

# The scale of the problem in the UK



**80,000**



**94,000**

In 2020 there were 80,000 deaths due to COVID-19 and 94,000 due to tobacco



Around **7 million** people currently smoke



**>50%** will die from smoking-related diseases

# The real costs of tobacco

Tobacco costs the NHS and society **£12.5bn every year**



An estimated **>£7bn** would be returned to families and communities if smoking were obsolete

# Smoking affects disadvantaged people more



Smokers spend

**>£23 per week**  
on tobacco



**>1 million**

people, including  
250,000 children,  
live in poverty due  
to spending on tobacco

Smoking is linked  
to housing:



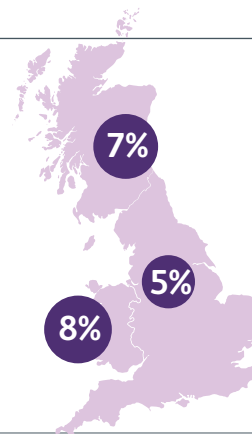
**~30%** local authority housing renters  
**22%** private renters  
**8%** mortgage-free homeowners

# Smoking uptake in children



Most established  
smokers first took  
up smoking in  
**adolescence**

Smoking among young people  
**is twice as common**  
among those from disadvantaged  
backgrounds



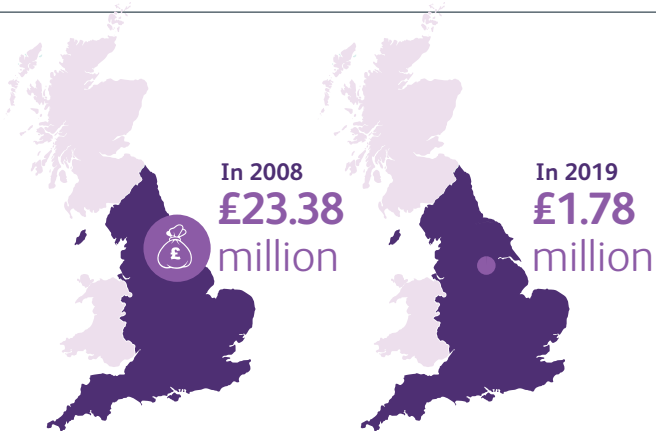
5% of  
**15-year-olds**  
smoke regularly  
in England,  
7% in Scotland  
and 8% in Wales



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## Campaigns and education

Campaigns like Stoptober are highly effective but national spending in England on **anti-smoking campaigns** has fallen from **£23.38 million** in 2008 to **£1.78 million** in 2019



**STOP TOBER** is estimated to have initiated **2.1 million** quit attempts between 2012 and 2019

## Public space smoking restrictions



Smoke-free legislation in the UK was introduced in **2007**



**>80%** people support smoke-free outdoor children's play areas



**25%** of NHS acute trusts have outdoor smoking shelters  
**31%** do not enforce smoking bans on site

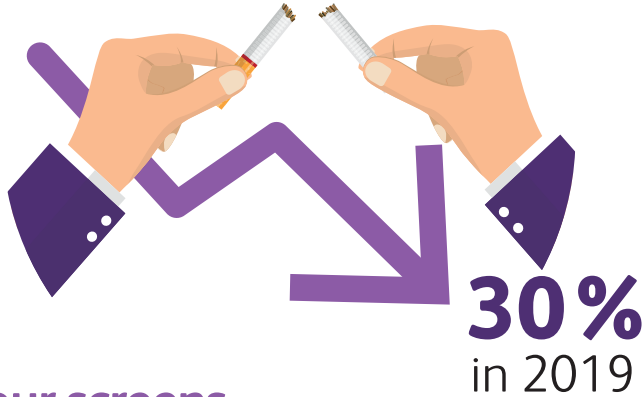


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# Why treat tobacco addiction?

Quit attempts have dropped

42%  
in 2007



Smokers are **30% more likely** to be admitted to hospital than non-smokers

It shortens life for those with mental health conditions: **16 years for men, 12 years for women**

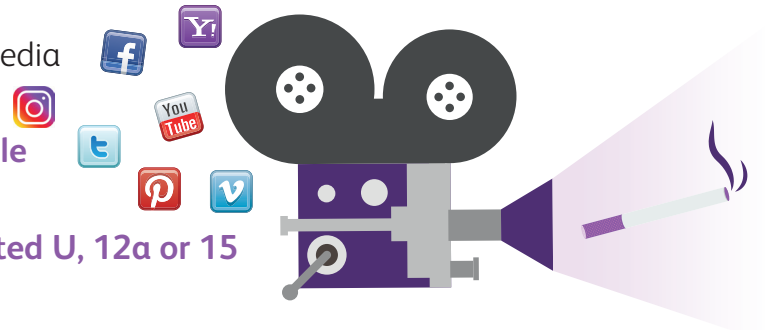


People from LGBT communities are **1.4 times more likely** to smoke



## Smoking on our screens

- > Tobacco imagery in films, television, music videos, gaming and social media **exposes young children** to millions of images of tobacco
- > The risk of smoking is increased by a ratio of **1:39 among young people** exposed to high levels of these images
- > The majority of tobacco imagery in popular UK films occurs in those **rated U, 12a or 15**



# GP intervention is key



**66%** of smokers visit their GP each year but only:

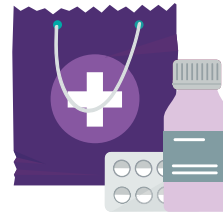
**30%** receive advice on smoking

**10%** are offered referral to stop smoking services

**5%** are offered prescription medication and few are advised on e-cigarettes

## If GPs prescribe and refer for **smoking cessation**:

smoking prevalence would decrease from **8.7% to 6.2%** by 2030



incidence of serious smoking-related disease would **decrease by 15%** and premature death by **16%** over 20 years

**NHS spend** would reduce by **16%** on smoking-related disease

