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Welcome to our first newsletter of 2022. We look forward to keeping you up to speed with our work at Stop Smoking London over the year ahead.

We also intend to share activities and efforts from the boroughs to support Londoners to quit smoking and shine a light on the good work you are all doing. We hope you find it a helpful update and if you have any feedback or articles for future editions, please let us know.

We encourage our readers to pass our newsletter on to your colleagues, peers, and networks. We also ask that you follow our social media accounts to stay up to speed with all our news.

 [StopSmokingLondon](#)
 [@StopSmokingLDN](#)

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WE NEED YOUR HELP!

➔ SUPPORTING LONDONERS TO FIND THEIR BIG REASON TO QUIT



Progressing our London Tobacco Alliance

We are progressing with our commitment to establish a London Tobacco Alliance. Throughout December and January we have been meeting with a range of partners to engage widely on our plans and approach including the London Tobacco Control Network, NHS England, Cancer Research UK, Cancer Alliance representatives, ASH, South East London Lung Health Check leads and many more.

We are taking a three phased approach to creating the Alliance consisting of surveying key stakeholders and convening a working group to explore the results and map potential aims using the

World Health Organization's MPOWER framework. This involves the following steps: **Monitor** tobacco use and prevention policies, **Protect** people from tobacco smoke, **Offer** help to quit tobacco use, **Warn** about the dangers of tobacco, **Enforce** bans on tobacco advertising, promotion and sponsorship, **Raise** taxes on tobacco.

We are currently analysing the survey findings and continue to test emerging priorities and ideas with partners but if you haven't had a chance to contribute you can do so through our survey: we would be delighted if you would contribute by completing the brief survey using the following link: www.surveymonkey.co.uk



INTERESTED IN FINDING OUT MORE?

If you have any questions or would like to join the working group like to join the working group contact Kashim Chowdhury, SSL Transformation Manager.

STOPSMOKING.LONDON@TOWERHAMLETS.GOV.UK

Supporting Londoners to find their Big Reason to Quit



ABOVE: CAMPAIGN IMAGE FOR STOP SMOKING LONDON

We have been running paid media campaigns across Facebook, Twitter and Google to reach potential quitters and raise awareness for Stop Smoking London and to signpost people to the help available. The ads are focused on those who have engaged with previous campaigns such as STOPTOBER and our December 12 reasons to quit campaign, encouraging them to continue their attempts to quit. We developed and cascaded a Communications Toolkit for partners to use. We have also been meeting with Communications

Leads across the health, care, borough, and charity level to share the communications toolkit and our campaign plans and content. If you would like us to meet with your communications and engagement leads, please let us know. The more we can align and work together across London the greater our chance of finding and reaching Londoners who are trying to quit.

If you would like more details about our campaigns' reach and success rate, please get in touch.

Smoking costs London £3bn a year – £800m more than previous estimates

New economic analysis of national data for ASH finds the cost of smoking to society is significantly higher than previous estimates have shown. Commissioned by charity Action on Smoking and Health (ASH) the new figures published recently show the cost of smoking to society totals £17bn for England each year including £3bn in London. This compares to £12.5bn for England in the previous estimates and £2.2bn for London. The higher estimate is because of a new assessment of the impact of smoking on productivity.

Smokers are more likely than non-smokers to become ill while of working age increasing the likelihood of being out of work and reducing the average wages of smokers. Smokers are also more likely to die while they are still of working

age creating a further loss to the economy. In London this adds up to £2.5bn.

Deborah Arnott, Chief Executive of ASH, said: Smoking is a drain on society. It's a cost to individuals in terms of their health and wealth and a cost to us all because it undermines the productivity of our economy and places additional burdens on our NHS and care services.

The Government have delayed the tobacco control plan it promised last year which is now urgently needed with only eight years left to achieve the goal of England being smokefree by 2030.

[Find out more on the ASH website](#)



We are asking all our stakeholders and partners to help spread the word, follow our new Twitter account [@StopSmokingLDN](#) and encourage your social media colleagues to retweet and share content, and help spread the messages to all your networks and communities.

We are also looking for case studies of people who have successfully quit and would like to share their story to help inspire others trying to kick the habit.

DO YOU KNOW OF ANYONE?

If so please put them in touch with Kashim via email on:

STOPSMOKING.LONDON@TOWERHAMLETS.GOV.UK

We have recently been meeting with and filming several people who have successfully quit, and we will make these available for your use too.

SPOTLIGHT ARTICLE

NICE tobacco guidance updated

The much anticipated update to the [NICE tobacco guidance](#) was published towards the end of 2021, but it was a very busy time for everyone so we wanted to include a little reminder here. The revised document collates existing guidelines on tobacco into a single set of recommendations covering advice to smokers, cessation treatment and other tobacco control measures. A significant amendment to the NICE guidance has been made in relation to [e-cigarettes](#) noting

that they are effective quitting aids and 'substantially' less harmful than smoking. There is also a recommendation to "include NICE-recommended nicotine-containing products as options for sale in secondary care settings. Another recommendation of note is a focus on maternity care and the call for [incentive schemes to support pregnant women to quit](#).

[Read more on the NICE website.](#)



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