

Bolder Healthier Community Champions

Smoking cessation webinar

Birmingham Public Health 2023



BE BOLD BE BIRMINGHAM

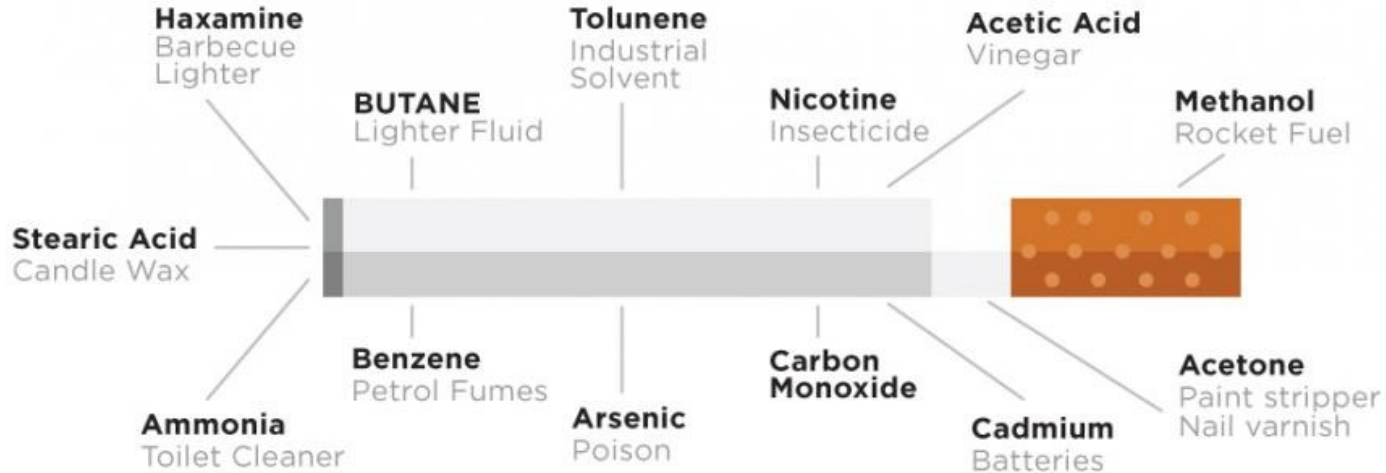


What is tobacco and smoking?

- Tobacco is made from the leaves of tobacco plants. It contains nicotine which is an addictive substance
- Smoking is the action of inhaling and exhaling tobacco smoke via cigarettes, cigars, pipes etc...
- When you smoke tobacco in cigarettes, cigars or pipes, you absorb toxic and cancer-causing chemicals that affect your health
- 'chewing tobacco' or 'spit tobacco' (products containing tobacco that do not have to be burned or sucked) can be chewed, inhaled or consumed orally. These products have particular, cultural significance in some South Asian and African communities.



Why is smoking harmful?



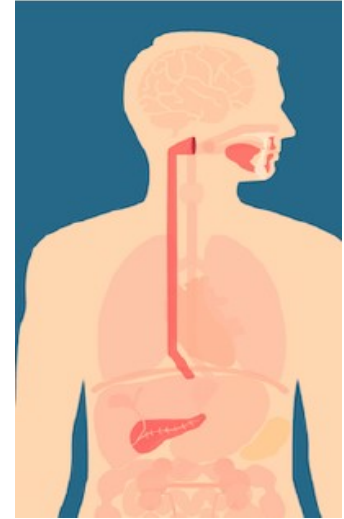
Second hand smoke (SHS)

- breathing other people's smoke is called passive, or SHS
- 80% of SHS is invisible and contains harmful poisons and over 4,000 toxins
- puts people at risk of asthma, meningitis, bronchitis and pneumonia, sudden infant death syndrome (SIDS) in babies, heart disease and cancer
- it has been estimated that domestic exposure to SHS in the UK causes around 2,700 deaths in people aged 20-63 and a further 8,000 deaths a year among people aged 65 years and older
- children who live with smokers are twice as likely to become smokers themselves
- pets also sometimes swallow cigarettes and other tobacco products causing nicotine poisoning which can be fatal.

Why is smokeless/chewing tobacco harmful?

Smokeless tobacco is associated with many health problems. Using smokeless tobacco:

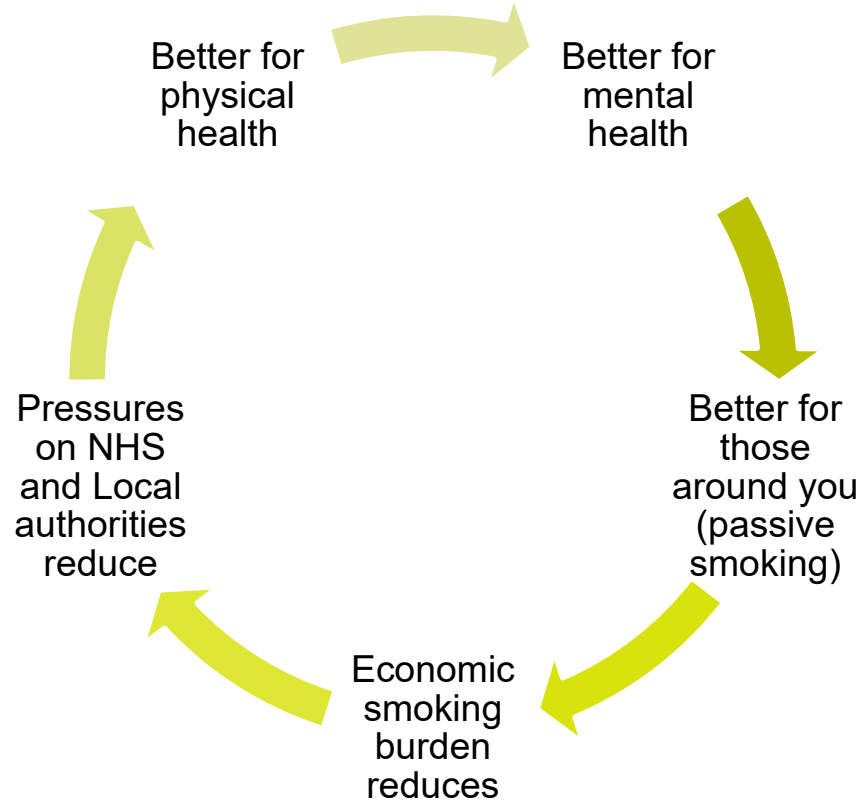
- Can lead to nicotine addiction
- Causes cancer of the mouth, oesophagus (the passage that connects the throat to the stomach), and pancreas (a gland that helps with digestion and maintaining proper blood sugar levels)
- Is associated with diseases of the mouth
- Can increase risks for early delivery and stillbirth when used during pregnancy
- Can cause nicotine poisoning in children
- May increase the risk for death from heart disease and stroke.



Benefits of quitting smoking?



The wider benefits of quitting



National guidelines



Smoking in Birmingham

- Smoking prevalence amongst adults in Birmingham was 13.6% in 2021/22.
- There has never been a better time to quit smoking, to protect you and others and reduce the pressures on NHS.
- Smoking attributable deaths account for around half of all deaths across Birmingham each year.
- Smoking increases the risk of lung infections; smokers are twice as likely to get pneumonia and five times more likely to get flu than non-smokers
- Quitting smoking rapidly reduces your risks of other health problems such as heart problems, strokes and cancer
- it's never too late to quit smoking, with the right support you're 3 times more likely to quit for good.

Plans for Birmingham

Aim for smoking cessation service is to 'maximise the number of smokers accessing the service and quitting long-term, therefore contributing to the reduction of smoking prevalence in Birmingham'.

The Birmingham Joint Health and Wellbeing Strategy plans to tackle smoking by ensuring:

- The reduction of the smoking prevalence in adults with a long-term mental health condition to at least the national average by 2027.
- Increase the percentage (%) of the estimated individuals accessing smoking cessation services and improve the 4-week quit rate by 20% by 2030.

Plans for Birmingham

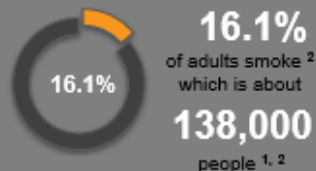
- The Birmingham and Solihull NHS 10-year plan called **‘A Bolder, Healthier Future for the People of Birmingham and Solihull’** sets out a local 5–10-year commitment that all health and social care professionals will complete basic e-learning for behaviour change, and those in clinical contact roles completing additional training on brief advice for smoking cessation.
- The aim of the strategy is to improve life expectancy for the people of Birmingham and Solihull.

Each year we estimate that smoking costs Birmingham:

£384.7M

These costs are accrued in these areas

In Birmingham:



An estimated **£338.1M** is spent on tobacco annually (legal and illicit)¹⁷ based on an average annual spend of **£2,451** on tobacco per person

Revenue from cigarette and hand-rolled tobacco taxation only brings in about¹⁸

£219.6M

PRODUCTIVITY LOSS^{5 to 9}



£296.4M

HEALTHCARE^{3, 4}



£49.5M

SOCIAL CARE^{10, 11}



£27.0M

FIRES^{12 to 15}



£11.9M

IMPACT OF SMOKING ON PRODUCTIVITY^{5 to 9}

Smoking negatively affects earnings and employment prospects. The cumulative impact of these effects amounts to productivity losses of:

£296.4M



HEALTHCARE COSTS DUE TO SMOKING^{3, 4}

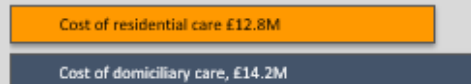
These costs are a result of smoking-related hospital admissions and the cost of treating smoking-related illness via primary care services.

£49.5M

SOCIAL CARE COSTS DUE TO SMOKING^{10, 11}

Many current / former smokers require care in later life as a result of smoking-related illnesses. The estimated costs to the local authority/ies is:

£27.0M



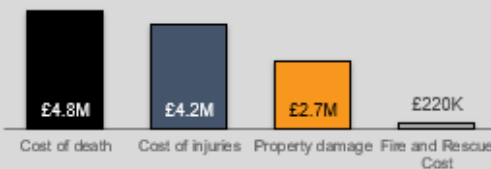
Smoking-related ill-health means social care is being provided informally by friends and family for: **24,000 people**
 Smoking-related ill-health causes unmet care need for a further: **10,000 people**
 If these were both replaced with formal paid care, it would cost the social care system an additional: **£314.3M**

FIRE COSTS DUE TO SMOKING^{12 to 15}

Smoking materials are a major contributor to accidental fires, smoking related fires result in annual losses of:

£11.9M

About **55** smoking related fires are attended by Fire and Rescue Services each year.



Smoking in the workplace

- Smoking negatively effects earnings and employment prospects. The cumulative impact of these effects amounts to productivity losses of 296.4M.
- In 2019, 23.4% of adults in routine and manual occupations smoked compared with 9.3% in managerial and professional occupations.
- Smoking isn't allowed in any enclosed workplace, public building or on public transport in the UK.
- Businesses must:
 - Display 'no smoking' signs in all workplaces and vehicles
 - Staff smoking room aren't allowed- smokers must go outside
- None compliance could lead to a fine.

Smoking related inequalities

- Smoking is one of the main causes of health inequalities in England, with the harm concentrated in disadvantaged communities and groups.
- 1 in 5 adult's smoke.
- The most deprived groups have the highest smoking rates. E.g., homeless smokers, people entering prison, 11–16-year-olds with a mental health disorder and those in social housing.
- There are higher smoking levels amongst certain demographic groups including Bangladeshi, Irish and Pakistani men and among Irish and Black Caribbean women.
- **Additional impact on Birmingham and Solihull communities:**
 - Costs society £345.11M a year
 - 60,240 smoking households live in poverty
 - 5,120 people are out of work due to smoking
 - 24,176 people receive informal care from friends and family because of smoking
- Deaths due to smoking in Birmingham is higher than those of the Midlands and England.

Barriers people may face when trying to quit smoking

Nicotine withdrawal

Cravings and triggers:

Handling stress

Managing mood

Slips and relapses

Weight gain and appetite

Overcoming those barriers

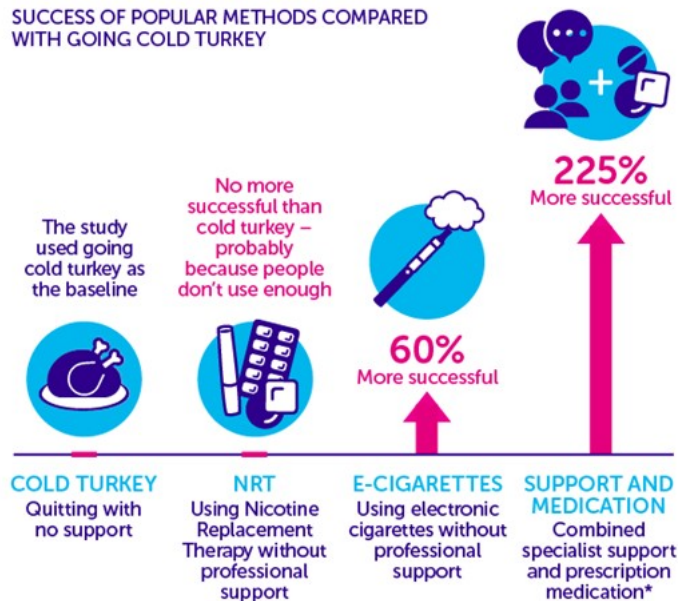
- Nicotine withdrawal: nicotine replacement therapy (NRT) works by replacing some of the nicotine provided by cigarettes and allowing smokers to slowly reduce their dependence on nicotine. Combining NRT medication is more effective than individual use.
- Cravings and triggers: Cravings occur after quitting. remember that quitting is best for health, plan head so that you can handle cravings, it usually passes with time. Distract yourself from the craving by doing mindfulness exercises and remembering the why. Understand your triggers, is it places? People? Situations? Try to avoid in the beginning.
- Handling stress: Smoking isn't long-term stress relief. Instead of smoking a cigarette consider taking a walk, doing mindfulness exercises. Smoking doesn't resolve stress. Nicotine addiction causes stress due to possible withdrawal.

Overcoming those barriers

- **Managing mood:** Mood changes are common when quitting smoking. You may feel restless, irritable or down. Uplift your mood by staying active (picking an activity you enjoy), structure your day to keep busy, get support needed (gp, pharmacy etc.) and build rewards in.
- **Slips and relapses:** slipping isn't failure yet part of the wider quitting journey, get the support necessary to get back on the goal of quitting. Use NRT and start the journey again. Remind yourself of why?
- **Weight gain and appetite:** It is common for smokers to have a bigger appetite and slower metabolism after becoming smokefree. Eat mindfully, be physically active and snack smart.

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)

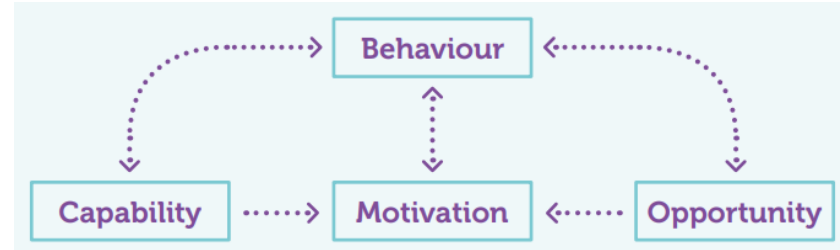


Birmingham & Solihull (BSoL) position statements on e-cigs and vaping

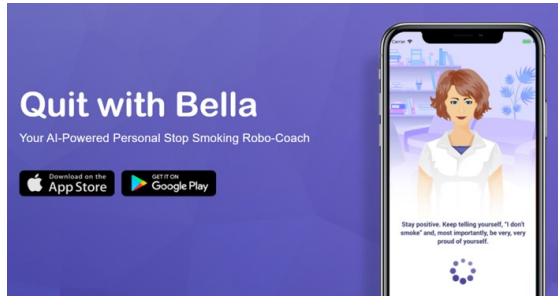
- Birmingham & Solihull (BSoL) Tobacco Control Alliance (TCA) position is:
 - **Don't Smoke, Don't Vape!**
 - **Swap to Stop (Smokefree 2030 pledge)**
 - **If you have never smoked: Don't use e-cigarettes !**
- BSoL TCA supports provision of e-cigarettes/vapes as a short-term aid to quit smoking.
- Evidence shows you're twice as likely to quit smoking if you use a vape compared with other NRT products, like patches and gum.
- E-cigarettes do not produce tar or carbon monoxide, two of the most harmful elements in tobacco smoke.

Smoking and the COM-B model

Stopping smoking can benefit both physical and psychological health. The COM-B model (which is a behaviour change model) can help us understand individual behaviour. Smoking cessation can be influenced by what we know and what we can do (**capability**), the people around us and our physical environment (**opportunity**) and our beliefs, what we want, how we see ourselves, how we regulate our emotions, and our habits (**motivation**).



What support is available in Birmingham?



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Bolder Healthier Community Champions



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How Can You Help?

Talk about the benefits of quitting to people in your community

Connect people in your community with to support through web pages and services

Feedback to us where more help is needed so we can continue to improve the support for citizens

Talk to people in your community

Bolder Healthier Champions **should not:**

- Provide anything other than approved information
- Receive personal information from people



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Talk to members of your community

Do you know how to make small changes in your life to become smoke free?

Do you know where to get information on smoking cessation?

As a pregnant woman do you know what services are on offer in your city?

What do you think would work for you, if you decided to change?

Have you spoken to your GP/pharmacist for advice.

Do you know the benefits of quitting smoking?

Have you considered vaping instead of smoking?

What is your encouragement to become smoke free?

How can you provide brief support in everyday interactions?

- Use open questions with the [Ask](#), [Advise](#), [Act](#) model

Use an example: Someone trying to find info on smoking cessation

Ask

- Are you visiting your GP for advice and guidance on smoking cessation and services available in Birmingham?
- Do you have the support necessary to aid smoking cessation?

Advise


- There is lots of information out there on quitting smoking from the NHS, Gov.uk or council websites.
- If you are unsure about information out there speak to a healthcare professional for support.

Act


- Signpost them to practical resources such [Stoptober](#), [NHS advice](#).
- Resources to help kickstart smoking cessation: [Quit with Bella](#)

Case Study 1 - part 1

Bob is a Bolder Healthier Champion who has recently seen a smoking cessation ad. Trevor walks his dog at the same park as Bob.




Hi Trevor, I hope you are enjoying the walk?




Yes! I'm really enjoying the fresh air and making sure we both get a walk in. but I am noticing a heavier chest when walking for longer. Do you know of any services available for me to start looking into quitting smoking?

Case Study 1 - part 2

Bob is a Bolder Healthier Champion who has recently seen a smoking cessation ad. Trevor walks his dog at the same park as Bob.



Yes, I do! I recently saw an advertisement that pointed me in the direction of advice. Try speaking to your GP practice first then [Birmingham City Council](#), Action on Smoking and Health ([ASH](#)), The [NHS](#), [find your local stop smoking service](#), [Stoptober](#),



Brilliant, I'll look at these when I'm home. Perhaps we can have more conversations?

Directory of public health resources

Resources:

- [What is smoking and tobacco? | Australian Government Department of Health and Aged Care](#)
- [Benefits of Quitting | Smoking and Tobacco Use | CDC](#)
- [Benefits of stopping smoking | NHS inform](#)

Local resources -

- [Action on Smoking and Health - ASH](#)
- [Quit smoking - NHS \(www.nhs.uk\)](#)
- [Stop smoking | Birmingham Women's and Children's \(bwc.nhs.uk\)](#)

GOV: Screening access for all:

- [Health matters: smoking and quitting in England - GOV.UK \(www.gov.uk\)](#)
- [Birmingham Health Profile 2019 \(3\).pdf](#)
- [smoking_prevalence_comparisons_May2016.pdf](#)
- [Smoking at work: the law - GOV.UK \(www.gov.uk\)](#)
- [Statistics on Smoking, England 2020 - NHS Digital](#)
- [Harms caused by smoking | Background information | Smoking cessation | CKS | NICE](#)
- [Public health profiles - OHID \(phe.org.uk\)](#)

Local resources:

- [Nutrition & Appetite While Quitting | Smokefree](#)
- [Microsoft Word - 1 Sample-Open-ended questions \(umassmed.edu\)](#)
- [SocialCare.pdf \(ash.org.uk\)](#)
- [Quit smoking - NHS \(www.nhs.uk\)](#)
- [Home - Quit With Bella](#)
- [Stop smoking in pregnancy - NHS \(www.nhs.uk\)](#)
- [SocialCare.pdf \(ash.org.uk\)](#)
- [Adult smoking habits in the UK - Office for National Statistics \(ons.gov.uk\)](#)
- [Birmingham and Solihull support new plan to make smoking obsolete by 2030 | Birmingham City Council](#)
- [Smoking and tobacco: applying All Our Health - GOV.UK \(www.gov.uk\)](#)
- [Tobacco: preventing uptake, promoting quitting and treating dependence NG209 \(NICE, November 2021\) \(ncsct.co.uk\)](#)

Feedback to us where more help is needed so we can continue to improve the support for citizens

Email the Bolder Healthier team on:
BolderHealthierChampions@birmingham.gov.uk



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Thank you for being a Bolder Healthier Champion!



We look forward to working together to improve the wellbeing of everyone in Birmingham.

By volunteering to receive the latest health information, you can use these messages to help you support yourself, your family, your friends and your wider community with:

- **Monthly themed webinars**
- **Tailored resource packs**
- **Health awareness training**

If you know someone else who might like to get involved, they can read more about the Programme at [Bolder Healthier Champions](#)



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Thank you for your time!



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