

London Vision

Improve tobacco control and reduce smoking



Our ambition: for London to be a smoke free city

Our commitment: we will speed up a reduction in smoking prevalence in London, especially among groups with the greatest health inequalities

The challenge we face...

Smoking remains London's leading cause of premature death, causing the early deaths of over 8,000 people per year. It contributes to four out of the five most common health conditions that kill Londoners

13.9% ▼

The number of adults smoking has fallen from 20% in 2011

8,000

Smoking remains London's leading cause of premature death, killing 8,000 people per year



Inequalities remain stark, with people working in manual occupations and/or living with serious mental illness, smoking more than the general population

38.9%

of people living with a serious mental health illness are smokers

£12.6bn

The annual financial cost of smoking to society



Investing £1 in tobacco control intervention could save £2.07 by year five, £3.92 by year 10 and £11.38 over a lifetime

Our actions so far...

- Promoting the **'Stamp IT Out London' illegal tobacco campaign**, which takes place each year
- Ensuring that the **'Stop Smoking London Programme' is available to all Londoners**
- Continuing to deliver **better outcomes for patients through the Screening and brief advice for tobacco and alcohol use** in inpatient settings
Commissioning for Quality and Innovation scheme
- **Sharing best practice from the Smoking in Pregnancy challenge group**, following the learning event in October 2019
- Offering tailored **support from PHE to each STP to understand the scale and costs of local tobacco-related harm**, and the benefits of taking action.

Our next steps...

We will establish a London-wide partnership 'Smoke Free London' with NHS, Local Authorities PHE, voluntary and community sector, GLA, London Councils and academia with the overall aim of further reducing rates of smoking in the capital by:

- We will agree an accelerated reduction aspiration for London
- We will further develop the "Stop Smoking London" programme as an asset for Londoners
- Undertake Pan London action to address illegal tobacco
- We will support the availability of brief intervention training, including Making Every Contact Count to support a consistent approach across organisations
- We will encourage and support the rollout of the Ottawa stop-smoking model to all NHS services, focusing on smoking in pregnancy and smoking cessation support for those in contact with mental health services
- We will ensure a focus on addressing smoking among key 'at risk' groups including people in routine and manual occupations, pregnant women, people with mental health needs including drug and alcohol users, and specific ethnic groups
- We will adopt a rounded approach to addressing tobacco, with work on tobacco linked into the alcohol agenda including the development of Alcohol Care Teams highlighted in the Long Term Plan

