



North

Yorkshire County Council

# North Yorkshire Tobacco Control Strategy 2015 – 2025

Smoke-Free North Yorkshire  
Performance Outcome Framework



The North Yorkshire Tobacco Control Strategy 2015 – 2025 embodies the aim to inspire a smoke free generation. Smoking is still the primary cause of premature deaths and preventable illness in North Yorkshire. Between 2011 and 2013, 3128 deaths in North Yorkshire were attributable to smoking, this equates to over 1000 a year. Tobacco is linked to more than 200 diseases and is the primary cause of lung cancer and Chronic Obstructive Pulmonary Disease (COPD); almost half of smoking related diseases are cancers.

The strategy targets tobacco use in the poorest communities in North Yorkshire, aiming to reduce the single biggest cause of inequalities in death rates between the most and least affluent communities in the county. The lowest income groups in society suffer the highest burden of smoking-related illness; with 27% of routine and manual workers still smoking in North Yorkshire. The lowest income groups often find it harder to quit as they are more likely to live in a community where smoking is perceived as normal. In light of this, Action on Smoking (ASH) has proposed a target specifically for this group, and the Strategy explicitly states its aims to tackle this issue.

The national strategy *Healthy Lives, Healthy People: A Tobacco Plan for England (2011 – 2015)* has come to an end. The three ambitions of the plan were as follows, with North Yorkshire's current prevalence in brackets:

1. To reduce adult (aged 18 or over) smoking prevalence in England to 18.5 per cent or less by the end of 2015 (15.6%)\*
2. To reduce rates of regular smoking among 15 year olds in England to 12 per cent or less (9.9%)\* (6% from the 2014 GUNY survey)
3. To reduce rates of smoking throughout pregnancy to 11 per cent or less by the end of 2015 (measured at time of giving birth). (12.6%)\*

\*figures taken from Local Tobacco Control Profiles, 2016

Action on Smoking and Health (ASH) has released a new report *Smoking Still Kills: protecting children and reducing inequalities (2015-2025)*. The document proposes the following new targets for a renewed national strategy to accelerate the decline in smoking prevalence over the next decade:

1. Reduce smoking in the adult population to 13% by 2020 and 9% by 2025
2. Reduce regular and occasional smoking among 15-year-olds to 9% per cent by 2020 and 2% by 2025
3. Reduce smoking among pregnant women to 8% by 2020 and 5% by 2025
4. Reduce smoking in the routine and manual socio-economic group to 21% by 2020 and 16% by 2025



The North Yorkshire Tobacco Control strategy outlines the following priorities and objectives:

### **Priority 1 – Prevention for Children and Young People**

- Reduce regular and occasional smoking among 15 years to 2% by 2025
- Reduce the number of underage tobacco sales to children and young people
- Reduce the number of homes where children are exposed to second hand smoke

*Key Performance Indicator: Prevalence of smoking at 15 years*

### **Priority 2 – Normalise a smoke-free lifestyle**

- Increase the number of smoke-free places and promote why and how to quit smoking

*Key Performance Indicator: Prevalence of smoking among persons aged 18 years or over*

### **Priority 3 – Reduce illegal tobacco in the community**

- Reduce the supply of and demand for illegal tobacco

*Key Performance Indicator: Prevalence of smoking among persons aged 18 years or over*

### **Priority 4 – Support all smokers to quit**

- Increase the number of smokers using the local stop smoking services, particularly from priority groups

*Key Performance Indicator: Prevalence of smoking among persons aged 18 years or over*

*Prevalence of smoking amongst persons aged 18 years or over – routine and manual workers*

### **Monitoring of the strategy**

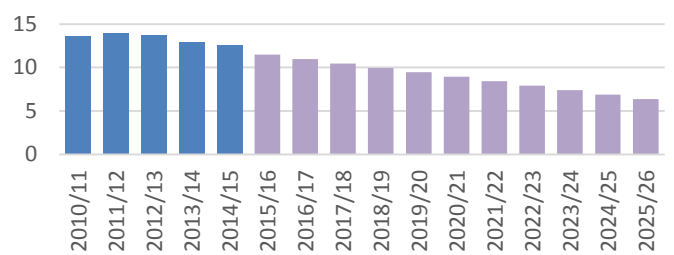
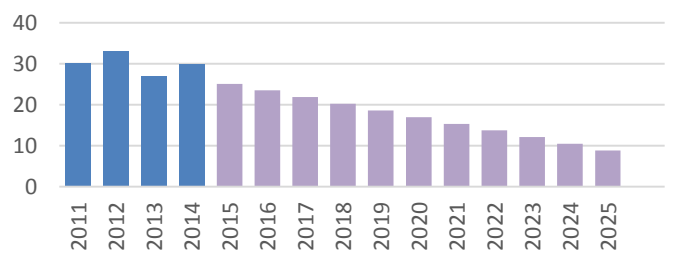
Performance of the strategy will be monitored through the following Key Performance Indicators, and will be monitored every quarter, or as often as the data is released.



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Key Performance Indicator and current baseline	Healthy Lives, Healthy People 2011-2015 target	Smoking Still Kills 2015-2025 target	Historical data and projection by county (based on data from the PHOF) <i>except Smoking Prevalence at 15 years*</i>																																		
<p>Prevalence of smoking among persons aged 18 or over in North Yorkshire</p> <p><b>(current baseline 15.6%)*</b></p>	<p>To reduce adult (aged 18 or over) smoking prevalence in England to 18.5 per cent or less by the end of 2015</p> <p><b>Achieved</b></p>	<p>Reduce smoking in the adult population to 13% by 2020 and 9% by 2025</p>	<table border="1"> <caption>Smoking Prevalence (2010-2025)</caption> <thead> <tr><th>Year</th><th>Prevalence (%)</th></tr> </thead> <tbody> <tr><td>2010</td><td>21</td></tr> <tr><td>2011</td><td>16</td></tr> <tr><td>2012</td><td>18</td></tr> <tr><td>2013</td><td>16</td></tr> <tr><td>2014</td><td>15</td></tr> <tr><td>2015</td><td>14</td></tr> <tr><td>2016</td><td>13</td></tr> <tr><td>2017</td><td>12</td></tr> <tr><td>2018</td><td>11</td></tr> <tr><td>2019</td><td>10</td></tr> <tr><td>2020</td><td>9</td></tr> <tr><td>2021</td><td>8</td></tr> <tr><td>2022</td><td>7</td></tr> <tr><td>2023</td><td>6</td></tr> <tr><td>2024</td><td>5</td></tr> <tr><td>2025</td><td>4</td></tr> </tbody> </table>	Year	Prevalence (%)	2010	21	2011	16	2012	18	2013	16	2014	15	2015	14	2016	13	2017	12	2018	11	2019	10	2020	9	2021	8	2022	7	2023	6	2024	5	2025	4
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<p>Smoking prevalence at 15 years in North Yorkshire</p> <p><b>(current baseline for regular smoker in the Local Tobacco Control Profile modelled estimate* is 9.9%, but 6% from the GUNY 2014 survey)</b></p>	<p>To reduce rates of regular smoking among 15 year olds in England to 12 per cent or less</p> <p><b>Achieved</b></p>	<p>Reduce regular and occasional smoking among 15-year-olds to 9% per cent by 2020 and 2% by 2025</p>	<p>Growing Up in North Yorkshire - Yr 10 Pupils Identified as "Regular" Smokers (2014)</p> <table border="1"> <caption>Regular Smokers (2014)</caption> <thead> <tr><th>County</th><th>%</th></tr> </thead> <tbody> <tr><td>Scarborough</td><td>8.5</td></tr> <tr><td>Hambleton</td><td>7.5</td></tr> <tr><td>Selby</td><td>6.5</td></tr> <tr><td>Craven</td><td>4.5</td></tr> <tr><td>Harrogate</td><td>3.5</td></tr> <tr><td>Ryedale</td><td>2.5</td></tr> <tr><td>Richmondshire</td><td>2.5</td></tr> <tr><td>England</td><td>8.5</td></tr> <tr><td>NYCC Target</td><td>6.0</td></tr> </tbody> </table> <p><i>*NB: This graph shows the current rate of "regular" smoking in Year 10 pupils from the GUNY survey 2014. It is not possible to produce projections for this indicator as the historical data is inconsistent, however as more data is collected, this document will be updated. Also please note that the England rate on this graph is taken from the local tobacco control profile indicator "smoking prevalence at age 15 (modelled estimate)".</i></p>	County	%	Scarborough	8.5	Hambleton	7.5	Selby	6.5	Craven	4.5	Harrogate	3.5	Ryedale	2.5	Richmondshire	2.5	England	8.5	NYCC Target	6.0														
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<p>Smoking status at time of delivery in North Yorkshire</p> <p><b>(current baseline 12.6%)*</b></p>	<p>To reduce rates of smoking throughout pregnancy to 11 per cent or less by the end of 2015 (measured at time of giving birth).</p> <p><b>Missed</b></p>	<p>Reduce smoking among pregnant women to 8% by 2020 and 5% by 2025</p>	 <table border="1"> <caption>Smoking rates among pregnant women (2010/11 to 2025/26)</caption> <thead> <tr> <th>Year</th> <th>Rate (%)</th> </tr> </thead> <tbody> <tr><td>2010/11</td><td>14</td></tr> <tr><td>2011/12</td><td>14</td></tr> <tr><td>2012/13</td><td>13.5</td></tr> <tr><td>2013/14</td><td>13</td></tr> <tr><td>2014/15</td><td>12.5</td></tr> <tr><td>2015/16</td><td>11.5</td></tr> <tr><td>2016/17</td><td>11</td></tr> <tr><td>2017/18</td><td>10.5</td></tr> <tr><td>2018/19</td><td>10</td></tr> <tr><td>2019/20</td><td>9.5</td></tr> <tr><td>2020/21</td><td>9</td></tr> <tr><td>2021/22</td><td>8.5</td></tr> <tr><td>2022/23</td><td>8</td></tr> <tr><td>2023/24</td><td>7.5</td></tr> <tr><td>2024/25</td><td>7</td></tr> <tr><td>2025/26</td><td>6</td></tr> </tbody> </table>	Year	Rate (%)	2010/11	14	2011/12	14	2012/13	13.5	2013/14	13	2014/15	12.5	2015/16	11.5	2016/17	11	2017/18	10.5	2018/19	10	2019/20	9.5	2020/21	9	2021/22	8.5	2022/23	8	2023/24	7.5	2024/25	7	2025/26	6
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<p>Prevalence of smoking among persons aged 18 years and over – routine and manual in North Yorkshire</p> <p><b>(current baseline 29.8%)*</b></p>	<p>No target set</p>	<p>Reduce smoking in the routine and manual socio-economic group to 21% by 2020 and 16% by 2025</p>	 <table border="1"> <caption>Smoking rates among persons aged 18 years and over (2011 to 2025)</caption> <thead> <tr> <th>Year</th> <th>Rate (%)</th> </tr> </thead> <tbody> <tr><td>2011</td><td>30</td></tr> <tr><td>2012</td><td>33</td></tr> <tr><td>2013</td><td>28</td></tr> <tr><td>2014</td><td>30</td></tr> <tr><td>2015</td><td>25</td></tr> <tr><td>2016</td><td>23</td></tr> <tr><td>2017</td><td>22</td></tr> <tr><td>2018</td><td>20</td></tr> <tr><td>2019</td><td>19</td></tr> <tr><td>2020</td><td>18</td></tr> <tr><td>2021</td><td>16</td></tr> <tr><td>2022</td><td>14</td></tr> <tr><td>2023</td><td>12</td></tr> <tr><td>2024</td><td>10</td></tr> <tr><td>2025</td><td>9</td></tr> </tbody> </table>	Year	Rate (%)	2011	30	2012	33	2013	28	2014	30	2015	25	2016	23	2017	22	2018	20	2019	19	2020	18	2021	16	2022	14	2023	12	2024	10	2025	9		
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Districts in North Yorkshire Indicators – Local Tobacco Control Profile 2015

