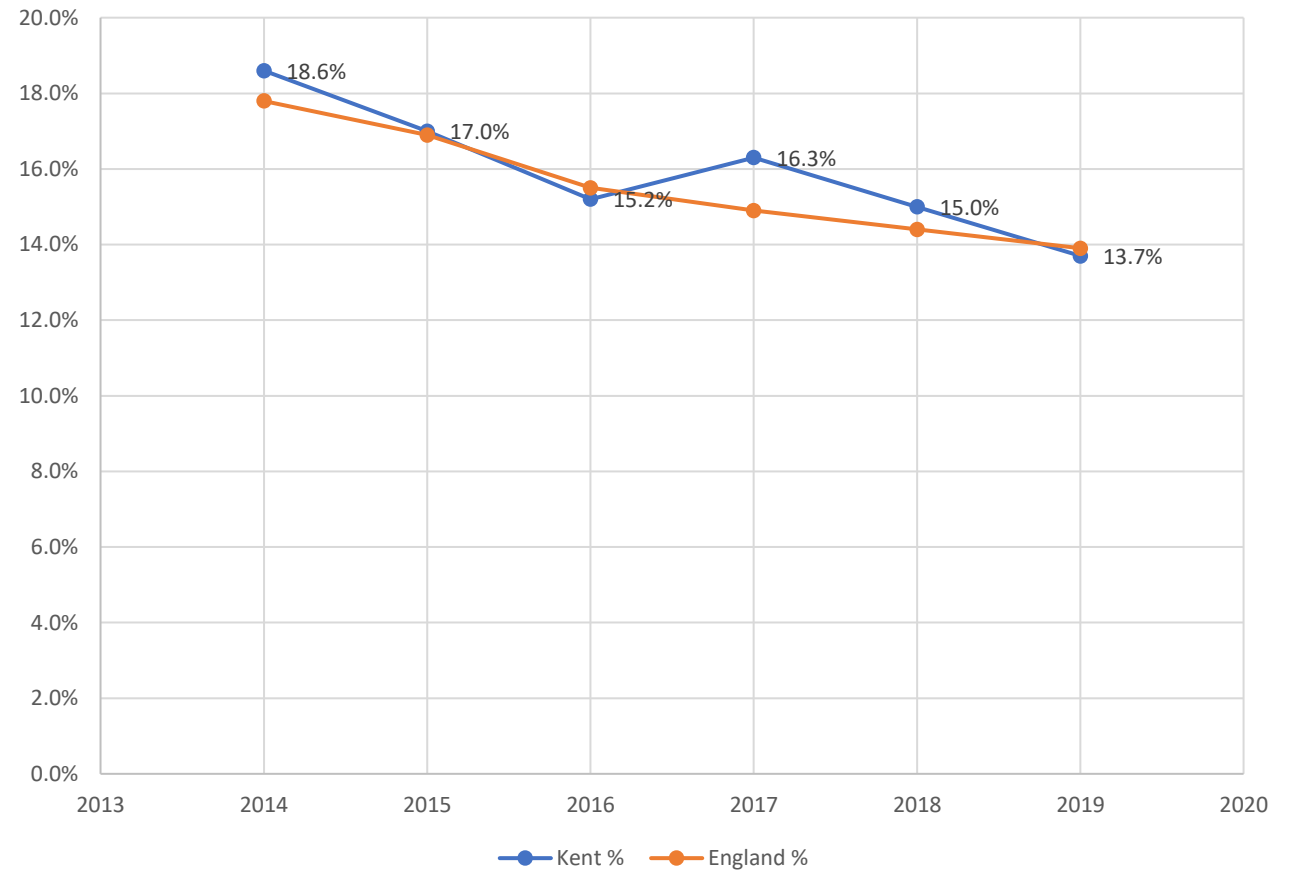
Kent Public Health

20th November 2020

2019: Kent Smoking Prevalence below national average (13.7%)

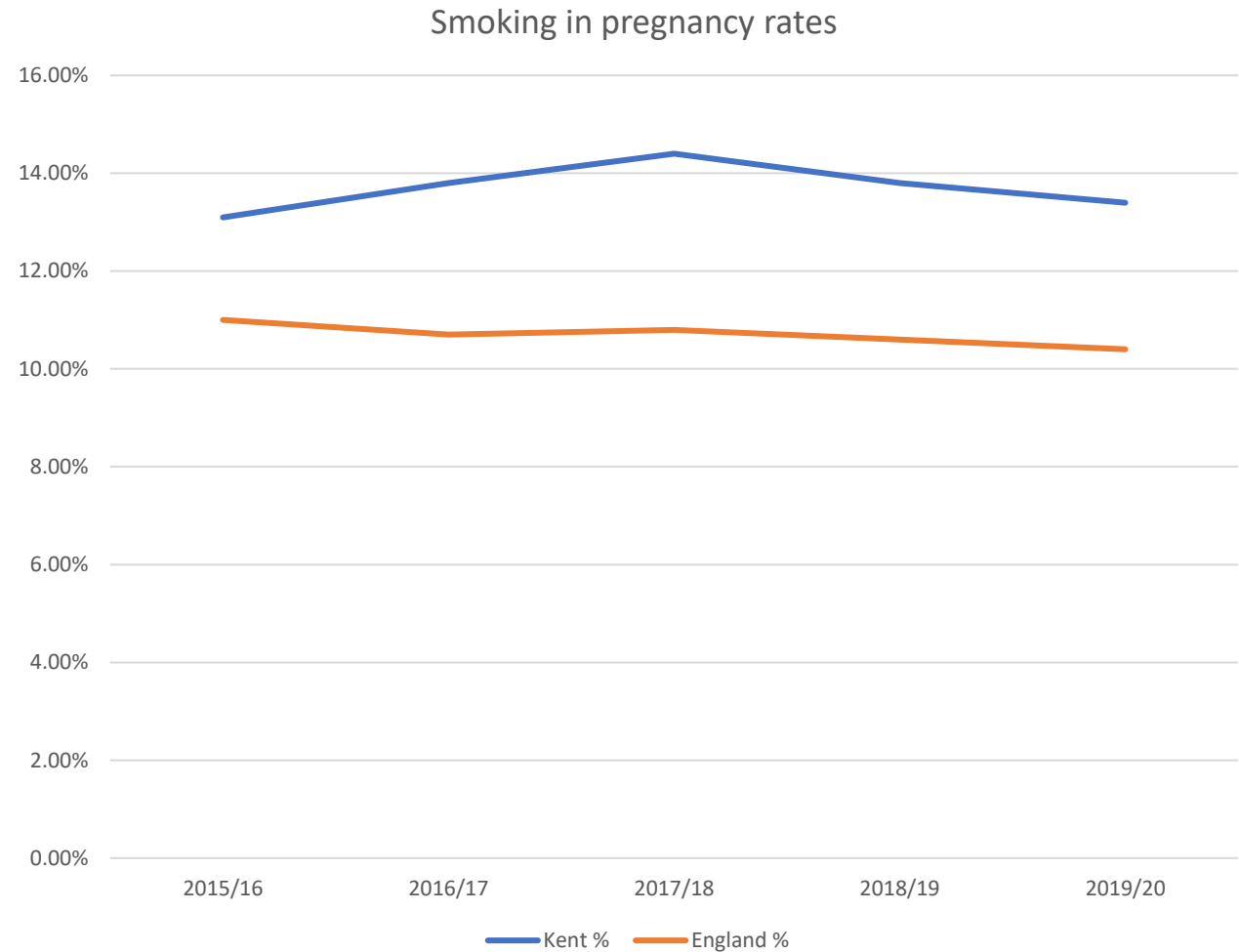
Year	Kent %	England %	No. of Kent Smokers
2014	18.6%	17.8%	220,036
2015	17.0%	16.9%	202,806
2016	15.2%	15.5%	183,662
2017	16.3%	14.9%	198,811
2018	15.0%	14.4%	184,563
2019	13.7%	13.9%	168,120

Smoking Prevalence: Kent & England av.
2014-2020



2019/20: Kent Smoking in pregnancy rates higher than national average

Year	Kent %	England %	No. of Kent Smokers
2015/16	13.10%	11.00%	2,124
2016/17	13.80%	10.70%	2,223
2017/18	14.40%	10.80%	2,372
2018/19	13.80%	10.60%	2,173
2019/20	13.40%	10.40%	2,088



Why focus on Children?

Smokers start young:

66% of smokers start under 18 years old

83% of smokers start under 20 years old

Note: 18 years is the legal age of tobacco sales

Smoking is a factor of health inequalities

Smoking is the biggest single cause of inequalities in death rates between rich and poor in the UK.

1.2m children are living in poverty in households where adults smoke

If these adults quit, 365,000 children would be lifted out of poverty

Some risk factors for smoking uptake in young people:



Environmental	Socio-demographic	Behavioural/Individual
Parental smoking Parental attitudes Sibling smoking Family environment/ parental attachment Peer smoking Peer attitudes & norms	Age Ethnicity Parental socio-economic status Personal finance	School performance Lifestyle Self-esteem Attitudes to smoking/smokers Stress Health concerns

Why do Children and Young People Start Smoking?

<p><u>Factors that influence children to take up smoking:</u></p>	<p><u>What we are doing to mitigate these influencing factors in Kent?</u></p>	
<p>Adult Role Models: Children are influenced by exposure to smoking both in the world around them and in the media</p>		<p>Measures to reduce smoking among the adult population</p>
<p>Growing up in Smoking households: 6 times more likely to smoke if both parents smoke. <i>"I remember picking up and playing with cigarettes when I was little"</i></p>		<p>Smokefree Homes campaign</p>

Why do Children and Young People Start Smoking?

<u>Factors that influence children to take up smoking:</u>	<u>What we are doing to mitigate these influencing factors in Kent?</u>	
<p>Easy Access to cigarettes:</p> <ul style="list-style-type: none">* Parents - "my mum smoked so she use to give them to me"* Illicit tobacco traders target Children with pocket money prices* Underage Sales		<p>Public Health and Trading Standards work to reduce illicit tobacco in the community and reduce underage sales</p>
<p>Peer Pressure:</p> <p>"everyone does it so you have to.... All my friends did I was curious"</p> <p>local insights show children may still consider smoking if their friends do</p>		<p>Educational theatre in schools</p> <p>Supporting young people in Youth Centres</p>

School Public Health Service (SPHS) support

- Single Point of Access (SPA) - point of referral for all children and young people referrals, including smoking/risk taking behaviour. Available throughout the year in and outside of the school day.
- Package of Care (POC) – 4 contacts to support families/young people to manage Risk Taking Behaviour (including smoking) using: motivational interviewing, problem solving approaches, linking to community assets and resources.
- District School Health Plans developed using local intelligence to focus support around public health priority areas.
- The development of School Public Health Plans (SPHP) for all schools to identify priority areas for support and improvement e.g. Healthy Lifestyles. Plans are developed using data from schools including:
 - Kent Public Health Observatory to understand district public health priorities
 - The Lancaster Model (TLM) health assessments (completed by Y6 & mid-teen) to identify individual and whole school support. *8648 (Y6) and 909 (mid-teen) CYP requested further support and guidance about smoking and received signposting to further information and support (2018/20).*

School Public Health Service (cont.)

- Training/resources to support the delivery of high quality PSHE
- The [Kent Youth Health website](#) providing up to date information and signposting to access support
- [FAQs for parents](#) on SPHS website signposting parents to 'quit smoking' support

We Are With You

(Specialist Treatment/Early Intervention)

- Signpost to smoking cessation support via NHS website/GP surgeries, supporting young people to access this.
- Harm reduction approach - exploring risks to physical health from smoking including discussion around quitting/alternative routes of administration e.g. vaping/nicotine replacements and therapy with Clients.
- Clients mixing tobacco and cannabis – explore the exposure to nicotine, dependence and health harms of tobacco/smoking. Harm reduction advice discussing the potential benefits but also potential risks of alternative routes of administration e.g. vaping/oils/edibles with Clients.

How the Kent Tobacco Control Alliance can work in partnership

Expand Quit Coach model with Youth Services



Expand Smoke Free Parks and school gates



Reduce Smoking in Pregnancy and Promote Smokefree Homes



Continue to make tobacco inaccessible to children and young people

