



# South West London STP: preventing tobacco-related harm

This infographic, comprising of bespoke data for your STP area, was developed by Public Health England, led by Michele Kemp and Jo Roebuck from the Alcohol, Drugs and Tobacco team, London. Data and infographic support was provided by Marie Horton and Mark Cook, Population Health Analysis and Michael Heasman, Public Health Data Science

## The scale of the problem

Total population: 1,156,654



1. Richmond
2. Wandsworth
3. Merton
4. Kingston
5. Sutton
6. Croydon

Prevalence of smoking:  
**11.1% (128,515 smokers)**

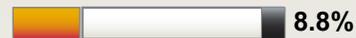
**1** At least half of 128,515 will die prematurely if they do not give up smoking

**2** **769** Pregnant women smoking at the time of delivery

## Health inequalities

The adult smoking prevalence rate is higher in people with serious mental illnesses, in routine and manual occupations and from more deprived communities

Managerial & professional



Routine and manual



Smoking prevalence in adults with anxiety or depression



Smoking prevalence in adults with long-term mental health conditions



## The burden of disease



Smoking attributable mortality\*



Smoking attributable admissions\*



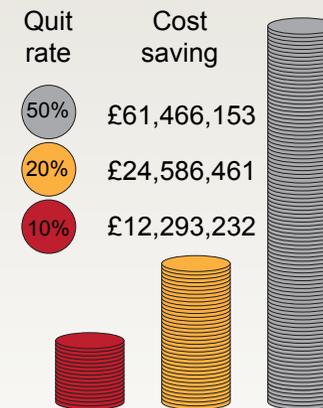
Emergency COPD admissions\*

\* Rate per 100,000 population 35+

<https://fingertips.phe.org.uk/profile/tobacco-control>  
<https://www.gov.uk/government/publications/health-matters-smoking-and-quitting-in-england>  
Tobacco commissioning support pack 2019-20: key data (PHE)  
Optimity advisors: commissioning for prevention 2016  
ASH Ready Reckoner 2018 Edition. Version 6.8 (25 May 2018)

## Invest to save

The annual cost of smoking is estimated at **£309.3 million** in your STP area including loss in productivity, NHS, social care and fire service costs



## Action for the STP area

- ✓ Sign up to the smokefree pledge and embed tobacco control and smoking cessation across all organisations
- ✓ Work together to combat illegal tobacco
- ✓ Deliver the 'Ottawa model' to identify and refer all smokers for specialist support
- ✓ Ensure workforce access to accredited stop smoking training
- ✓ Utilise the [www.stopsmokinglondon.com](http://www.stopsmokinglondon.com) helpline
- ✓ Ensure referral pathways are in place for all smokers including pregnant women
- ✓ Adopt and promote [www.mecclink.co.uk](http://www.mecclink.co.uk) as a digital pan-London signposting directory
- ✓ Take action to ensure full implementation of a smokefree NHS