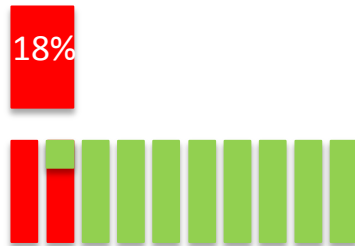
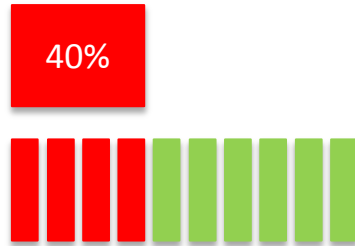
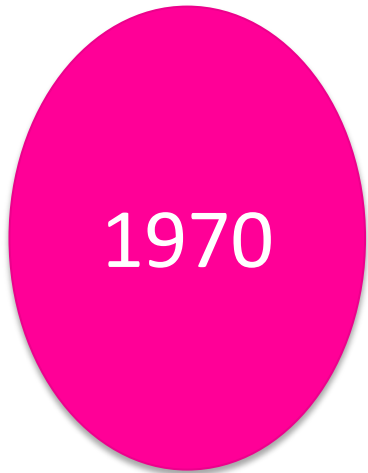




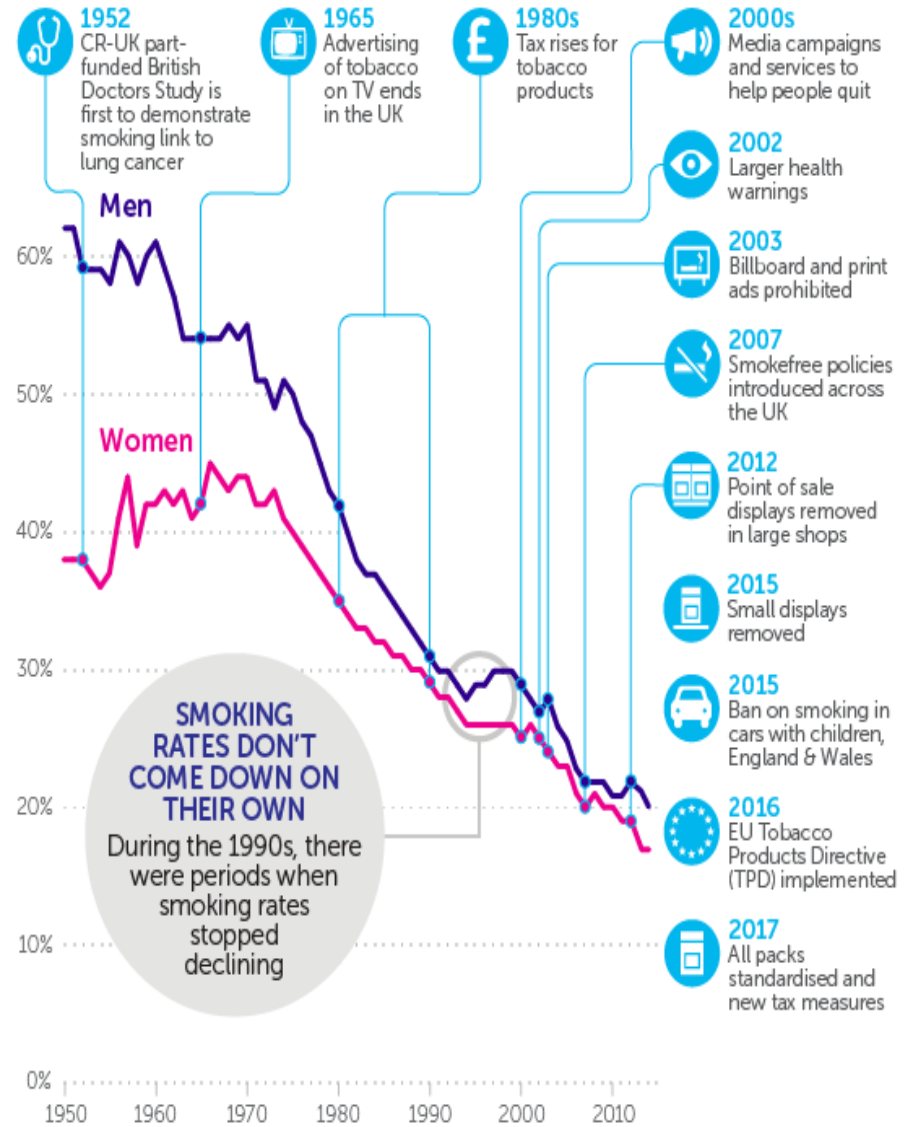
Stop Smoking Services

Effectiveness and state of play in England

DAN HUNT, POLICY ADVISER
17th January 2017



SMOKING RATES DECLINE WITH ACTION



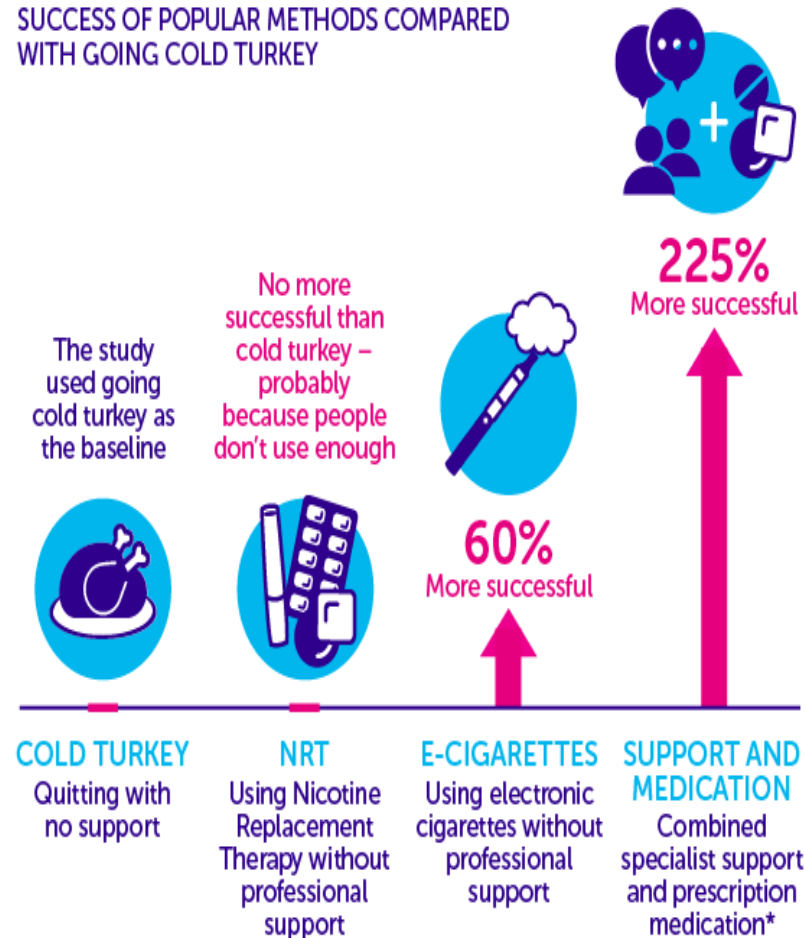
Source: Adult Smoking Habits in Great Britain. Opinions and Lifestyle Survey, ONS

LET'S BEAT CANCER SOONER.
cruk.org



WHAT'S THE MOST SUCCESSFUL WAY TO STOP SMOKING?

SUCCESS OF POPULAR METHODS COMPARED WITH GOING COLD TURKEY



*Available free from your local Stop Smoking Service [nhs.uk/smokefree](https://www.nhs.uk/smokefree)

Source: Kotz, D, Brown, J, West, R. 2014 'Real-world' effectiveness of smoking cessation treatments: a population study. *Addiction*. 109(3):491-9. doi: 10.1111/add.12429; Brown J, Beard E, Kotz D, Michie S, West R. 2014. Real-world effectiveness of e-cigarettes when used to aid smoking cessation: a cross-sectional population study. *Addiction*. 109(9); 1531-1540

WE WILL BEAT CANCER **SOONER**.
[cruk.org/smoking](https://www.cruk.org/smoking)



**“A Stop Smoking Service
helped me quit after
30 years of trying”**

Brian Regis



Help Save Stop
Smoking Services

STOP SMOKING SERVICES MATTER – HERE'S WHY

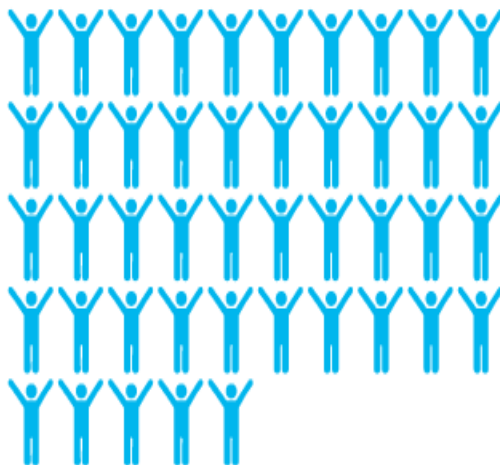


For the **2/3** of smokers who want to quit, Stop Smoking Services are the **most effective** way to kick the habit for good.



Smokers are **over three times more likely to quit** when using a Stop Smoking Service than going cold turkey.

In 2014-15, **450,000** people tried to quit with the help of an English Stop Smoking Service.



 = 10,000 people

LET'S BEAT CANCER **SOONER**

Take action right now at cruk.org/big-tobacco-cough-up



CANCER
RESEARCH
UK

Local Tobacco Control

STATE OF PLAY REPORT

- Commissioned by Cancer Research UK
- Conducted by Action on Smoking and Health (ASH)
- 3 year tracker, since Health and Social Care Act 2013

CUTTING DOWN: THE REALITY OF BUDGET CUTS TO LOCAL TOBACCO CONTROL

A SURVEY OF TOBACCO CONTROL LEADS IN LOCAL AUTHORITIES IN ENGLAND



A REPORT BY ACTION ON SMOKING AND HEALTH
COMMISSIONED BY CANCER RESEARCH UK

NOVEMBER 2016



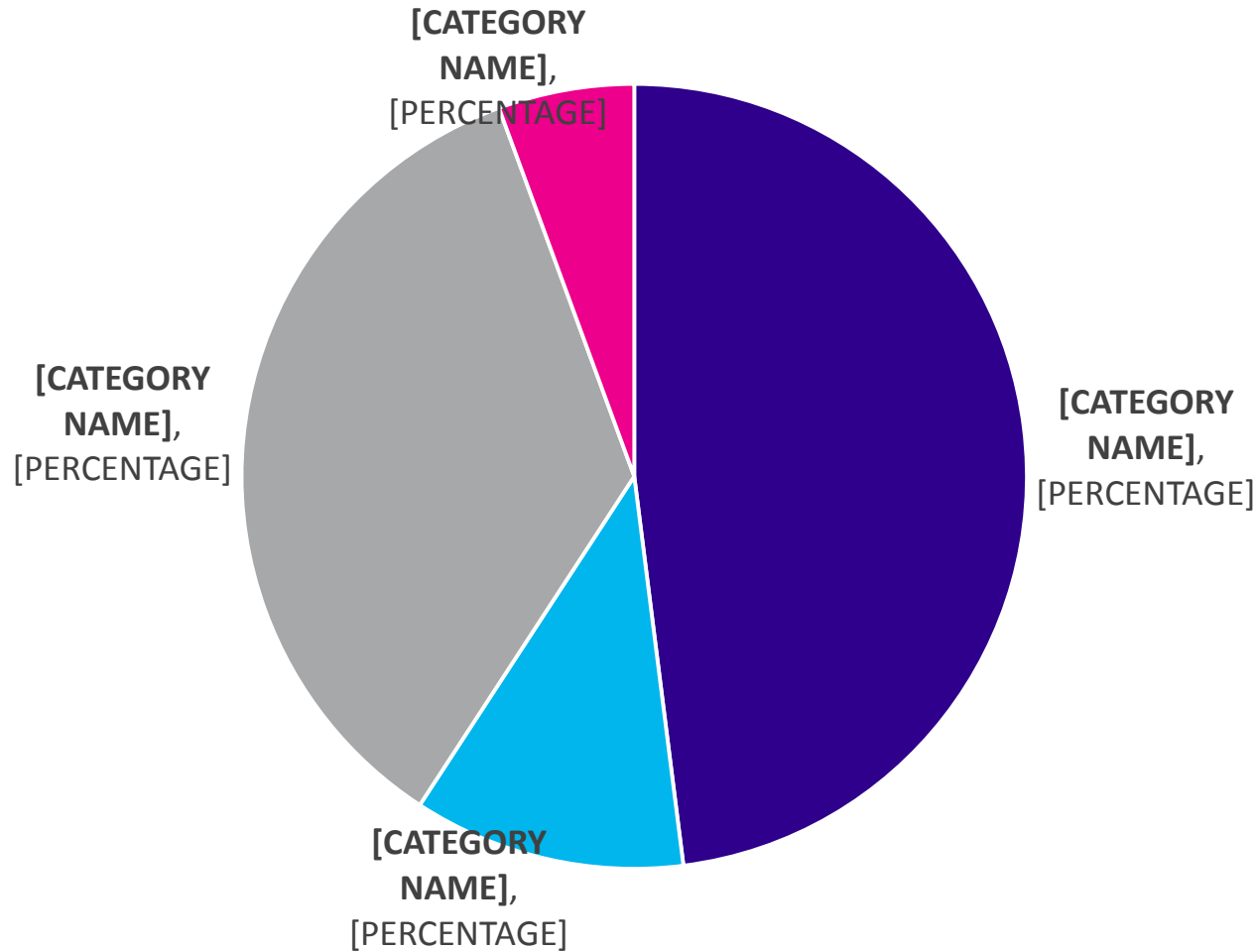
A brief history

DESPITE RING-FENCE UNTIL 2017/18

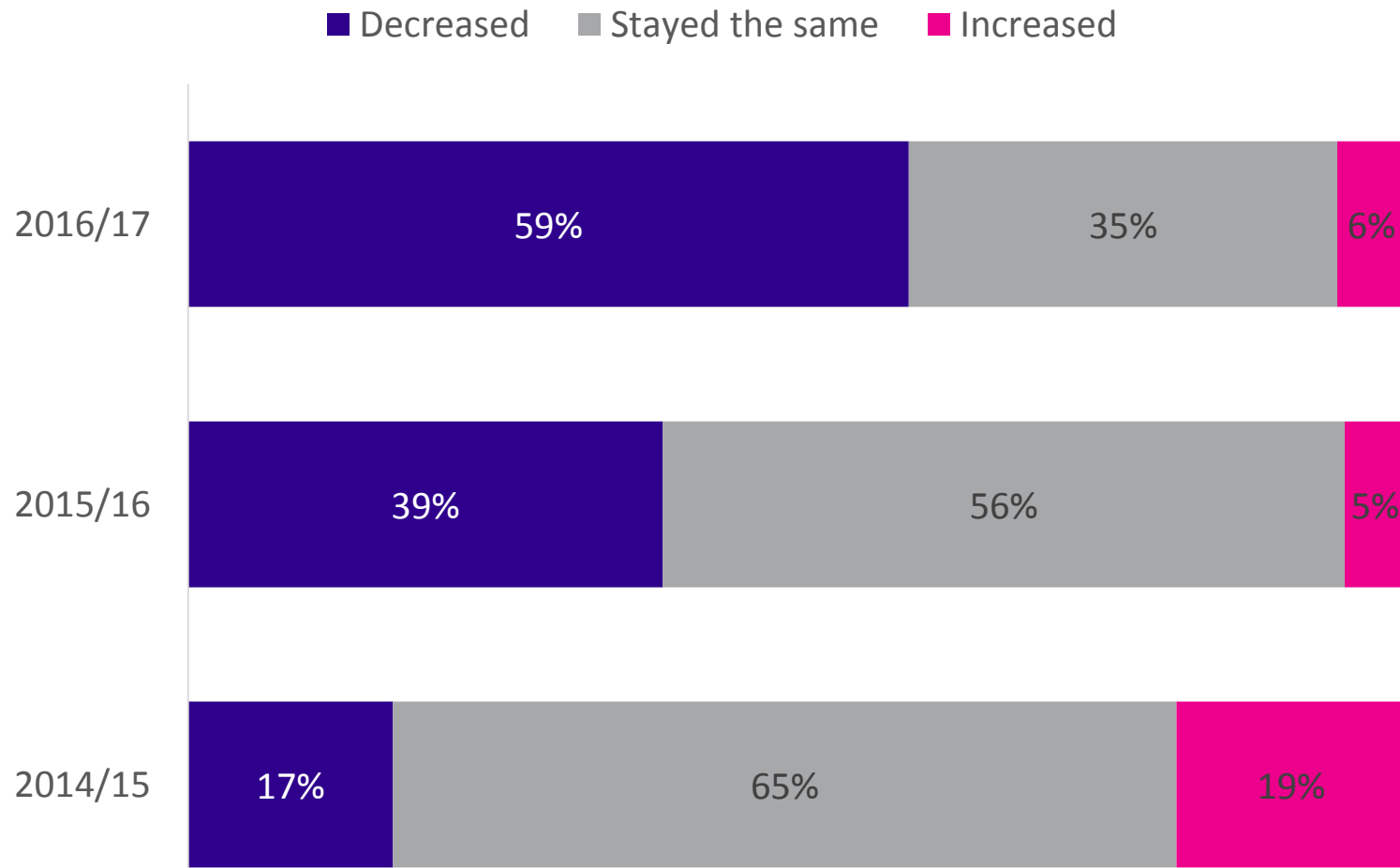
- Reductions of £200m 'in-year' cuts to public health budgets in 2015/16
- Planned cuts of 9.7% by 2020/21
- No agreed formula to fund public health at local authority level



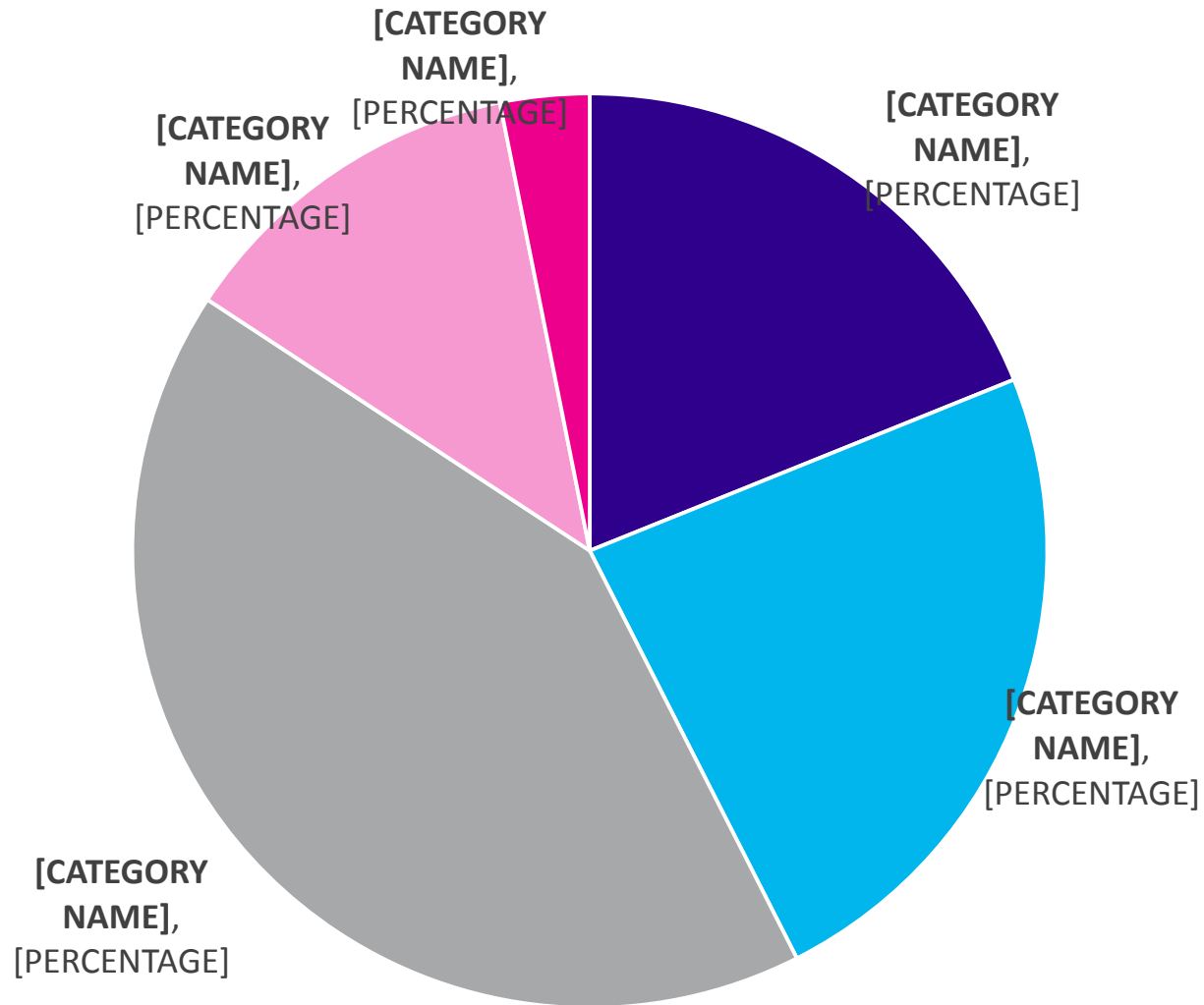
Budgets are being cut...



...and this is nothing new.



Budgetary cuts impact staff time



CUTTING DOWN: THE REALITY OF BUDGET CUTS TO LOCAL TOBACCO CONTROL

A SURVEY OF TOBACCO CONTROL LEADS IN LOCAL AUTHORITIES IN ENGLAND



A REPORT BY ACTION ON SMOKING AND HEALTH COMMISSIONED BY CANCER RESEARCH UK

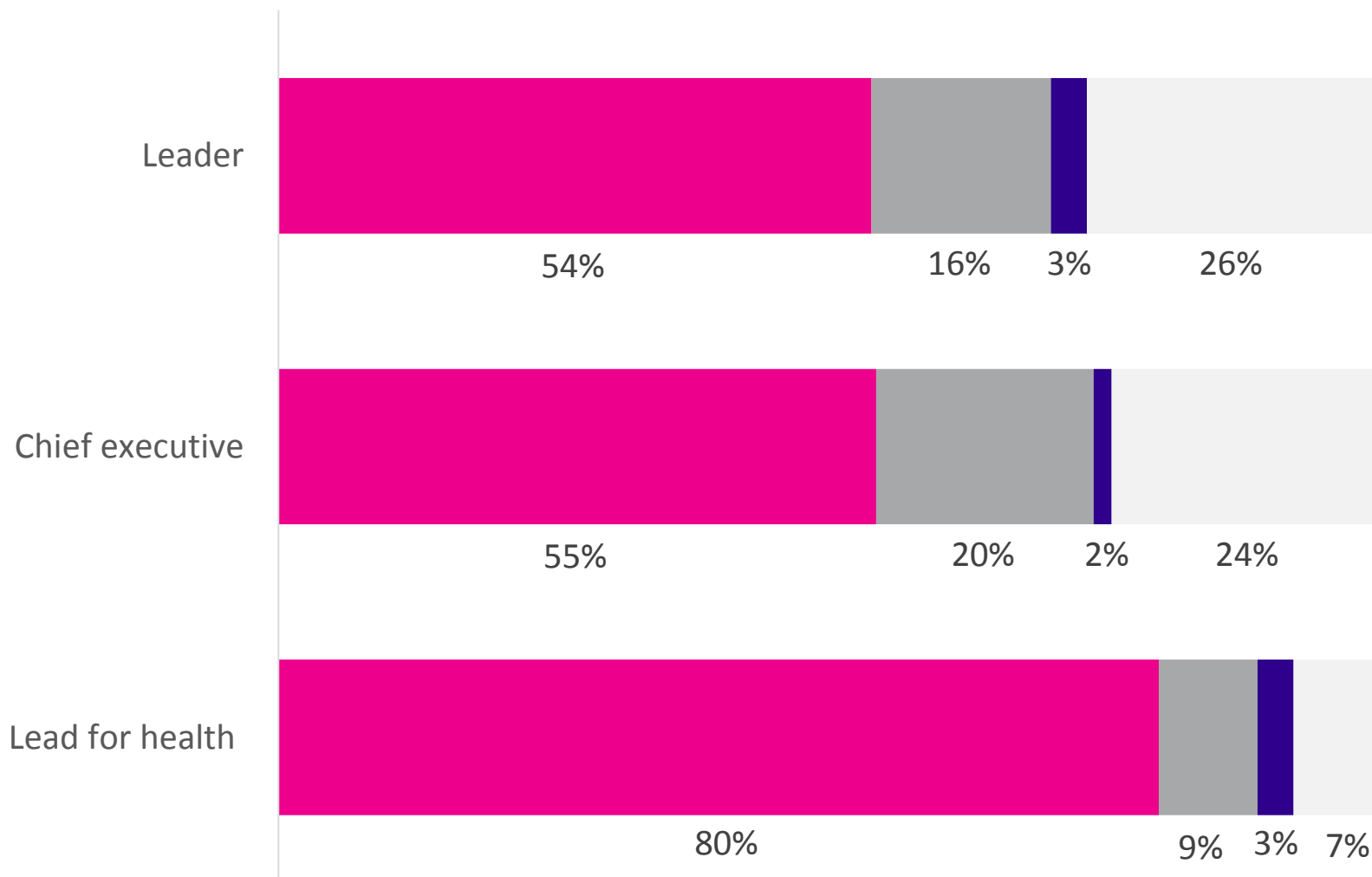
NOVEMBER 2016





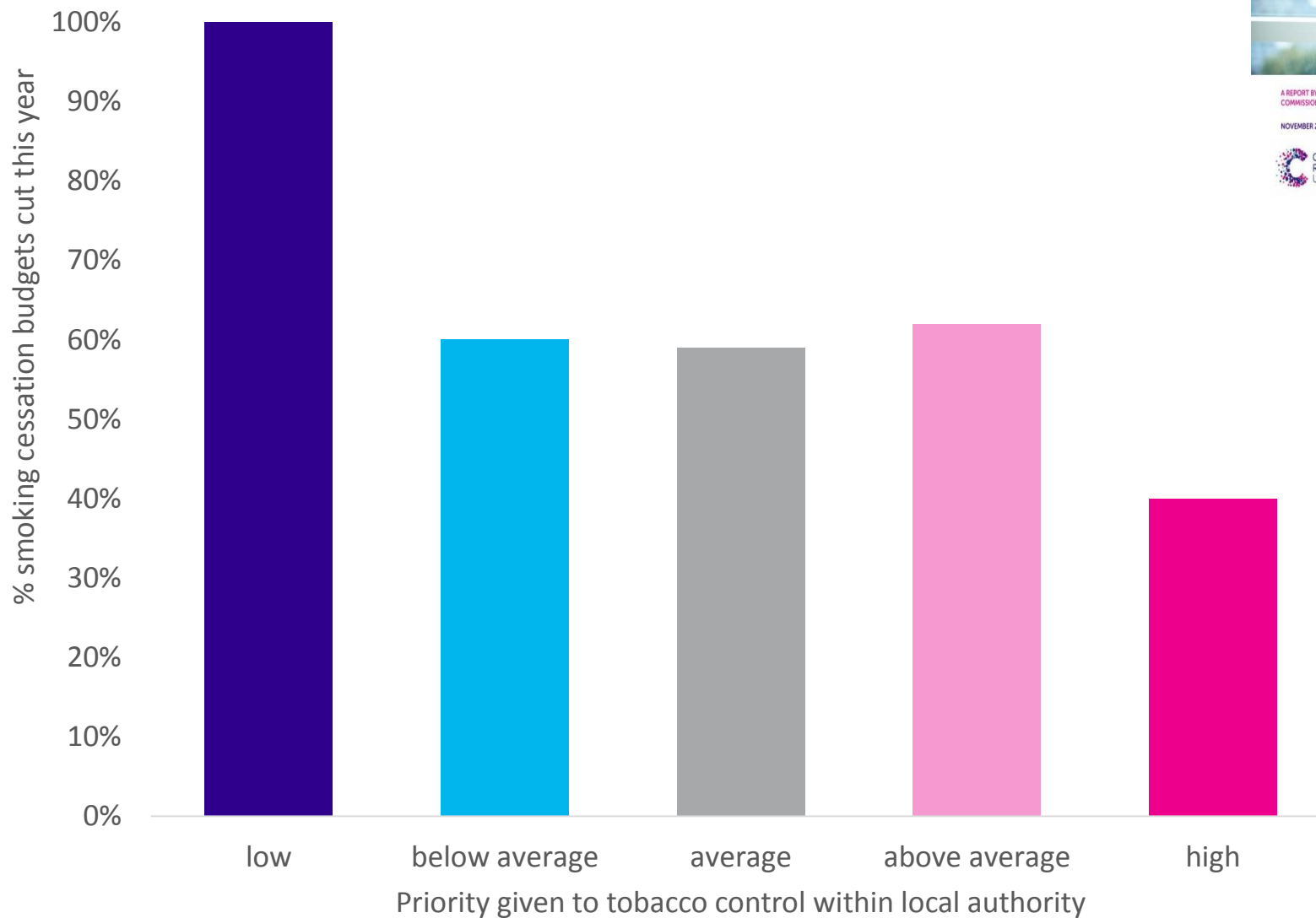
Maintaining high levels of support is important

■ Support ■ Neither support nor oppose ■ Oppose ■ Don't know



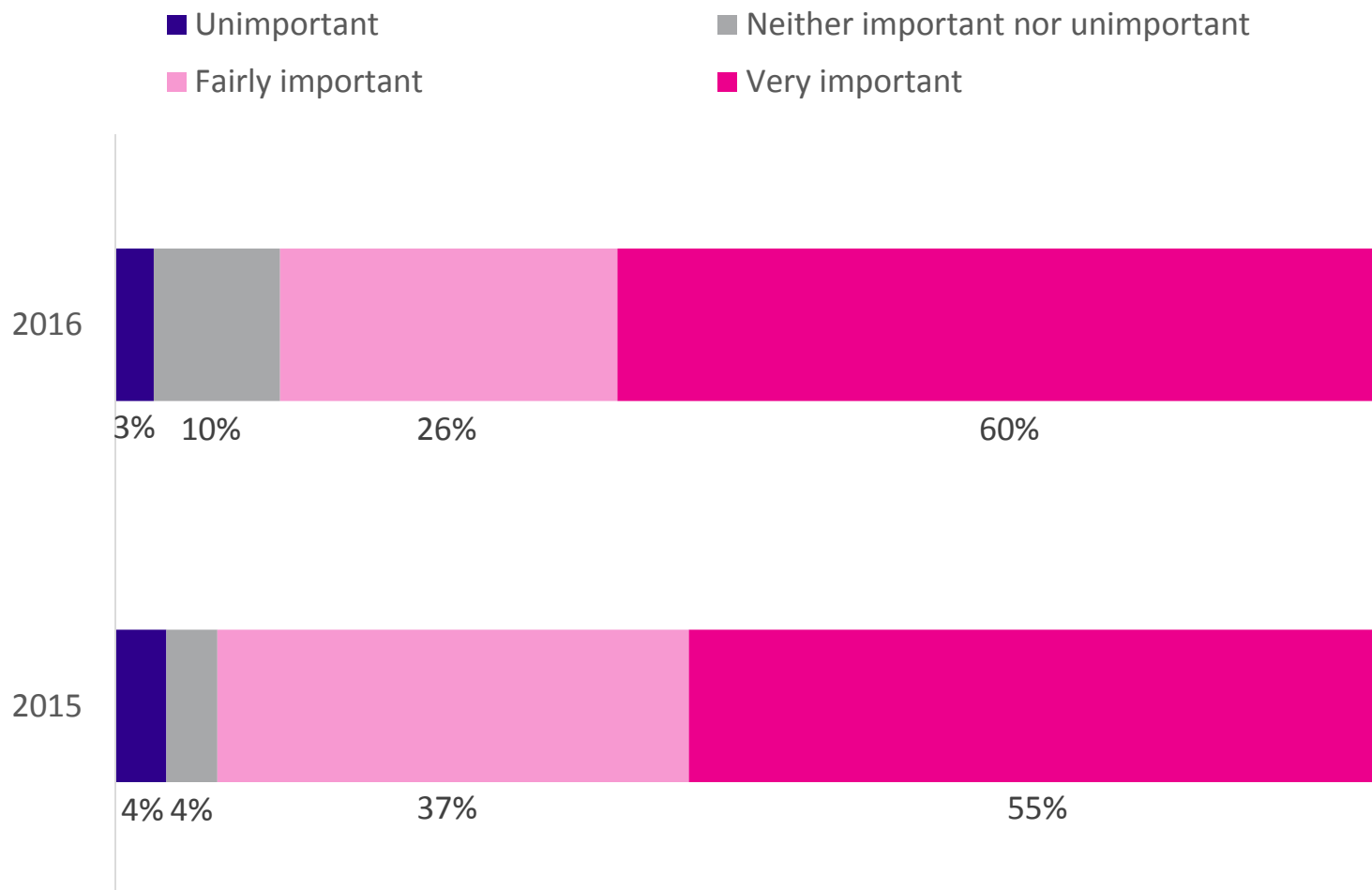


Level of support appears linked to budget cuts





Tobacco Control Alliances more important than ever



Conclusions

STOP SMOKING SERVICES REMAIN UNDER PRESSURE

- Budget cuts are decreasing for smoking cessation and tobacco control
- Staff time for tobacco control is decreasing
- High levels of support for tobacco control remains
- Some areas are moving towards a holistic service
- Effective cessation will be vital to help the UK become 'smoke-free'