

## Goal – Tobacco 1: Preventing initiation of tobacco use amongst children and young people

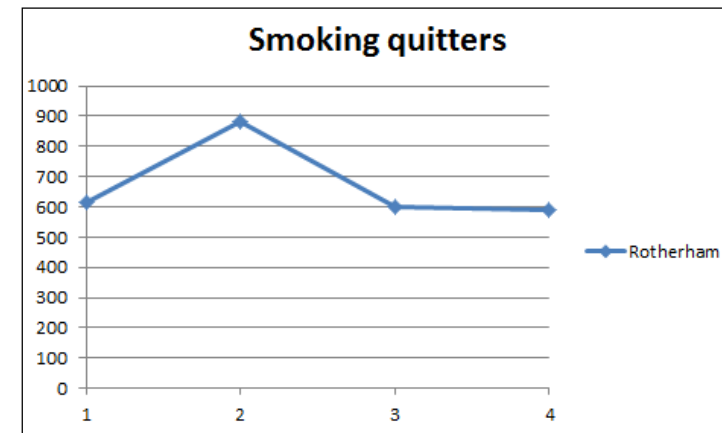
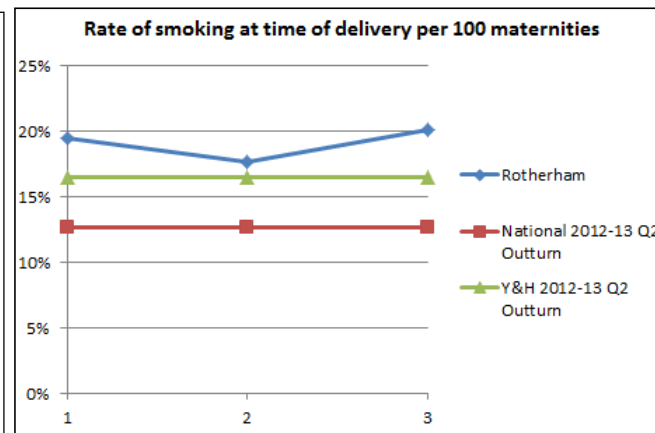
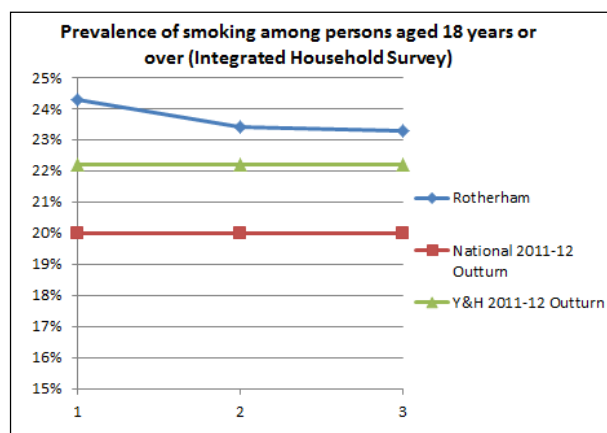
Timescale	Outcome	Performance Indicator	Narrative
Short-term	Increased anti-tobacco policies and programs in schools	See narrative – audit required	Currently offer the smokefree class activity pack to all secondary schools in Rotherham. This has been running for 4 years and is aimed at year 7 pupils, although some schools have extended to a larger age group. A new pack aimed at primary schools was introduced in December 2012 – no feedback as yet on implementation. All schools seeking to be healthy schools must have smokefree policies, a sample policy is provided. An enhanced schools pack is in development, including advice on policy implementation, education about smoking and a warning scheme with template letters for pupils that persist with smoking.
	Increased restriction and enforcement of restrictions on underage tobacco sales	See narrative	Trading standards carry out set programme of test purchases at retailers. Information from lifestyle survey and source of cigarettes, as well as intelligence reports, can help to target these at suspect premises ( <i>check with AP</i> ).
	Increased restriction and enforcement of restriction of sales of illicit and counterfeit tobacco	See narrative	Trading standards carry out investigation and enforcement action based on intelligence around sources of illicit and counterfeit tobacco.
Intermediate	Increased number of smokefree homes	Proportion of young people reporting living in a smoke-free home 2011-12 = 64%	Currently c.4500 Rotherham households signed up to voluntary smokefree homes scheme. This will not capture the full picture of smokefree behaviour. Other sources of information include the Young People's lifestyle survey (64% of children said they lived in a smokefree home, up from 61% in 2011) and a recent social norms campaign in Treeton (82% did not allow smoking in their home).
	Decreased access to tobacco products		
	Reduced susceptibility to experimentation with tobacco products		
Long-term	Reduced initiation of tobacco use by young people		
	Reduced prevalence of tobacco-use among 15 year olds	Future indicator	Indicator being developed nationally. Lifestyle survey data can be used to track against smoking, drinking and drug use survey among 11-15 year olds until indicator has been developed. 2012 lifestyle survey has 8% of respondents smoking 'regularly' (England data is 5% of 11-15 year olds smoking regularly). In the national survey regular smoking is classified as pupils who smoked at least one cigarette per week, but in the local lifestyle survey 'Regularly' is not defined. Recommend that the local survey questions about smoking are revised to mirror the national survey to allow robust comparison.

Timescale	Outcome	Performance Indicator	Narrative
	Reduced tobacco–related morbidity and mortality	Provisional preventable premature mortality from cardiovascular disease 2009-11 = 40.6	
	Decreased tobacco related health inequalities		
	Shift of focus towards prevention and early intervention		Work is underway across South Yorkshire to change the profile of investment in tobacco control for greater focus on prevention and early intervention rather than solely on treatment of current smokers.
	Reduced smoking prevalence in adults	23.3% overall (integrated Household Survey April 2011-March 2012. LHO <a href="http://www.lho.org.uk/viewResource.aspx?id=16678">http://www.lho.org.uk/viewResource.aspx?id=16678</a> ) 28.9% routine and manual working group prevalence.	
	Reduced smoking at time of delivery rate	20.1% at Q2 2012/13 (year to date 18.9%) (NHS Information Centre. Statistics on Women's Smoking Status at Time of Delivery: England <a href="http://www.ic.nhs.uk">www.ic.nhs.uk</a> )	

## Goal – Tobacco 2: Reducing harm to adults from tobacco consumption

Timescale	Outcome	Measure	Current position
Short-term	All RMBC public facing staff completed very brief advice e-learning		No progress to date. National e-learning programme available but focused on general practice staff. Brief intervention face-to-face training is offered by the Rotherham NHS Stop Smoking Service.
	All health public facing staff completed very brief advice e-learning		No progress to date. National e-learning programme available but focused on general practice staff. Brief intervention face-to-face training is offered by the Rotherham NHS Stop Smoking Service.
	Individuals in target groups supported to stop smoking		
	Increased restriction and enforcement of restriction of sales of illicit and counterfeit tobacco		Trading standards carry out investigation and enforcement action based on intelligence around sources of illicit and counterfeit tobacco.
Intermediate	Reduced smoking at time of delivery rates	20.1% at Q2 2012/13 (year to date 18.9%) (NHS Information Centre. Statistics on Women's Smoking Status at Time of Delivery: England <a href="http://www.ic.nhs.uk">www.ic.nhs.uk</a> )	
	Reduced smoking prevalence among adults	23.3% overall (integrated Household Survey April 2011- March 2012. LHO <a href="http://www.lho.org.uk/viewResource.aspx?id=16678">http://www.lho.org.uk/viewResource.aspx?id=16678</a> ) 28.9% routine and manual working group prevalence.	
	Increased price of tobacco products		
	Reduced access to counterfeit and illicit tobacco		Trading standards carry out investigation and enforcement action based on intelligence around sources of illicit and counterfeit tobacco.
	Increased number of smokefree homes	See narrative	Currently c.4500 Rotherham households signed up to voluntary smokefree homes scheme. This will not capture the full picture of smokefree behaviour. Other sources of information include the Young People's lifestyle survey (64% of children said they lived in a smokefree home, up from 61% in 2011) and a recent social norms campaign in Treeton (82% did not allow smoking in their home).
Long-term	Reduced number of stillbirths and neonatal deaths	Infant mortality rate 2011 = 4.3	

Timescale	Outcome	Measure	Current position
	Reduced number of low birth-weight babies	Low-birth weight 2010 = 3.3	
	Shift of focus towards prevention and early intervention		Work is underway across South Yorkshire to change the profile of investment in tobacco control for greater focus on prevention and early intervention rather than solely on treatment of current smokers.
	Reduced tobacco-related morbidity and mortality	Provisional preventable premature mortality from cardiovascular disease 2009-11 = 40.6  Provisional preventable premature mortality from all cancers 2009-11 = 61.9	
	Decreased tobacco related health inequalities		
	Reduced prevalence of tobacco use among 15 year olds		Indicator being developed nationally. Lifestyle survey data can be used to track against smoking, drinking and drug use survey among 11-15 year olds until indicator has been developed. 2012 lifestyle survey has 8% of respondents smoking 'regularly' (England data is 5% of 11-15 year olds smoking regularly). In the national survey regular smoking is classified as pupils who smoked at least one cigarette per week, but in the local lifestyle survey 'Regularly' is not defined. Recommend that the local survey questions about smoking are revised to mirror the national survey to allow robust comparison.



ID	Indicator	Year	Value	Year	Value	Year	Value	Latest England Period	Latest England Value	Latest Y&H Period	Latest Y&H Value
<b>Obesity &amp; Smoking</b>	Age-standardised rate of mortality from all cardiovascular diseases (including heart disease and stroke) in persons less than 75 years of age per 100,000 population	2009	79.2	2010	71.33	2011	73.77	2011	57.97	2011	66.46
<b>Obesity &amp; Smoking</b>	Age-standardised rate of mortality that is considered preventable from all cardiovascular diseases (including heart disease and stroke) in persons less than 75 years of age per 100,000 population	Not yet published				2009-11 (provisional)	51.2	2009-11 (p)	40.6		
<b>Obesity &amp; Smoking</b>	Age-standardised rate of mortality from all cancers in persons less than 75 years of age per 100,000 population	2009	124.5	2010	128.6	2011	122.4	2011	107.0	2011	115.9
<b>Obesity &amp; Smoking</b>	Age-standardised rate of mortality that is considered preventable from all cancers in persons less than 75 years of age per 100,000 population	Not yet published				2009-11 (provisional)	71.2	2009-11 (p)	61.9		
<b>Smoking</b>	Percentage of young people who report living in a smoke free home			2010-11	61.0%	2011-12	64.0%				
<b>Smoking</b>	Prevalence of smoking among 15 year olds	Not yet published						2010	17%		

<b>Smoking</b>	Age-standardised rate of mortality that is considered preventable from all cancers in persons less than 75 years of age per 100,000 population	Not yet published				2009-11 (provisional)	71.2	2009-11 (p)	61.9		
<b>Smoking</b>	Age-standardised rate of mortality from respiratory diseases in persons less than 75 years of age per 100,000 population	2009	31.6	2010	27.57	2011	33.94	2011	23.51	2011	28.28
<b>Smoking</b>	Age-standardised rate of mortality that is considered preventable from respiratory diseases in persons less than 75 years of age per 100,000 population	Not yet published				2009-11 (provisional)	12.4	2009-11 (p)	11.6		

Theme	Indicator	Quarter	Value	Quarter	Value	Quarter	Value	Quarter	Value	Last full year period	Last full year value	Latest England Period	Latest England Value	Latest Y&H Period	Latest Y&H Value
<b>Smoking</b>	Prevalence of smoking among persons aged 18 years or over (Integrated Household Survey)			Oct10-Sep11	24.3%	Jan11-Dec11	23.4%	Apr11-Mar12	23.3%	Apr11-Mar12	23.3%	Apr11-Mar12	20.0%	Apr11-Mar12	22.2%
<b>Smoking</b>	Rate of smoking at time of delivery per 100 maternities			2011-12 Q4	19.5%	2012-13 Q1	17.7%	2012-13 Q2	20.1%	2011-12	19.8%	2012-13 Q2	12.7%	2012-13 Q2	16.5%

<b>Smoking</b>	Smoking quitters	2011-12 Q3	616	2011- 12 Q4	884	2012- 13 Q1	601	2012-13 Q2 (RSSS)	590	2012-13 Q1	86341
----------------	---------------------	---------------	-----	----------------	-----	----------------	-----	-------------------------	-----	---------------	-------