



## DR SOMEN BANERJEE

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Welcome to our monthly newsletter to update you about our work at Stop Smoking London and keep you informed about related activities and news.

We hope you find it helpful 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.

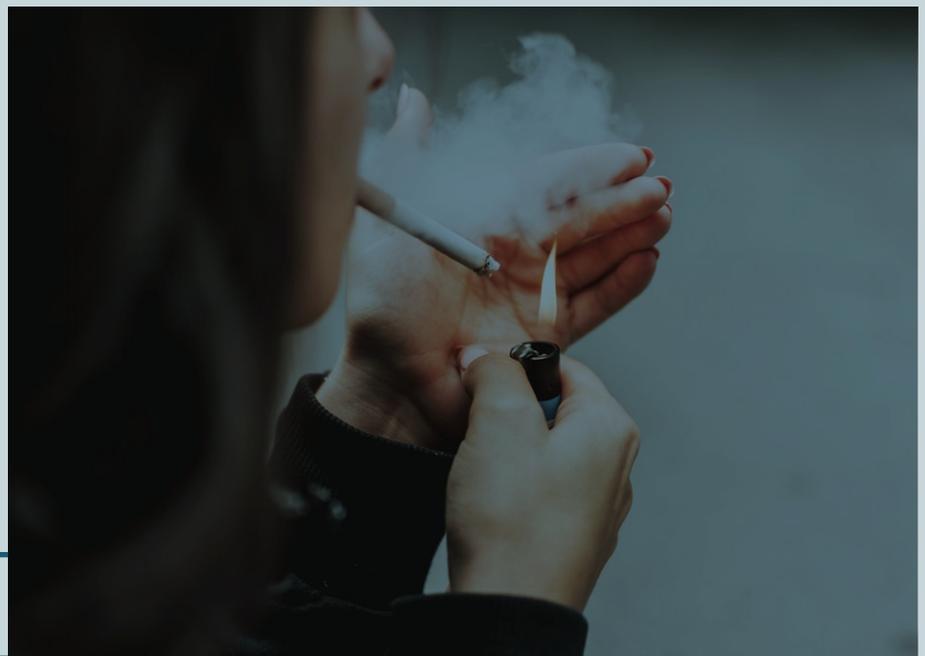
We also ask that you follow our social media accounts to stay up to speed with all our news.

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

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## Forthcoming campaign plans



Stop Smoking London is supporting ASH's national campaign Today is the Day on 9th March. It will feature videos from two London-based clinicians: Dr Shanika Sharma who is a GP and Mr Paritosh Sharma, Consultant Vascular Surgeon.

Smokers in London will be advised to search 'stop smoking London' and reminded that you're three

times as likely to stop smoking with the support of your local stop smoking service. We have developed a [partner pack](#) and will be adding to it over the weeks ahead and sharing it widely. We are also creating a 'Partner Resources' section on our website to make it easier for you to access, find and download more assets and toolkits.

## Linking with London and Essex DWP work advisors

Our Programme Director, Tracy Parr, has been meeting with DWP work advisors to discuss and understand the potential of closer working to help identify smokers and signpost them to smoking cessation services. DWP work advisors are responsible for helping individuals and their families towards financial independence through work and enabling them to claim the support they need as they progress. Part of their role is also to refer people to appropriate help and support and the initial feedback from the group has been overwhelmingly positive. A key opportunity is a link to "[Making Every Contact Count](#)" – using all contact opportunities with individuals to encourage health promotion. So, watch this space - we hope to have more news about further collaborations and joined up working to reach as many smokers as possible and ensure they are aware of the support available.

## Over 80,000 smoking households in London are living in poverty

Recent analysis of national data commissioned by charity Action on Smoking and Health (ASH) found that the proportion of smokers living in poverty is 82,000 in London. The new breakdown shows that in England as a whole, 31% of households containing smokers, live in poverty once spending on smoking is accounted for, whereas in London it is 17%.

The link between smoking and disadvantage is well established, but this new analysis highlights how the impact of smoking on local communities is compounded in regions where household incomes are also lower. Local breakdown and further regional and local data available [here](#).

# Independent Review of Tobacco is live



Javed Khan OBE, former CEO of children's charity Barnardo's, is leading an independent review of the government's ambition to make England smoke free by 2030. There are currently an estimated 6 million smokers in England and smoking is still one of the largest drivers of health disparities. Mr Khan has asked for feedback and ideas about what can be done support smokers to quit, and to stop people taking up smoking.

He has asked for submissions to be sent to [TobaccoIndependentReview@dhsc.gov.uk](mailto:TobaccoIndependentReview@dhsc.gov.uk). The review is part of the Office for Health Improvement and Disparities' (OHID) agenda to tackle inequalities in health and care, which will include the publication of the health disparities white paper in spring and the Tobacco Control Plan later this year. More information about the review is available [here](#).

## SPOTLIGHT ARTICLE

# Upcoming ASH and British Thoracic Society webinars

ASH and The British Thoracic Society (BTS) are running a series of webinars in support of the roll out of the tobacco parts of the Long Term Plan and the BTS [tobacco dependency roadmap](#). The webinars are intended for health professionals working in the NHS and local authorities so please do not share the

registration links on any public facing platform or on social media. The full details of the programme including sessions about Implementing smoke free mental health settings, Supporting pregnant smokers: Implications of new NICE guidance and much more are available [here](#).



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:

[KASHIM.CHOWDHURY2@TOWERHAMLETS.GOV.UK](mailto:KASHIM.CHOWDHURY2@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.



GET IN TOUCH:



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