

Guernsey and Alderney Tobacco Control Strategy, 2015–2020

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 - ▶ DPH/MOH/CMO
 - ▶ 11th June 2015
- ▶ Inter-Island Public Health Conference



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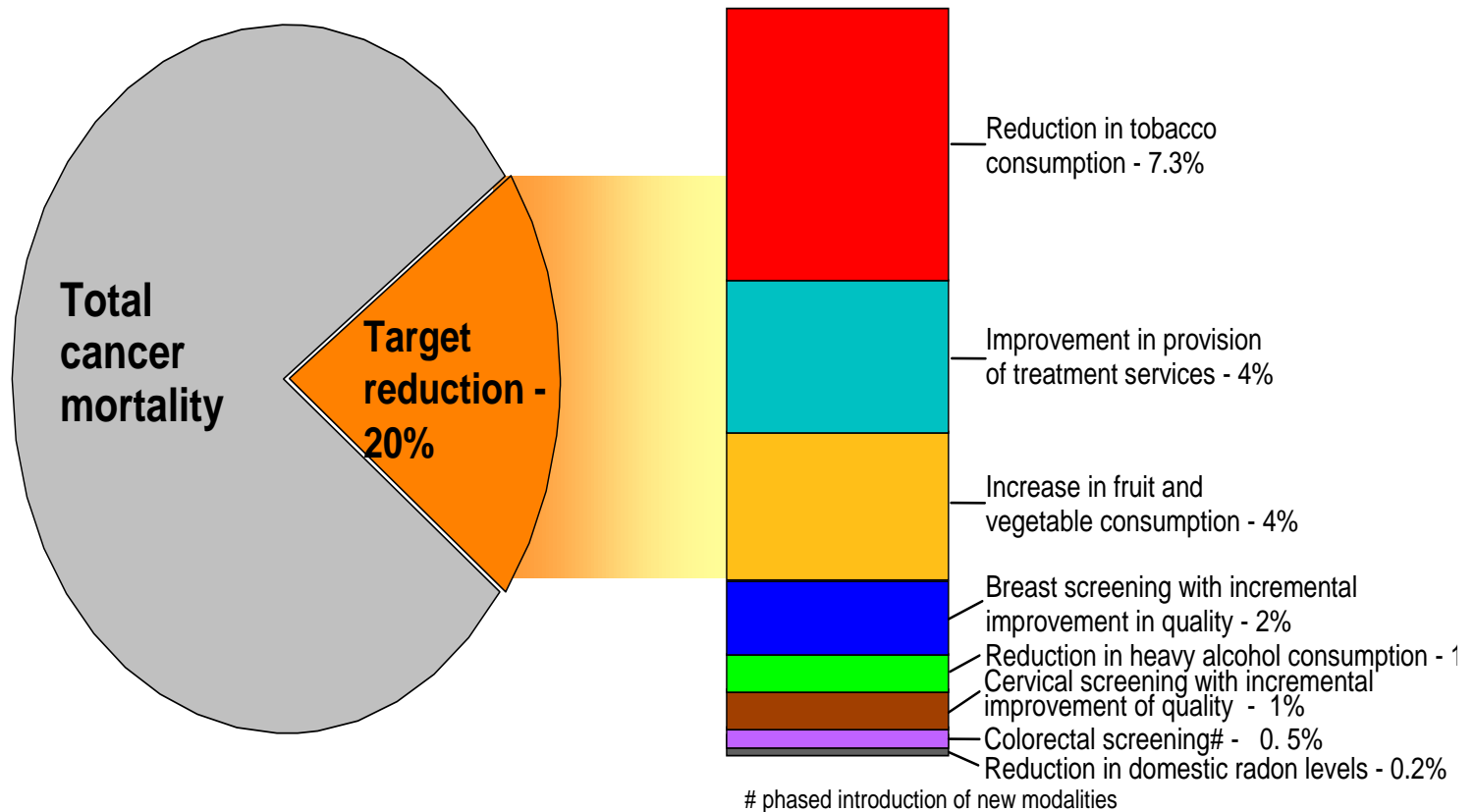
Tobacco Control Strategy 2015–20

- ▶ Tobacco Harms
- ▶ Previous Strategy Achievements
- ▶ New strategy (Agreed April 2015)
 - Outcomes –
 - Actions–
- ▶ Opportunities for islands to work Together – your views?

Tobacco Harms

- ▶ **16%** of all deaths over 35y
- ▶ **87** deaths/yr in the Bailiwick attributed to Smoking (2010-12)
 - 47 cancer deaths (38 lung)
 - 21 chronic obstructive pulmonary disease deaths
 - 10 coronary heart disease deaths
- ▶ Inequalities
 - 25% of lowest income v 3% of highest income people smoke
 - Variation between schools of 5 to 50% of parents smoke

**Figure 12 - Potential improvements in total cancer mortality
in persons under age 75***



Source: Prof Nick Day
Institute of Public Health, Cambridge

*estimates produced for the under 65 age group and assumed to apply equally to under 75 age group



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Previous Strategy (2009–13)

Achievements

1. Tobacco excise↑, RPI + 3%, 2009–13
2. Quitline and free NRT
3. Education – Campaigns: PSHE in & out school)
4. Ban import/sale of packs of ten or fewer
5. Ban advertising at the point of sale
6. Licensing of retailers – (children)
7. Smokefree HSSD
8. Smokefree Prison

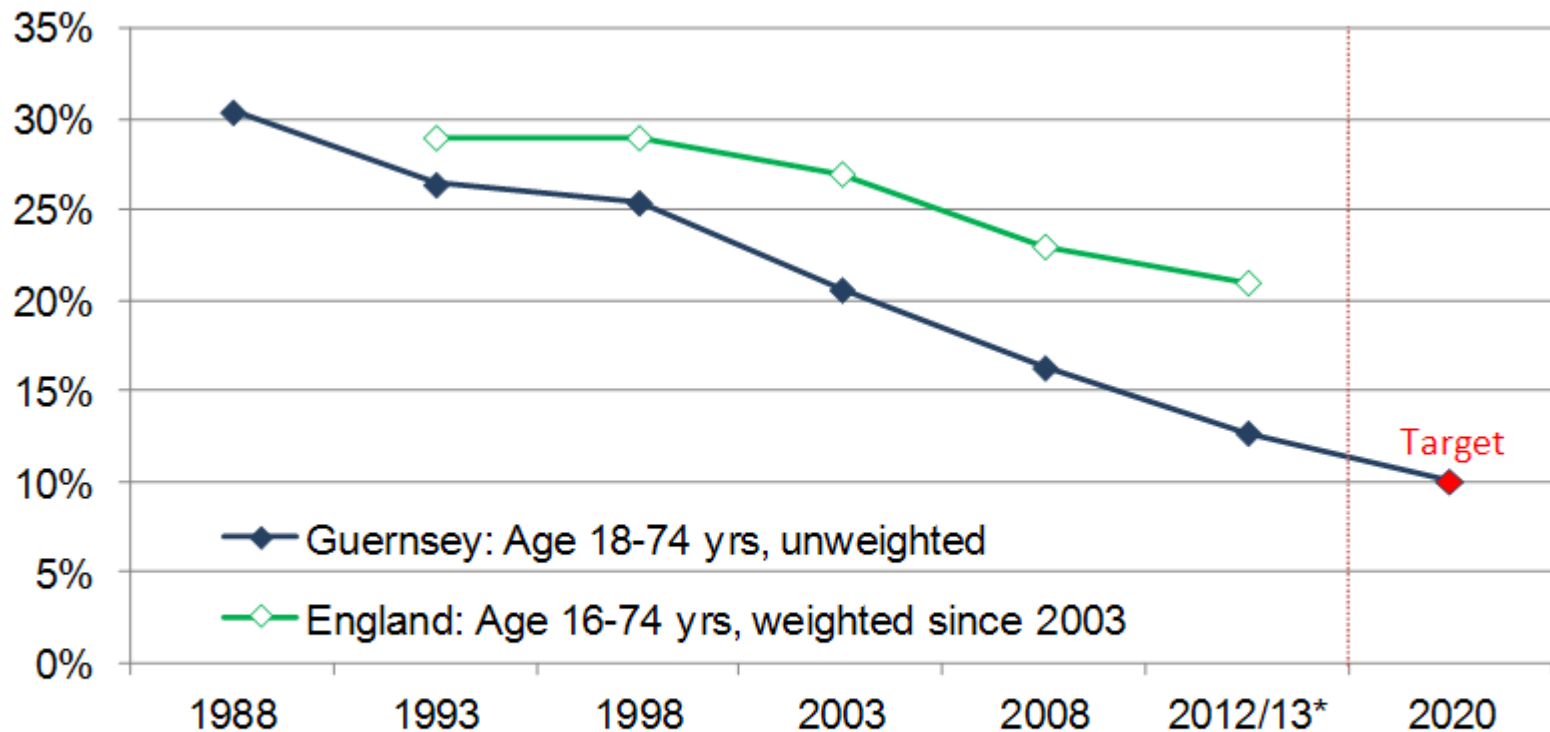




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Smoking Prevalence – Graph



*2012 for England, 2013 for Guernsey

Aims of Strategy

- ▶ Adults smokers less than 10% by 2020, and 5% by 2025 (13.3% in 2013).
- ▶ Smoking in lower income group decreases (25% in 2013)
- ▶ Prevalence of smoking in pregnant women decreases (14.9% in 2011 at delivery)
- ▶ School pupils who parents smoke by 2020 decreases (32% in 2013)
- ▶ Occasional and regular smokers in secondary schools 5% or less by 2020

What do we plan to do – 1

▶ Price

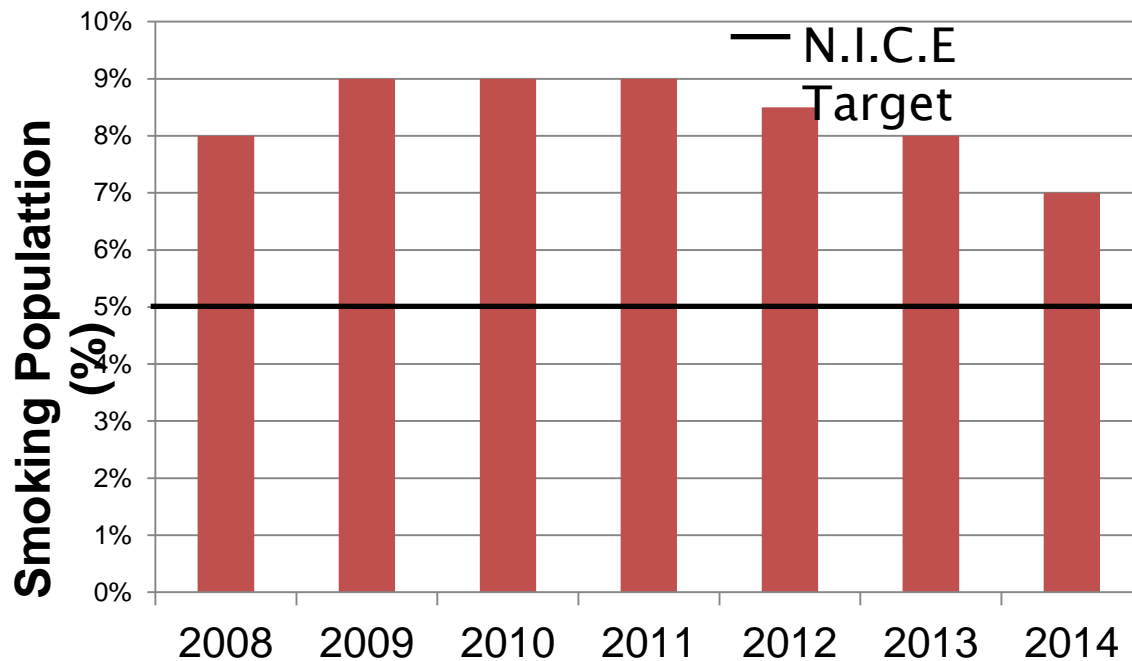
- Cigarettes increase yearly – RPIX +5%
- Rolling tobacco increases –RPIX +7.5%
- Explore with Jersey reduction of duty-free

What we plan to do-2

▶ Legislation

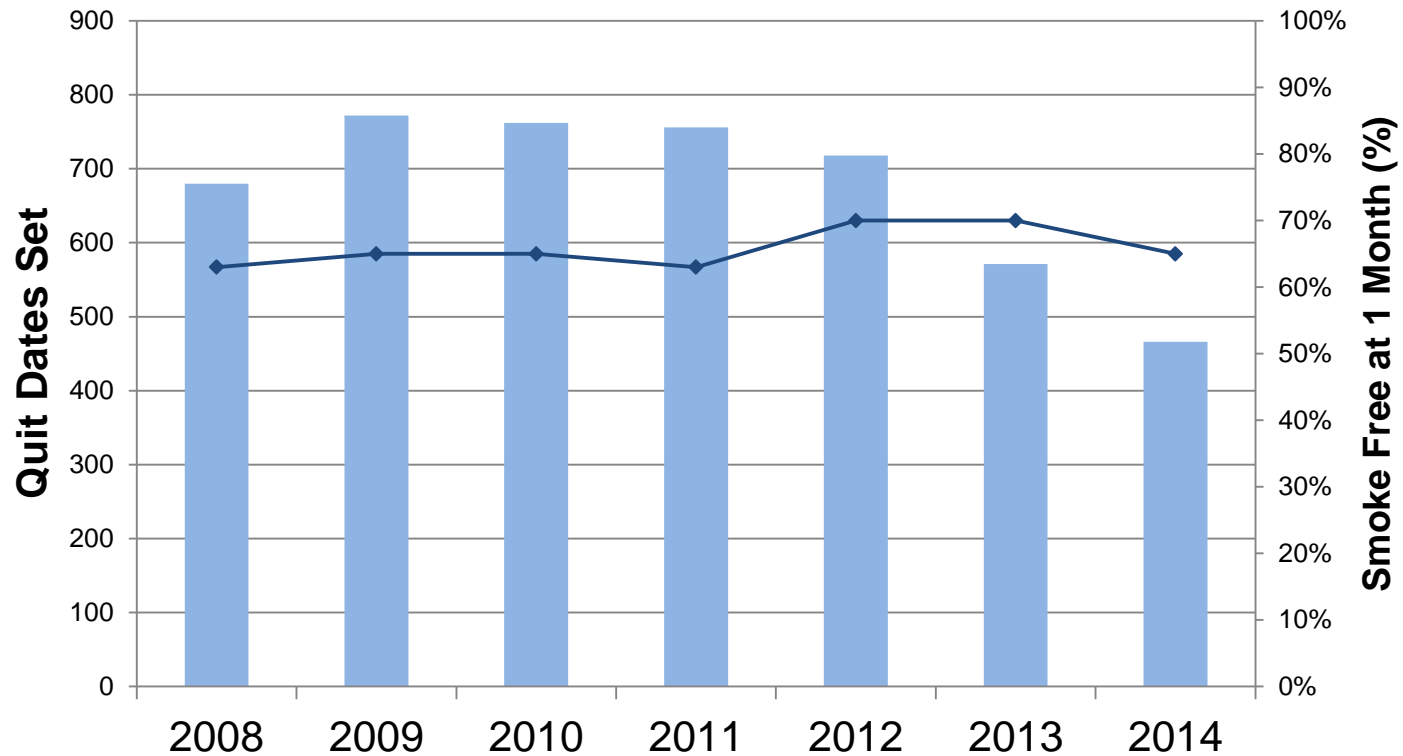
- Smoke-free vehicles with children
- **Smoke-free children's playgrounds**
- Smoke-free outdoor eating areas
- **Plain Packaging**
- Law for police to confiscate tobacco without criminalising children

Estimated smoking Population setting a Quit Date by Year



Reasons for Decline?: Marketing, e-cigarettes, hard-core smokers

Quit Dates Set by Year



What we Plan to do-3

▶ Quitline

- Recruit 450 people a year
- **Audit of equity of access**
- Offer to 90% of offenders who smoked on entry to prison
- **Offer through Health Trainers (50)**
- Increase Very Brief Intervention Training
- **Referral pathways**
- Target and tailor services – older, pregnant, poorer
- **Marketing**

What we plan to do? -4

▶ Awareness Raising – Education

- Children's Lifestyle Worker
- Pregnant women
- Families
- Working with retailers
- Work towards smoke-free States Grounds
- Audit and Campaigns in States Grounds

What we plan to do –5

- ▶ E-cigarettes
 - Regulation

Summary

- ▶ Background
- ▶ Achievements of Old Strategy
- ▶ New Strategy Aims and Actions
- ▶ Opportunities for working across Islands?
- ▶ Thank you