

Where are we now in Northern Ireland?

IPHI Workshop Belfast 14th June 2016

Mrs Gerry Bleakney
PHA Strategic Lead for Tobacco Control
gerry.bleakney@hscni.net

Overview

- ❑ Prevalence data/targets
- ❑ Service provision
- ❑ Reach of services



In Northern Ireland

- Smoking is the single greatest cause of preventable illness, premature death and health inequality
- 2,300 people die prematurely from smoking related illnesses every year.
- 22% of population smoke – 30% of manual workers smoke
- In 2014/15 - 21,779 people used Stop Smoking Services (59% quit)

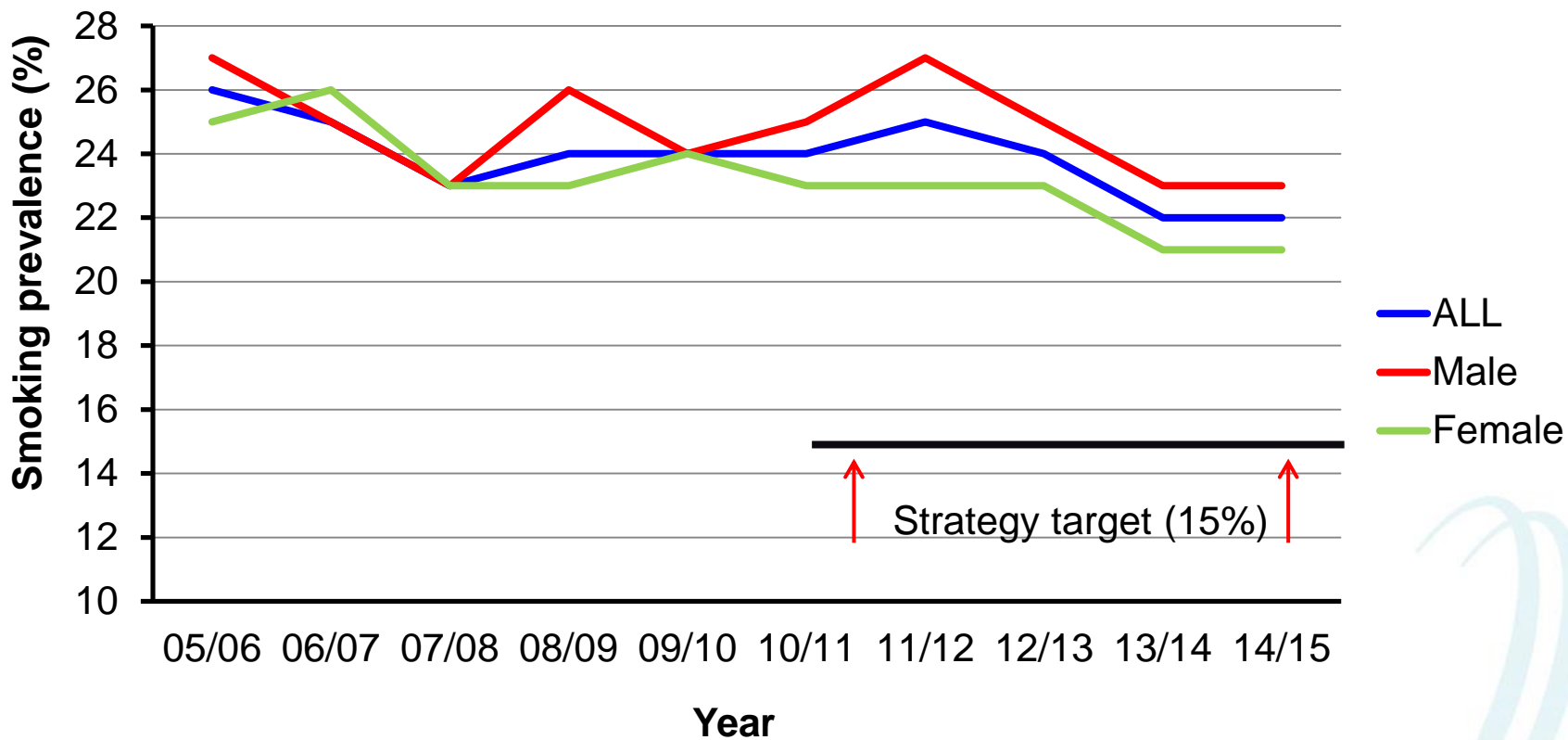
Tobacco Strategy 2020 Prevalence Targets

- NI: Overall 24% to 15% (22%)
- Children and young people (11-16): 8% to 3% (5%)
- Pregnant women: 15% to 9% (14.7%)
- Manual groups: 31% to 20% (30%)
- Additionally - To ensure a MINIMUM of 5% of the smoking population in NI access stop smoking services annually

() current

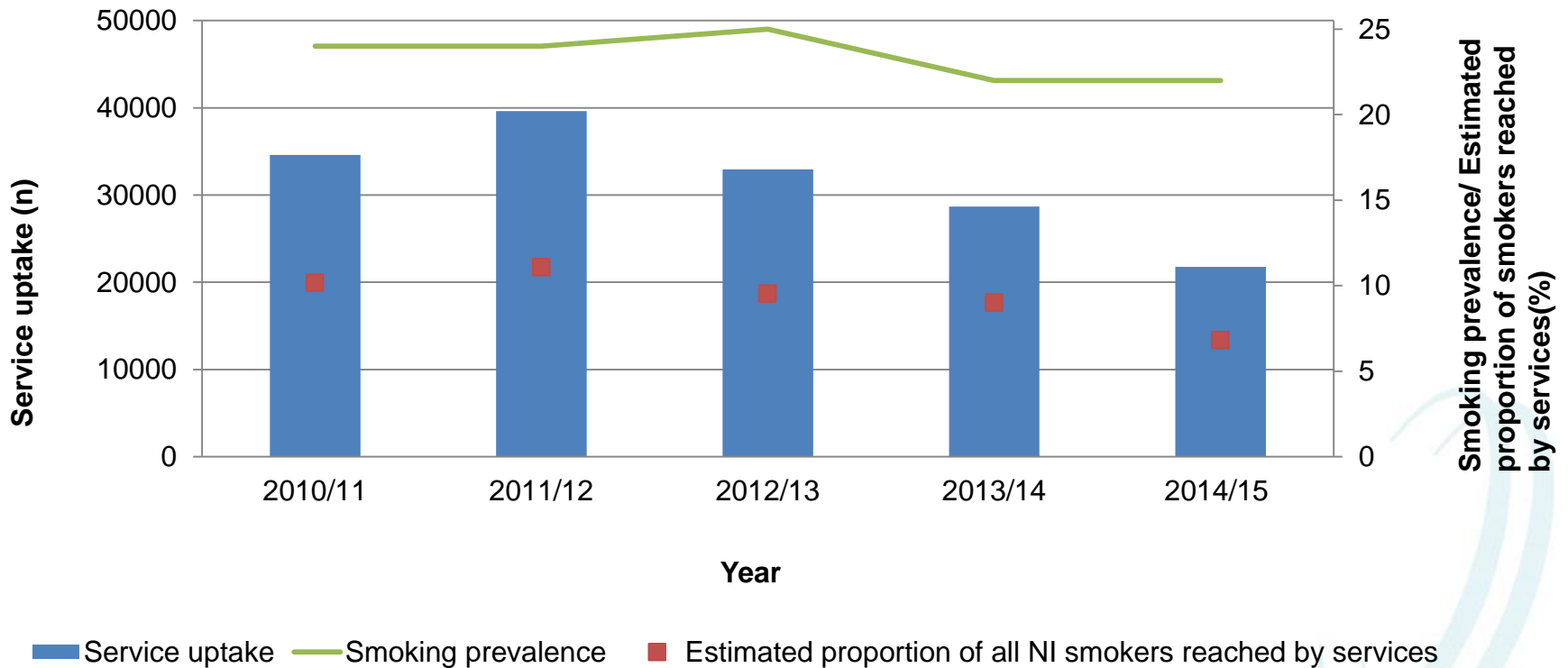
http://www.dhsspsni.gov.uk/tobacco_strategy_-_final.pdf

Smoking prevalence in Northern Ireland - the last decade (05/06-14/15)

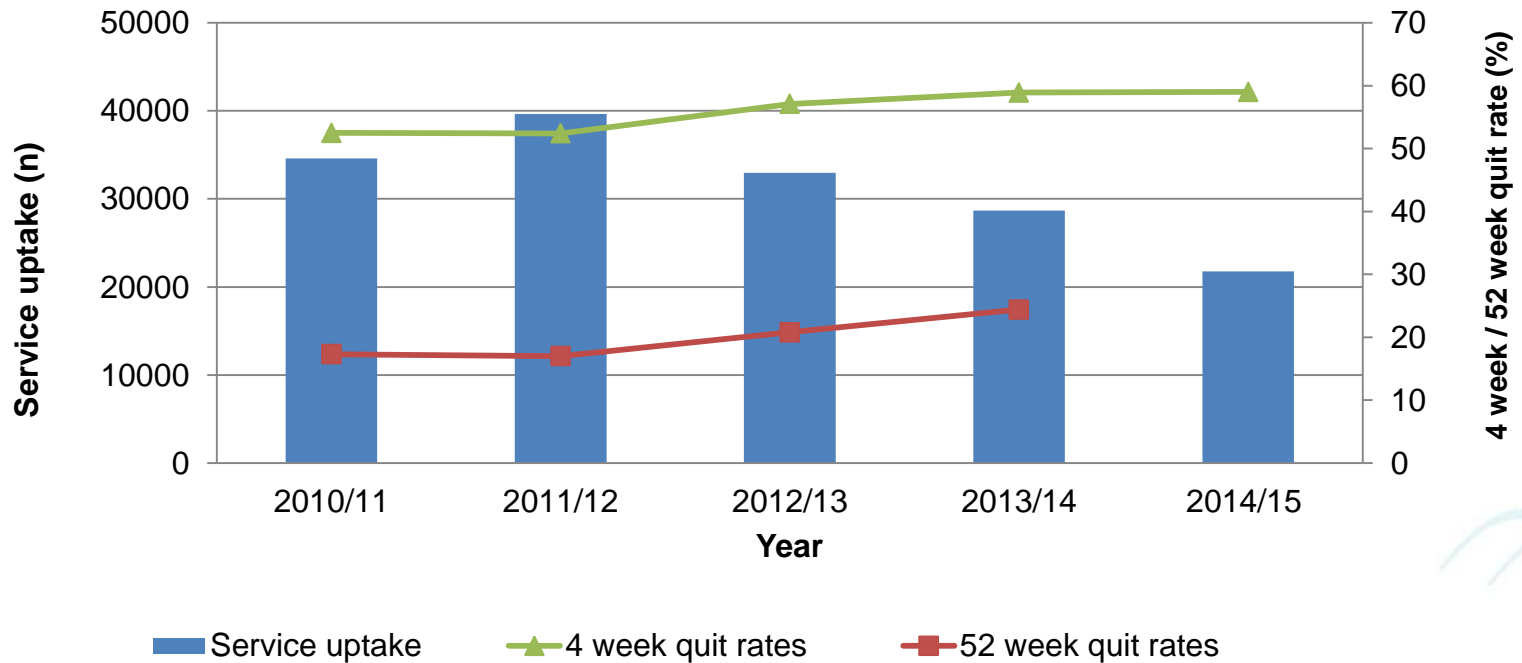


Source: Continuous Household Survey; 05/06- 09/10. Northern Ireland Health Survey 10/11-14/15

Number and proportion of all NI smokers accessing Stop Smoking Services in Northern Ireland, 2010/11 – 2014/15



Uptake, 4 and 52 week quit rates of the Stop Smoking Services in Northern Ireland, 2010/11 – 2014/15



Source: PHA NI Stop Smoking Services annual report 2013/14 (unpublished).

Benchmarking Services 2014-15

	Uptake (n)	Uptake change from 2013/14 (%)	Reach (%)	4 week quit rates (%)
NI	21,779	19% decline	6.8	59
Scotland	73,338	31% decline	7.0	35
England	450,582	23% decline	5.2	51

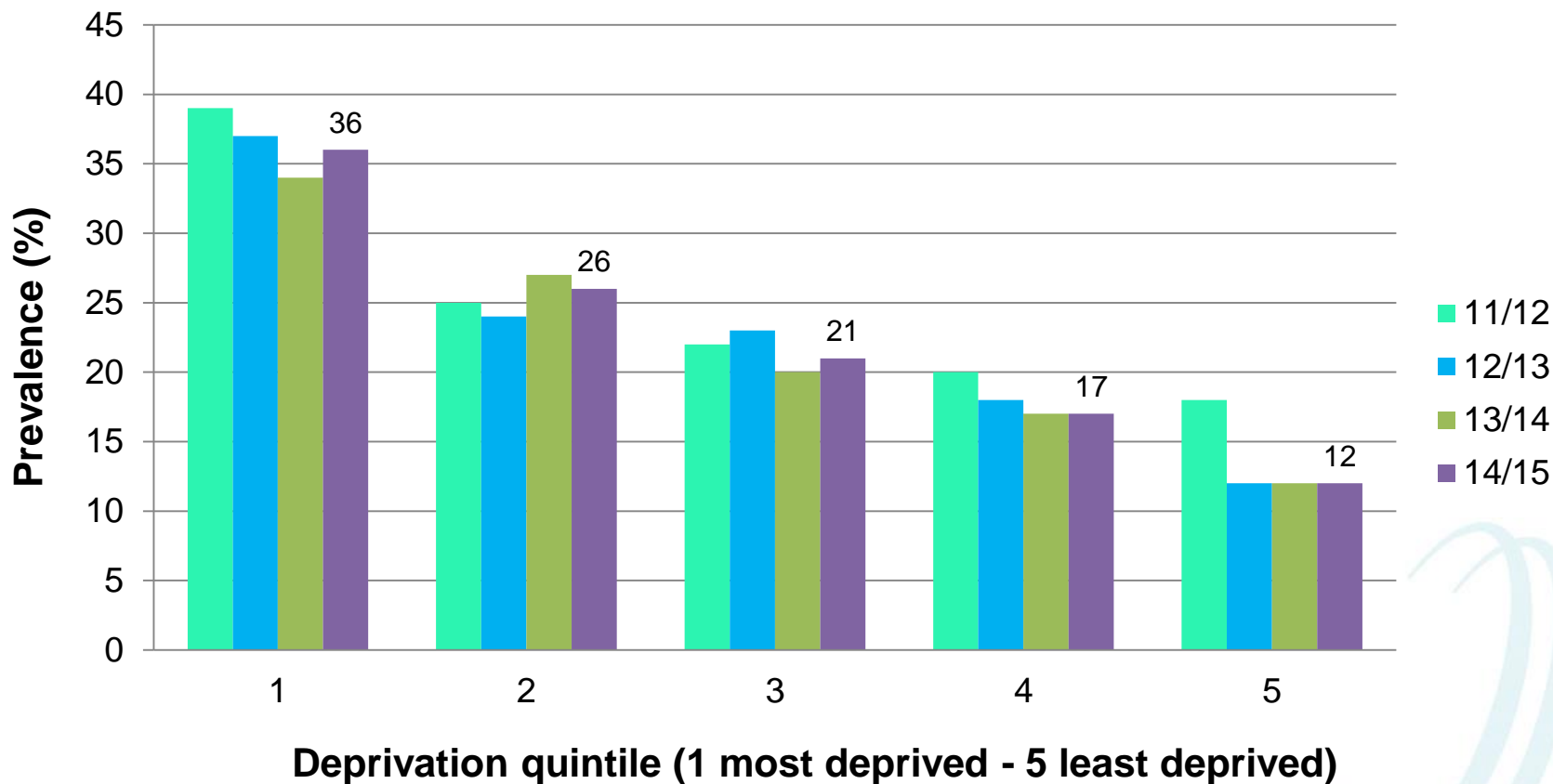
Source: PHA Tobacco Control Annual Report 2014/15 unpublished.

Smoking and deprivation

The Tobacco strategy assesses deprivation using two classifications:

- ❑ Deprivation quintile (based on place of residence)
- ❑ Routine and manual workers (based on those who are classified as a skilled manual, unskilled manual or semi skilled manual worker)

Smoking prevalence by deprivation quintile, 2011/12-2014/15



Source: Northern Ireland Health Survey 2011/12-2014/15

Smoking prevalence of routine and manual workers 2010/11-2014/15

Year	Smoking prevalence
2010/11	31
2011/12	33
2012/13	32
2013/14	30
2014/15	Not yet available

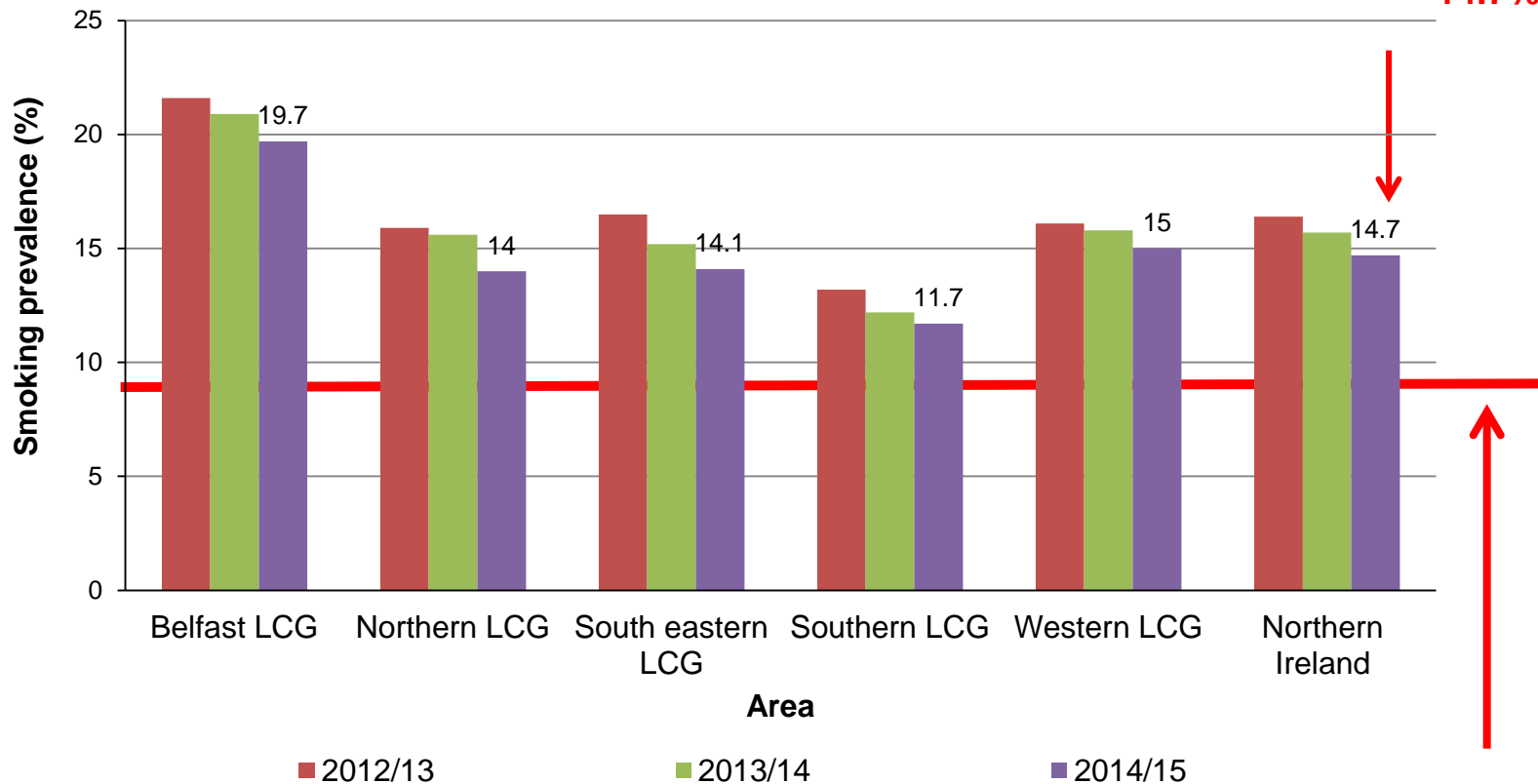
Regional access and effectiveness of Stop Smoking Services among Routine and Manual workers 2011/12-2014/15

	2011/12	2012/13	2013/14	2014/15
Numbers accessing service (n)	10009	8221	7009	5755
Est. proportion of all R & M smokers accessing services (%)	8.1	6.9	6.2	5.1
Number of R & M smokers quitting at 4 weeks (n)	5575	5065	4402	3585
4 week quit rate (%)	55.7	61.6	62.8	62.3
Est. proportion of all R & M smokers quitting at 4 weeks (%)	4.5	4.2	3.9	3.2
52 week quit rate (% based on all accessing services)	19.6	23.6	27.3	
Est. proportion of all R & M smokers quitting at 52 weeks (%)	1.6	1.6	1.7	

Source: Cited in PHA Annual Stop Smoking Services Report.

Smoking and pregnancy (routine data) 2012/13-2014/15.

Overall regional prevalence of smoking in pregnancy 2014/15 = 14.7%



2020 strategy target prevalence =9%

Source: 2012/13-2014/15 NIMATS system analysis, PHA Health Intelligence . (unpublished) .

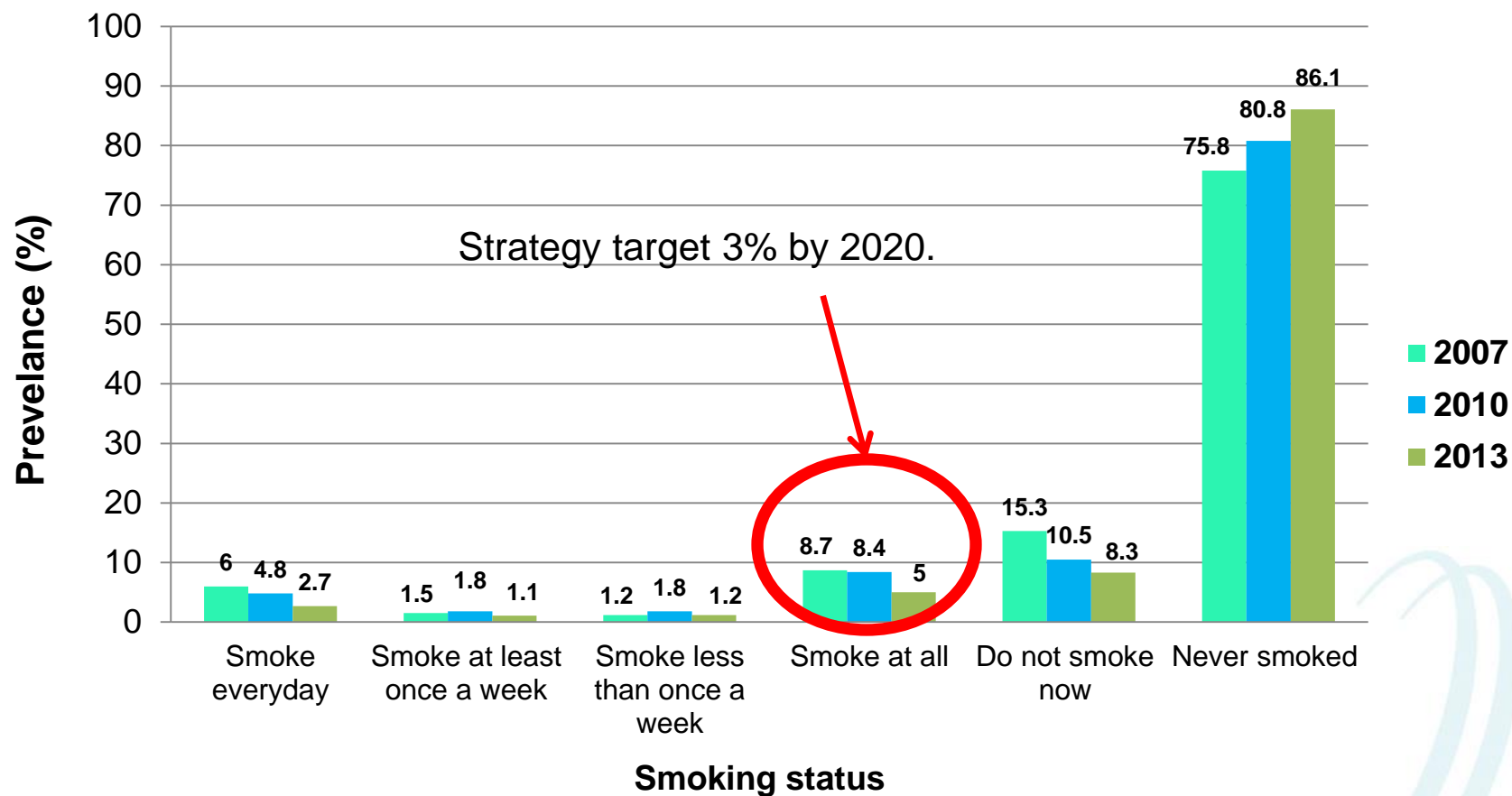
Stop Smoking Services: Use and effectiveness among pregnant smokers 2009/10-2014/15

	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15
Number accessing services (n)	694	1015	1462	1619	1574	1428
Est. proportion of smokers accessing service (%)	16.1	23.9	33.4	39.7	41.1	40.2
4 week quit rate (%)	53.9	52.4	58.5	59.6	60.2	57.0
Est. proportion of smokers quitting at 4 weeks with services	8.7	12.6	19.9	23.7	24.8	22.9
52 week quit rate (%) ~	21.2	25.3	26.1	28.5	26.9	-
Est. proportion of smokers quitting at 52 weeks with services	3.4	6.1	8.9	11.3	11.0	-

~ 52 week quit rate based on all who accessed service

Source: PHA Annual Stop Smoking services report 2014/15.

Smoking habits of 11-16 year olds, 2007-2013.



Source: Young Persons Behaviour and Attitude survey, 2007, 2010, 2013

Smoking and deprivation in young people - NI (2013)

Deprivation quintiles 1 –most deprived
5- least deprived

Deprivation quintile	1	2	3	4	5	All
Current smoker (%)	5	5	5	4	6	5

Previously observed differences not evident

Source: Young Persons Behaviour and Attitude Survey 2013

Stop Smoking Services: Use and effectiveness among 11-16 year olds 2012/13-2014/15

	2012/13	2013/14	2014/15
Number accessing services (n)	423	411	249
Est. proportion of smokers accessing service (%)	4.5	7.3	4.5
4 week quit rate (%)	44.4	42.8	49.4
Est. proportion of smokers quitting at 4 weeks with services	2.0	3.1	2.2
52 week quit rate (%) ~	13.7	16.1	

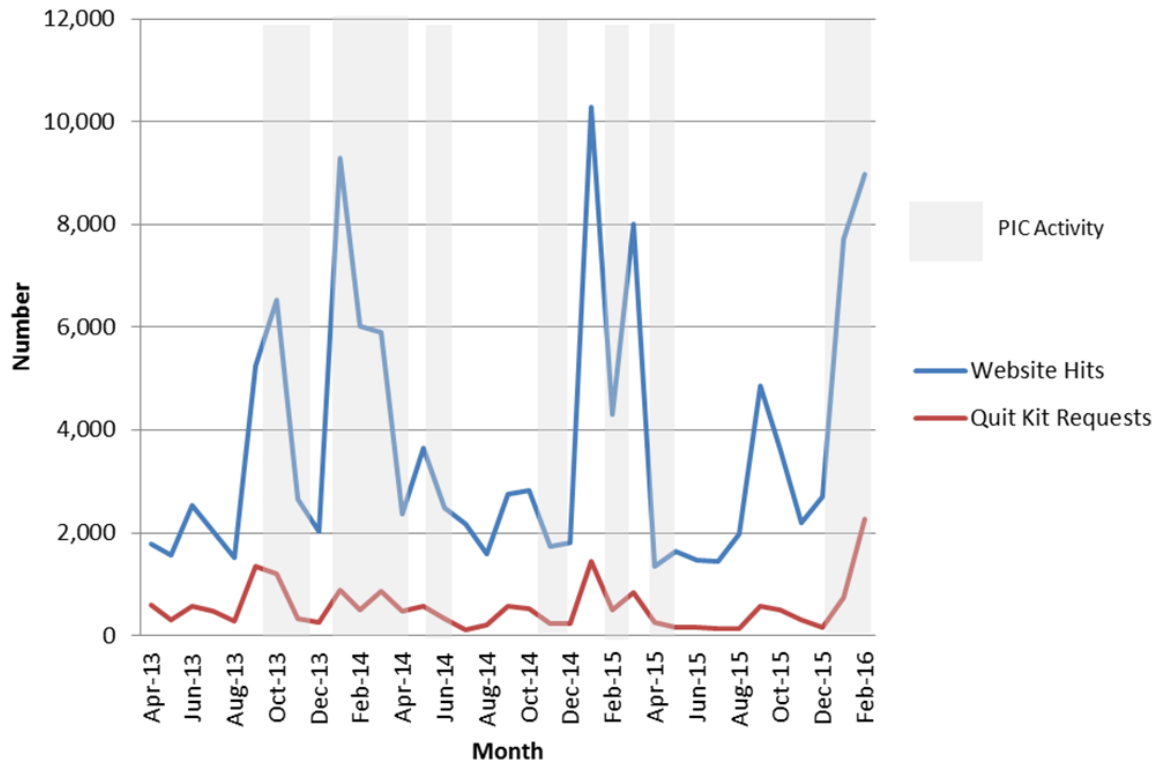
Source: PHA Annual Stop Smoking services report 2014/15

Services

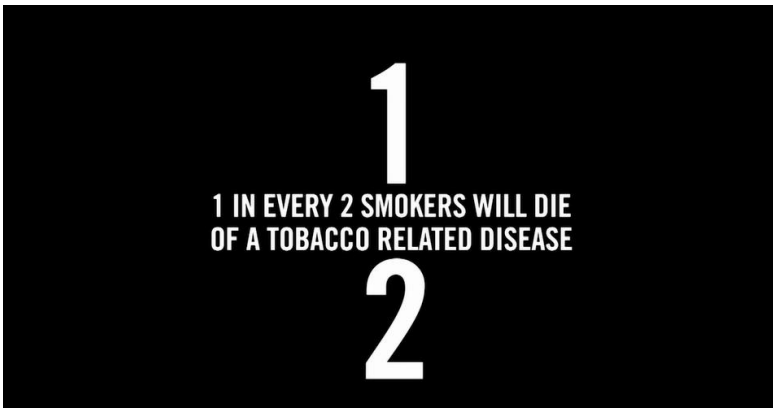
- ❑ 645 SSS – training, Quality Standards and use Elite System (pharmacy/acute/primary care/community/workplaces)
- ❑ BIT and pathways
- ❑ Public Information Campaign
- ❑ Website – www.want2stop.info
- ❑ Quit Kit and materials
- ❑ Facebook and SMS
- ❑ Enforcement



Public Information Campaign Impact on Want2Stop Website and Quit Kit requests.



PIC



Topline results:

80.6% recalled the advert

70.7% of smokers who had seen/heard the adverts knew pharmacy was a source of SSS (50%)

Smokefree HSC March 2016



28 Day Workplace and Community Challenge



Carbon monoxide screening

Advice for health professionals



Pregnancy and nicotine replacement therapy (NRT)

What you need to know



Mental Health



Other Work

- ❑ Healthy Living Centre Alliance
- ❑ Training – Training Framework/BIT generic - e platform/Optometrists
- ❑ LGBT project
- ❑ Mobile/glass box pilot
- ❑ Smokebusters and Dead Cool (Cancer Focus)
- ❑ Economics/Briefing paper

We are making a difference!

Thank You.

PHA Contacts:

Colette.Rogers@hscni.net

David.tumilty@hscni.net