

Appendix to report:  
**Stopping The Start: the Government's plans to create a smokefree generation.  
 Strategic Briefing**

### 2.12 The need for action

- Smoking is the UK's biggest preventable killer – causing around 1 in 4 cancer deaths and leading to 64,000 deaths per year in England. It puts huge pressure on the NHS, almost every minute of every day someone is admitted to hospital because of smoking, and up to 75,000 GP appointments could be attributed to smoking each month.
- Reducing smoking prevalence is the biggest single health intervention that could be made to level up the UK. Smoking costs the economy £17 billion a year, through smoking related lost earnings, unemployment, early deaths, and costs to the NHS.
- It is one of the biggest drivers of health inequalities across the country – deaths from smoking are more than two times higher in the most deprived communities. This is particularly relevant in North Lincolnshire where smoking prevalence has traditionally been amongst the highest in the country. Concerted local action has reduced considerably the proportion of adults who still smoke, but the figure remains at 15.4% (approx. 20,900 people). By comparison, the England average is 12.7%. Only 18% of those who smoke want to continue meaning over 17,000 residents in North Lincolnshire want to stop smoking.
- 16.5% of pregnant smokers are still smoking at time of delivery in North Lincolnshire. This compares to 12% regionally and 9% nationally. Smoking in pregnancy increases the chance of stillbirth by almost 50%.

### 2.13 The economic impact of smoking

In addition to health impacts, smoking also impacts the local economy. ASH calculates those costs in Humber and North Yorkshire to be:

- £362 million in lost productivity, principally due to premature mortality and illness, lost earning and unemployment. Smokers are more likely to be absent from work due to illness and to retire early on grounds of ill health.
- £57 million in healthcare costs, treating smoking related diseases.
- £37.1 million in social care costs, principally providing residential and domiciliary care for people with chronic smoking related diseases.
- £8.6 million in the cost of smoking related fires.
- The cost of smoking for an individual is estimated to average £2,451 a year including spend on illicit tobacco and so is a significant driver of poverty.
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### 2.14 Specific targets and performance in North Lincolnshire

- To reduce adult smoking prevalence (18+) to 9% by the end of 2025 requiring a transformation in smoking cessation support.
- To reduce rates of regular smoking among 15year olds to 5% or less by the end of 2025. The locally administered Adolescent Lifestyle Survey indicates this target will be achieved.
- To reduce the proportion of pregnant women who are smokers at time of delivery to 13% or less by the end of 2025.