

If tobacco policy were evidence based what would it look like?

Deborah Arnott, Director, ASH

Speech for Society for Study on Addiction

18 November 2005

ACTION ON SMOKING AND HEALTH

- Set up by the Royal College of Physicians 1971
- Mission to reduce the harm caused by tobacco
- Campaigning and advocacy group
- All our work is evidence based
- See www.ash.org.uk for comprehensive information on smoking and health



*"I regret, Senor, no last cigarette. This is
our workplace."*

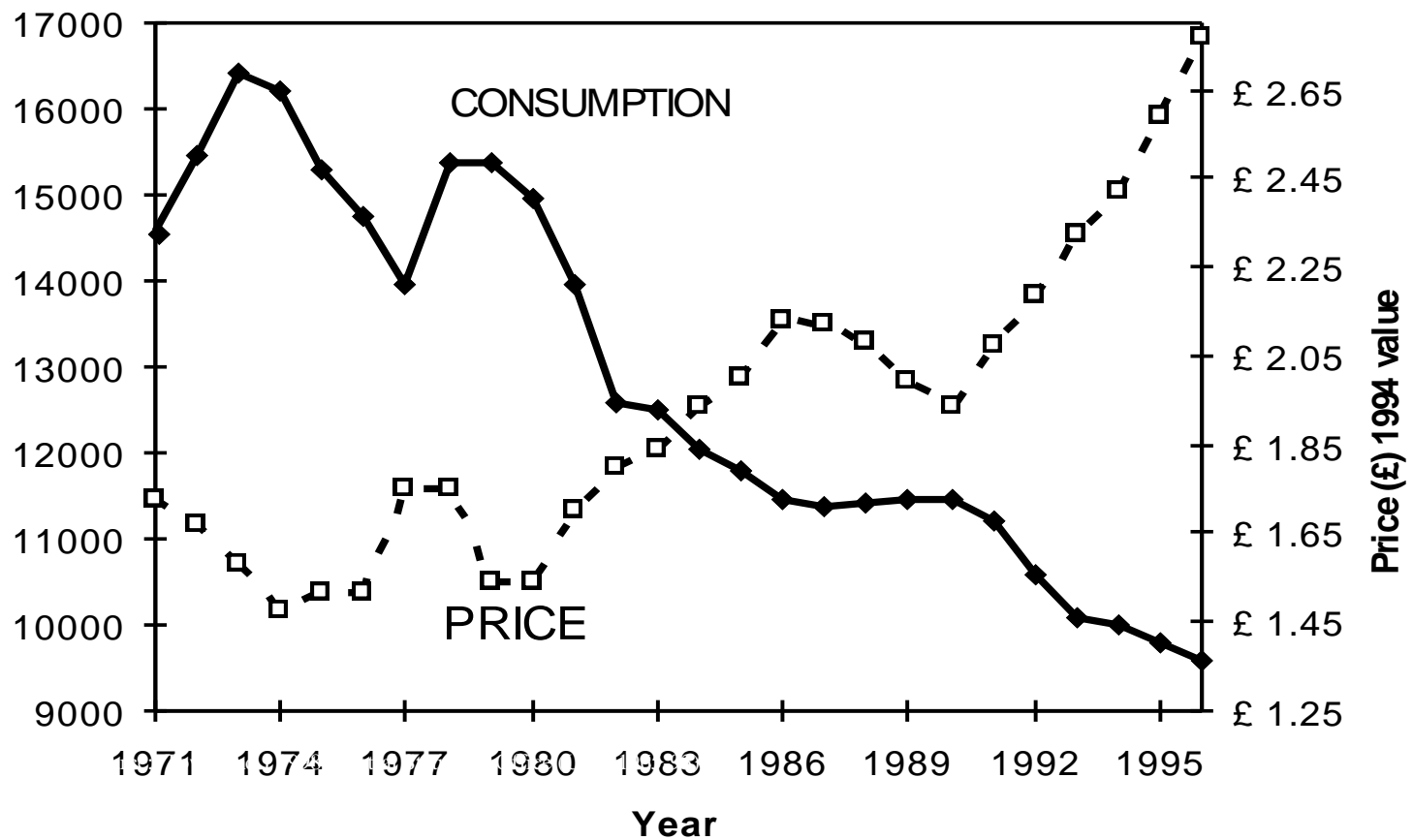
SMOKING STATISTICS 2005

- **12 million smokers in the UK**
- **28% of men and 24% of women smoke**
- **90% of smokers take up the habit as teenagers**
- **On average men smoke 15 cigarettes a day and women 13**
- **70% of smokers want to give up but less than 5% succeed each year**

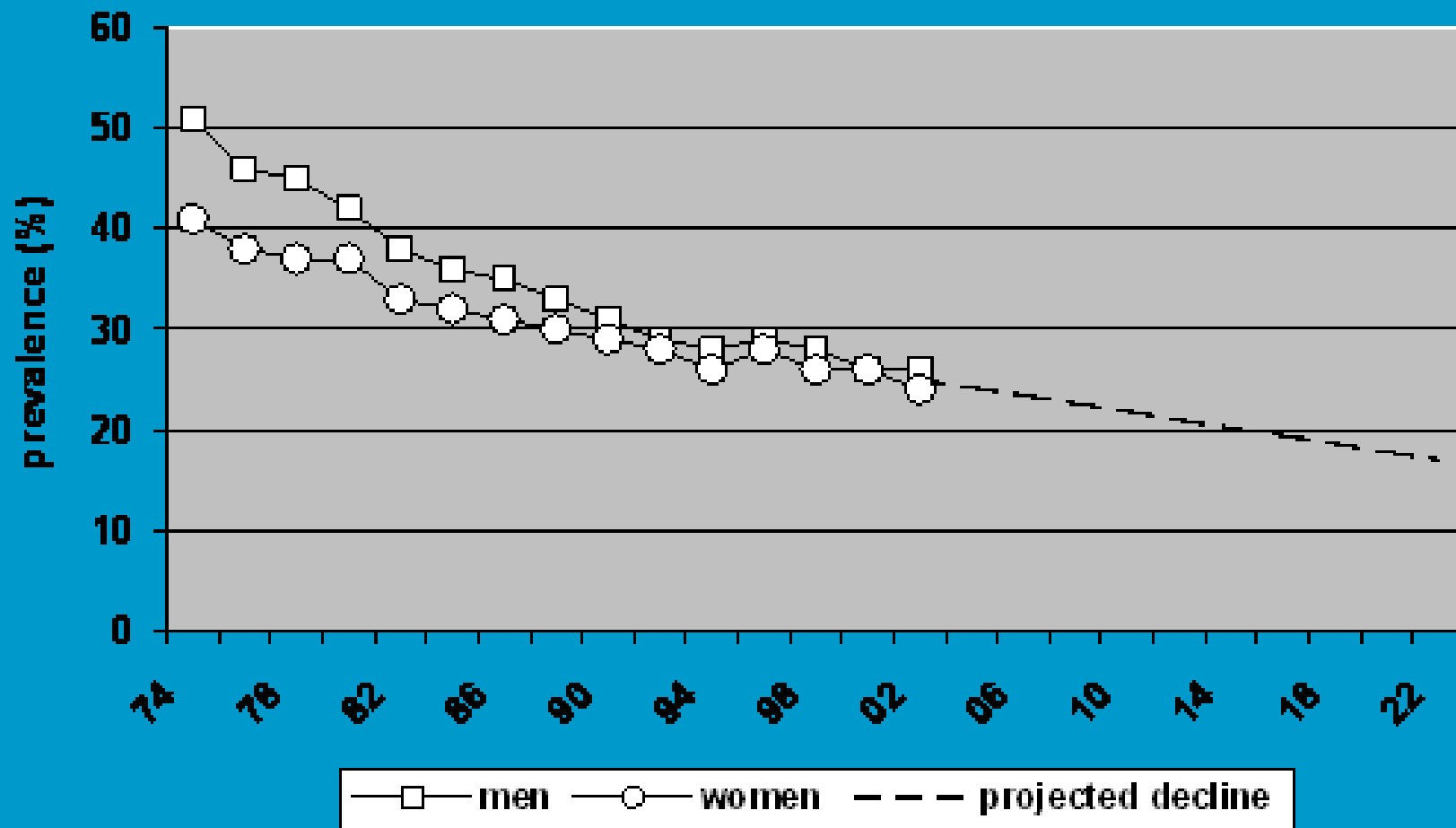
HEALTH IMPACT OF SMOKING

- **BMJ 1950 link between smoking and lung cancer proven**
- **BMJ 2004 50 years Doctors study**
- **One half of all persistent smokers will die from smoking-related disease**
- **Smoking causes:**
- **80% deaths from lung cancer and 30% of all cancer deaths**
- **80% deaths from bronchitis**
- **17% deaths from heart disease**

Real Price and Consumption of Cigarettes in the UK, 1971-96



Prevalence of smoking of manufactured cigarettes in Great Britain 1974 – 2022



Source: 1974 – 1998 General Household Survey; 2000 – 2002 ONS; 2002 – projected)

SMOKING AND HEALTH RCP 1962

Possible Action by Government

“Decisive steps should be taken by the Government to curb the present rising consumption of tobacco, and especially of cigarettes. This action could be taken along the following lines:-

- more education of the public and especially school-children concerning the hazards of smoking;
- more effective restrictions on the sale of tobacco to children;
- restriction of tobacco advertising;
- wider restriction of smoking in public places;
- an increase of tax on cigarettes, perhaps with adjustment of the tax on pipe and cigar tobaccos;
- informing purchasers of the tar and nicotine content of the smoke of cigarettes;
- investigating the value of anti-smoking clinics to help those who find difficulty in giving up smoking.

EFFECTIVENESS OF TOBACCO CONTROL POLICIES

- **Raising prices by 1% decreases consumption by about 0.3%**
- **Tobacco advertising ban -2.5%**
- **Ongoing media campaigns (education and information) -2%**
- **Counselling and NRT quadruples smokers chances of staying quit**
- **Comprehensive smokefree legislation - 1.7%**

SMOKING KILLS 1999

- **Smoking cessation services and NRT on prescription**
- **Ad ban in force 2004/5**
- **Tax increases and smuggling strategy**
- **Media campaigns**
- **Secondhand smoke?**

DH Ad Campaign

If you smoke,
I smoke

www.givingupsmoking.co.uk

Protect children. Don't make them breathe cigarette smoke. **NHS**

Source: Department of Health Website

SMOKING KILLS 1999

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SMOKEFREE CAMPAIGN

– THE EVIDENCE

HARM CAUSED BY SECONDHAND SMOKE

- **IARC 1998 study for WHO**
 - +20-30% risk of lung cancer
 - 25-35% coronary heart disease
 - **SCOTH 1998**
 - Also causes respiratory disease, cot death and middle ear disease in children
- **CDC warns increased risk of acute myocardial infarction**
- **Secondhand smoke causes asthma and triggers attacks**
- **UK - 600 deaths p.a. due to workplace secondhand smoke**

IMPACT ON SMOKING PREVALENCE

- **Fichtenberg and Glantz BMJ 2002**
 - concluded smokefree legislation reduced prevalence by 4% and consumption by 29%.

Let poor smoke, says health secretary

GIVE POOR SMOKERS A BREAK? Says health

Reid warns smoking ban would rob the poor of enjoyment

HEALTH Secretary John Reid has angered anti-smoking groups by saying ciggies are one of the few pleasures left for the poor.

He accused the middle classes of being "obsessed" with the issue, which he said was not one of the worst facing hard-up folk on council sink estates.

Fewer 60-year-old man, Dr Reid was speaking in a debate with health and patients' groups.

He said: "I just do not think the worst problem on our sink estates is smoking - that is an obsession of the learned middle class."

"What enjoyment does a 21 year-old single mother-of-three living in a council sink estate get? The only enjoyment sometimes they have is to have a cigarette."

Mixed

His remarks at a Labour Big Conversation event in south London followed last week's statement by Tony Blair that the Government was considering banning smoking in public spaces.

Dr Reid's comments immediately came under fire from the director of campaigning group Action Smoking and Health.



ALL FIRED UP: John Reid speaks out

Let poor smoke, says health secretary

...in groups of...
...being the...
...social class...
...to die from...
...the...
...sufferers.

Ministers were defeated...
...night over their flagship...
...education Bill as peers...
...to limit plans to introduce...
...iversity top-up fees of...
...£3,000 a year. Conservative...
...eral Democrat and cross-...
...peers united to pass an...
...ment waiving the new fee...
...students taking a gap year...
...fore the fees are introduc...
...2006 and backed moves to...
...fees to the first three ve...

WE'RE FUMING

Anger at Reid's 'let poor smoke' gaffe

“I just do not think that the worst problem on our sink estates by any means is smoking but that it is an obsession of the middle classes.

What enjoyment does a 21 year old mother of three living in a council sink estate get?

The only enjoyment sometimes they have is to have a cigarette.”

The Guardian, 9 June 2004

Dr John Reid's prescription:

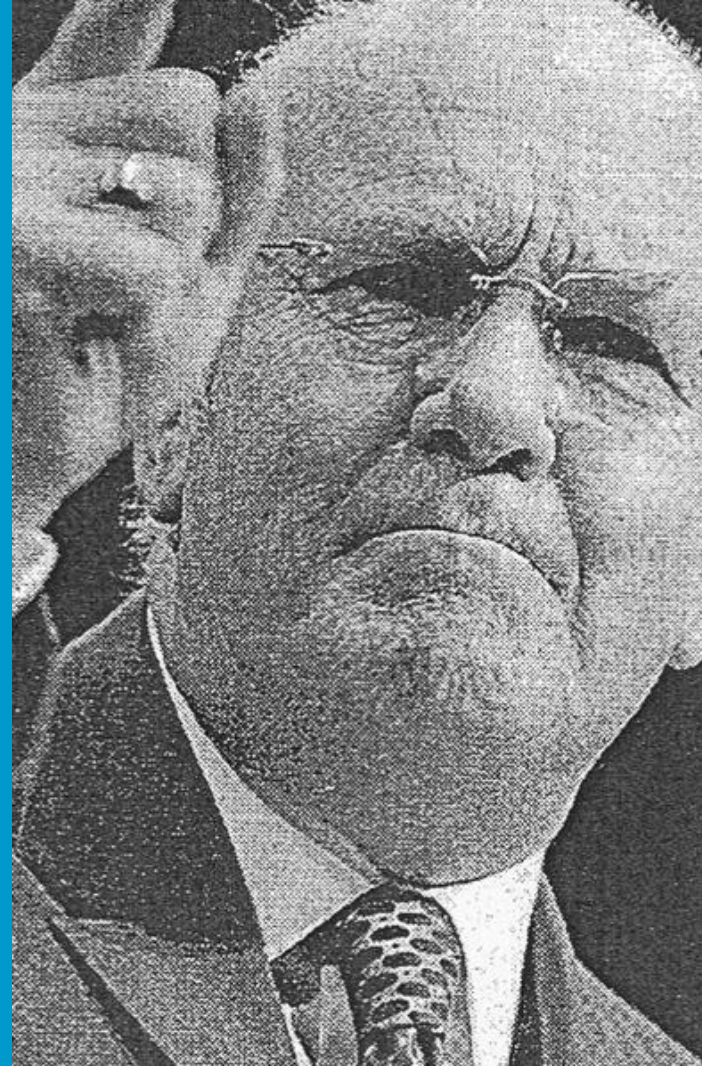
- Smokefree workplaces BUT
- Exemptions for private members clubs and pubs that don't serve food

WHY

- Public opinion

Dr John Reid oral evidence at Health Select Committee Wednesday 23 February 2005

“I speak with some considerable experience of smoking and drinking, if you do not mind me saying so.in Ireland and we would anticipate in Scotland, a %age of people who previously went to the pub to smoke now get a carry-out and take it home. I think the %age in Ireland is about 15%.”



ARGUMENTS AGAINST REID'S PROPOSALS

A comprehensive ban would protect all workers and encourage quitters

- Reid's proposals would:**
 - leave those most at risk still exposed**
 - Reduce the numbers quitting**
 - Worsen health inequalities**
 - Produce perverse and unfair competition**
 - Be more difficult to enforce**

CABINET SUB-COMMITTEE DECISION ON HEALTH BILL

- **Blair told Hewitt it was up to her to decide whether to stick to Reid's proposals**
- **Hewitt's compromise - 'smoking carriages'**
- **Supporters of comprehensive legislation – Jowell, Blunkett, Miliband and Alan Johnson**
- **Reid fights back – gets support from Jack Straw**
- **27 October Bill published – includes exemptions**

Chief Medical Officer Sir Liam Donaldson,

letter to ASH, 7th November 2005

“I have formally advised the Health Secretary that the evidence supports the approach on smoke-free public places and workplaces and it is the action that should be implemented... I am totally opposed to the various hybrid proposals that were discussed and my view was made known to members of the relevant Cabinet Sub-Committee”

HEALTH BILL PROVISIONAL TIMETABLE

- **2nd reading 30 November 2005**
- **Committee stage December 2005**
- **3rd reading and report stage January 2006**

EVIDENCE-BASED TOBACCO POLICY

You can make a difference by:

- **Writing to your MP**
- **Meeting your MP**
- **You can find the name of your MP at the local library or you can type your postcode into www.theyworkforyou.com**
- **See the Smokefree ACTION coalition website for more information at www.smokefreeaction.org.uk**