



A Tobacco Plan for Plymouth

A tailored plan for Plymouth to become healthier and wealthier by reducing the harm caused by tobacco

Vision for 2020

Our vision is for a smokefree Plymouth where future generations are protected from tobacco related harm and live longer, healthier lives.

Tobacco use affects the whole city and smoking kills half of all long term users.

A future free from tobacco use will mean our children will not suffer disability or die early and unnecessarily from illnesses related to smoking.

Executive Summary

Our vision is for a smokefree Plymouth where future generations are protected from tobacco related harm and live longer, healthier lives. Tobacco use affects the whole city and smoking kills half of all long term users. A future free from tobacco use will mean our children will not suffer disability or die early and unnecessarily from illnesses related to smoking.

As adults we all have the right to decide to smoke tobacco or to live free from the harm that tobacco causes. This decision is influenced by a range of factors that impact on our behaviour. Our approach is to support and design actions that positively affect these behaviours in the spirit of community and individual responsibility.

The health of people in Plymouth is generally worse than the national average with higher rates of deprivation and health inequalities. We currently experience a 14.7 year gap in life expectancy between different neighbourhoods. It is estimated that 545 people die every year in Plymouth directly from a smoking related illness.

Nationally the cost of smoking to the NHS has been calculated at £2.7 billion and in Plymouth it is estimated to cost £23 million per year in terms of smoking related admissions and outpatient activity. The cost to Plymouth is likely to be much higher than this when we consider the disability and illness that smoking causes and the pressure this puts on social services and business.

In Plymouth it is relatively easy to obtain illegal tobacco and young people are more likely to smoke.

We are committed to improving public health in communities across Plymouth. This Tobacco Plan for Plymouth shows how we will reduce the harms caused by tobacco in our city by shaping the way we all work to make smokefree lifestyles easier to achieve. A priority for the Plymouth 2020 Partnership is to reduce smoking rates across the city, aspirations from this plan include:

Reducing Smoking Rates

To reduce rates of adults (aged 18 or over) who smoke in Plymouth to 17.1% by the end of 2020.

Reduce Health Inequalities

To reduce rates of adults (aged 18 or over) who smoke in the fifth most deprived neighbourhoods in Plymouth to 21.8% by the end of 2020.

Pregnant Women & Smoking

To reduce rates of smoking in pregnant women in Plymouth to 10.7% by the end of 2020 (measured at time of giving birth).

Smoking & Children

To reduce the percentage of families with young children (under 5 years old) where one or more parents smoke to 17% by the end of 2020.

Smoking & Children

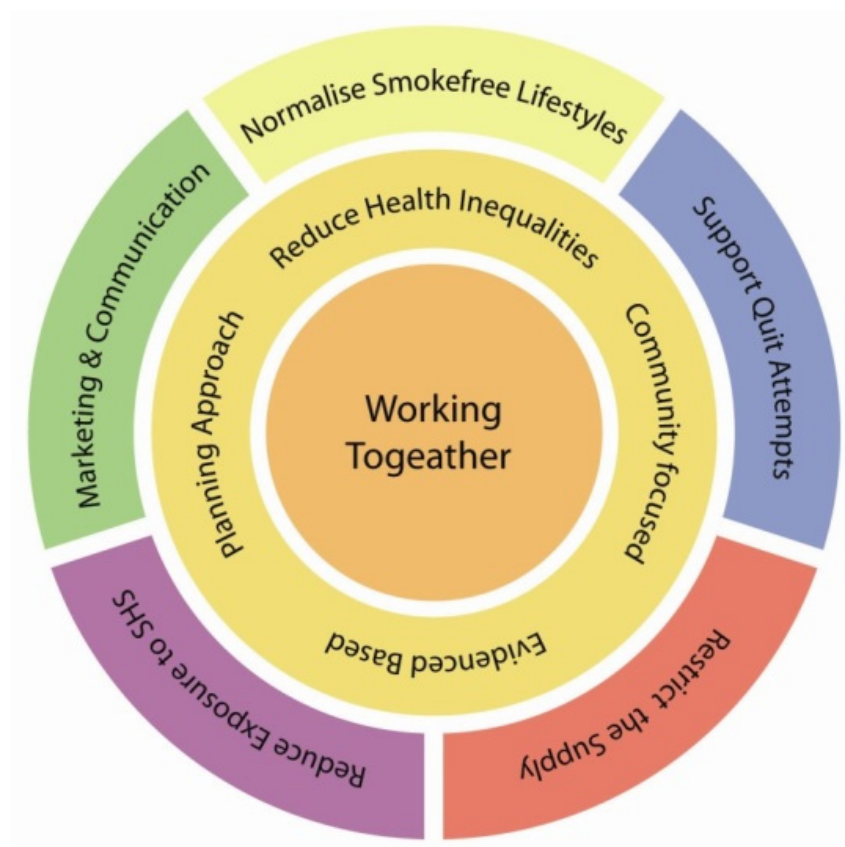
To reduce rates of regular smoking among 15 year olds in Plymouth to 28%* by the end of 2020.

*We are not confident that the baseline is a true representation of the situation in Plymouth. See page 23

In order to achieve the goals that we have set for 2020 we have developed a five strand approach for Plymouth. They reflect the international evidence of what works to effectively reduce health inequalities through tobacco control. This will help to set up a structure that coordinates our approach to tobacco control and helps us work together to reduce smoking rates in Plymouth.

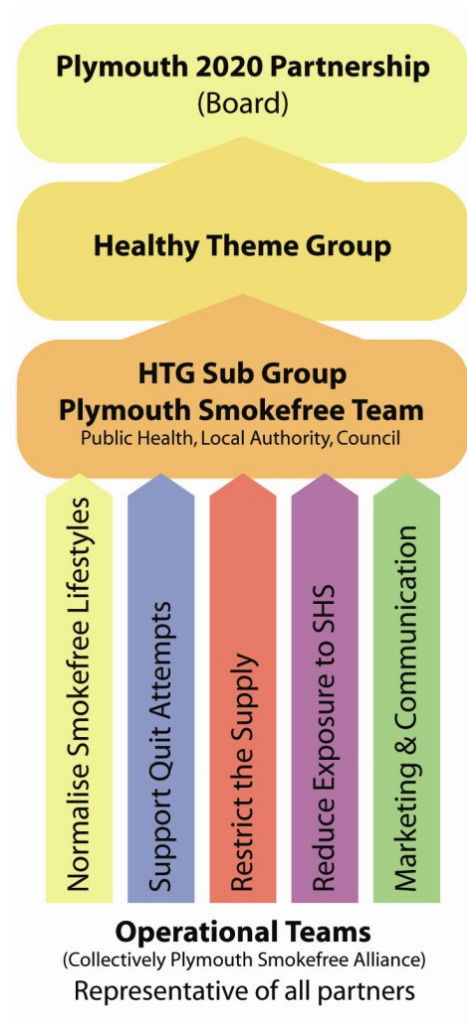
Work will focus on the following strands:

- 1. Normalise smokefree lifestyles**
- 2. Support people to stop smoking**
- 3. Restrict the supply of tobacco products**
- 4. Reduce exposure to second-hand smoke**
- 5. Marketing & Communications**



The framework for this plan is designed to bring together all the relevant tobacco control work that is delivered across the city. It will provide the structure and accountability for the coordinated and collaborative approach required for effective tobacco control in Plymouth. The operational aspects of the framework will reflect the tobacco plan's five strands with the respective work streams being coordinated by Plymouth Smokefree Team.

A Tobacco Control Framework for Plymouth



Following the adoption of the Tobacco Plan for Plymouth by the Plymouth 2020 Partnership, Plymouth Smokefree Team will be formed to develop a delivery plan. During an extensive 3-month public engagement period, local tobacco control priorities will be further recognised and used to develop the local delivery plan that will be refreshed each year.