

BMHP5013
PUBLIC HEALTH POLICY A1

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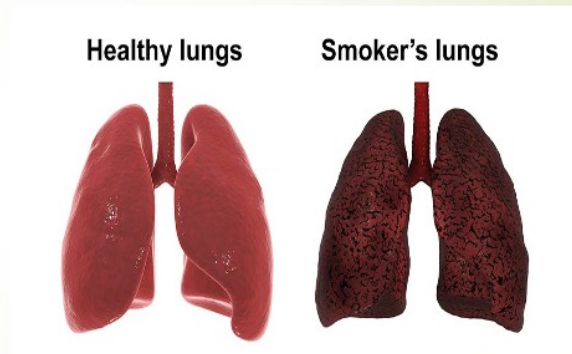
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Smoking causes

- Lung cancer
- Risk of Stroke
- Chronic bronchitis
- Risk for tuberculosis
- Eye diseases
- Diabetes
- Loss of sense of smell and taste



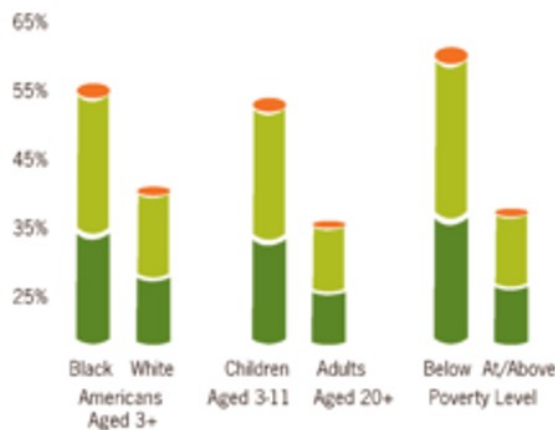
(CDC, 2020)

Smoking leads to serious diseases and damage to the whole body. One of twenty people live with disease caused by using tobacco products. Doctors know that smoking is the trigger for many lung cancers. Smokers today are more likely to develop lung diseases inc. cancer than previous generations, despite smoking less. The reasons are not known, but maybe the different ways of producing cigarettes or its chemical composition creates that issue (CDC, 2020).

The health impact of secondhand smoke

- Over 20,000 cases of lower respiratory tract infections
- 120,000 cases of middle ear disease
- at least 22,000 new cases of wheezing and asthma
- 200 cases of bacterial meningitis
- 40 sudden infant deaths - one in five of all SIDs

Exposure to secondhand smoke by group



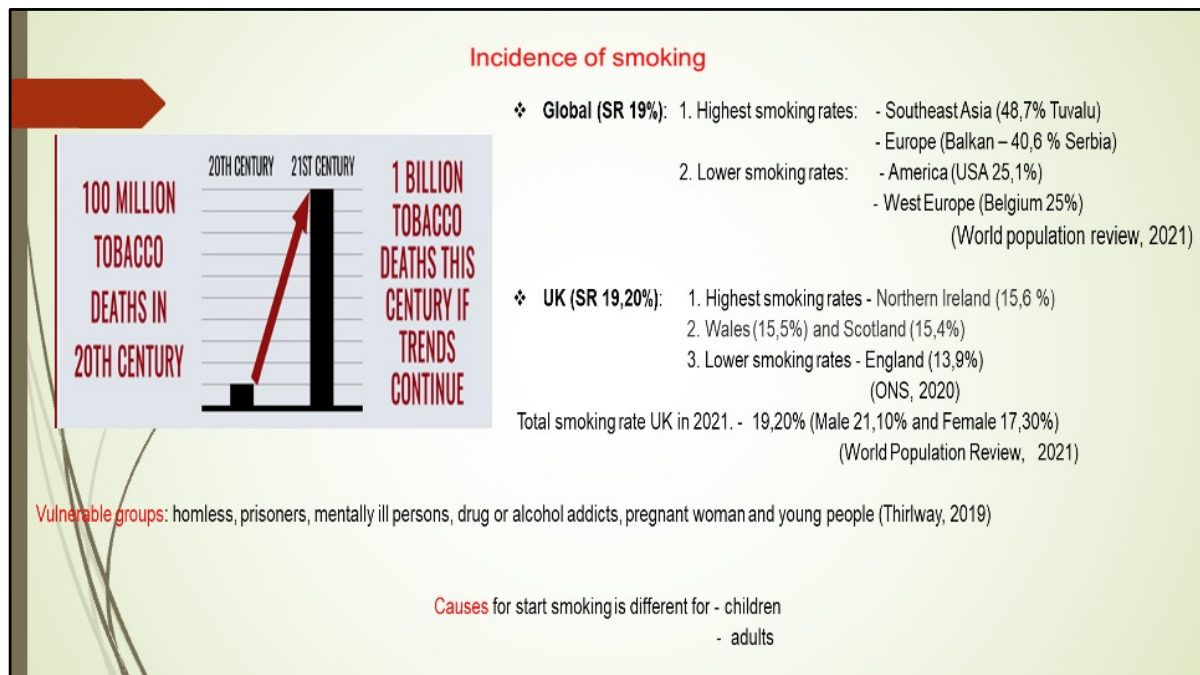
(NHS Choices, 2019)

Being a Passive smoker leads to about 41,000 deaths of non-smoking adults, and around 400 infants every year. Furthermore, this causes lung and heart diseases in adult population of exposed to smoke.

Passive smoking can cause sudden death in infancy and other children respiratory diseases in the future.

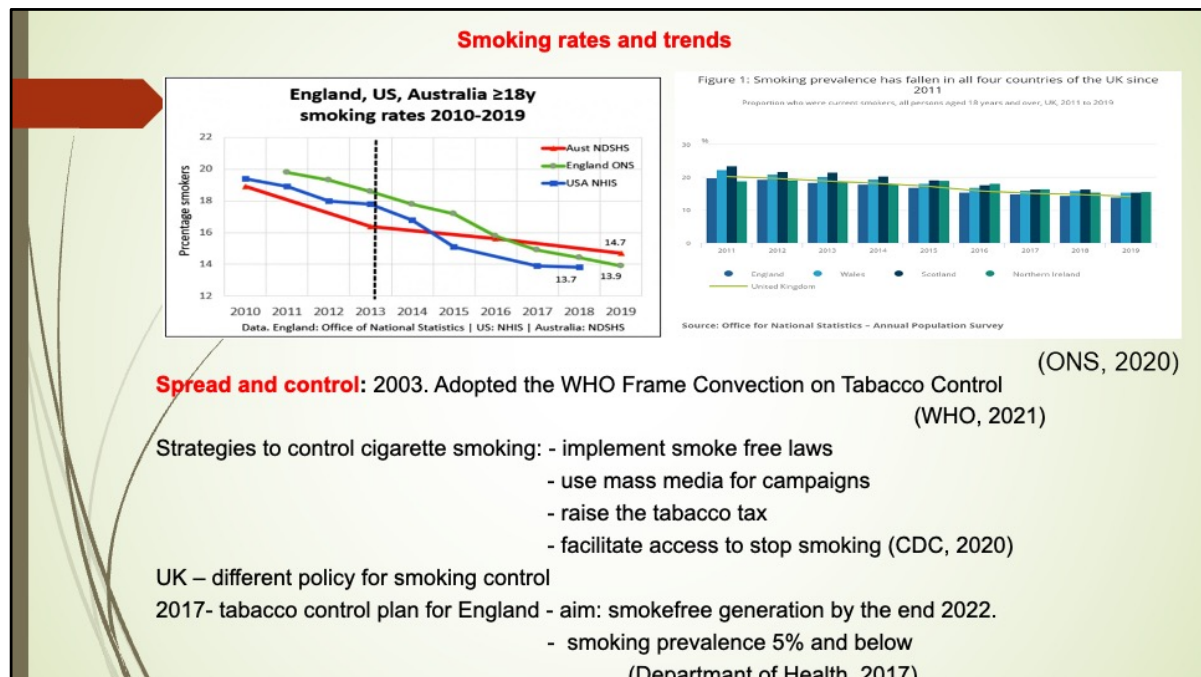
Reducing the commonness of using tobacco is a major goal for the governments, supported by charity organizations and local authorities. There is a plan UK government made to see smoking free population by 2025.

However, almost one in five adults is a smoker, and statistics show around 90,000 regular tobacco users at age 11-15 (NHS Choices, 2019).



Cigarettes are the most dangerous product for humans. Smoking has been a global public health problem for many years. Almost one-seventh of the world's population smoke. Southeast Asian countries (China, Indonesia) that have the highest smoking rates in the world also have the highest smoking rates (24.1%) for children 13-15 years old (World population review, 2021). In UK % children 15-year-old is 8%. About 8 million people per year die because of smoking: 7 million from direct smoking and 1,2 million second - hand smoking (WHO, 2021). In the twentieth century, about 100 million people worldwide died from smoking. That is more than in the First and Second World War combined. If trends do not change, the forecast for twenty-one century is one billion deaths due to the smoking. Particular vulnerable groups are children (young people) and pregnant woman, if we want stop spreading smoking for future generation (Thirlway, 2019). Young people have different motivation to start smoking than adults. Their causes are: they want to look older; they just want to try; they want to be accepted in peers society; they like to do everything what is forbidden; they want to look "cool" like their idols from TV, games, movies (American Cancer Society, 2020). Adults causes for start smoking are: they can't manage some stressfull situation in life (they have some financial or personal problem); they want control their weight (Raptou, Parastefanov, Mattas, 2009, 429-443), due to emotional reasons ("With cigarette you are not alone")

(Faulkner,2020). Some specific groups that smoke the most are: man (smoke more than women), adults 24-64 years old, low educated persons, people from middle and low- income countries, disabled persons, lesbian, gays and bisexual.

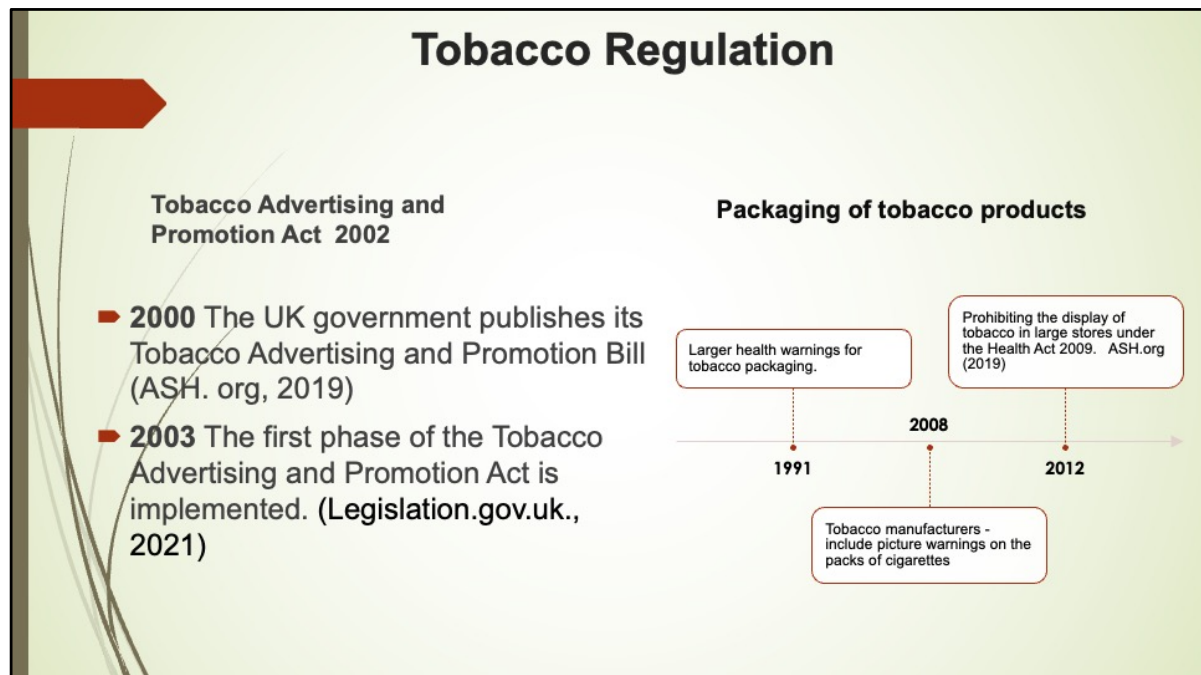


In the period 2010-2019, the smoking rate decrease. It happened all over the world and also in all four country of UK. During the Covid 19 pandemic, it grew again so in 2021 total smoking rate in UK is 19,20%. Some studies show that in the last year, 10% of "ex- smokers" in the UK have start smoking again (Mintel, 2021).

In 2003, the WHO Framework Convention on Tobacco Control was adopted. It has had a major impact on the implementation of tobacco control policies worldwide. To reduce the incidence of smoking, various strategies are implemented. All smoking control measures apply equally in all UK countries. Only for the measure smoking cessation campaigns and other health campaigns every UK country is responsible for itself (ASH, 2016).

Behind the different policy for smoking control in UK, 2017 was published and "Tobacco control plan for England" wuh the aim to create smokefree generation by the end of 2022. It means reduce smoking prevalence to 5% and below. Although England was on good path to reach it, current pandemic changed tendention. Plan will be extend to 2025.

Nowadays, 24% world population live in countries which force smokefree enviroment.



Tobacco Advertising and Promotion Act 2002

Under the Tobacco Advertising and Promotion Act 2002 (TAPA) tobacco advertising was forbidden in most of its forms. Advertising refers to the promotion of tobacco products on retail and media outlets. Goals: to interdict all forms of tobacco advertising in the country.

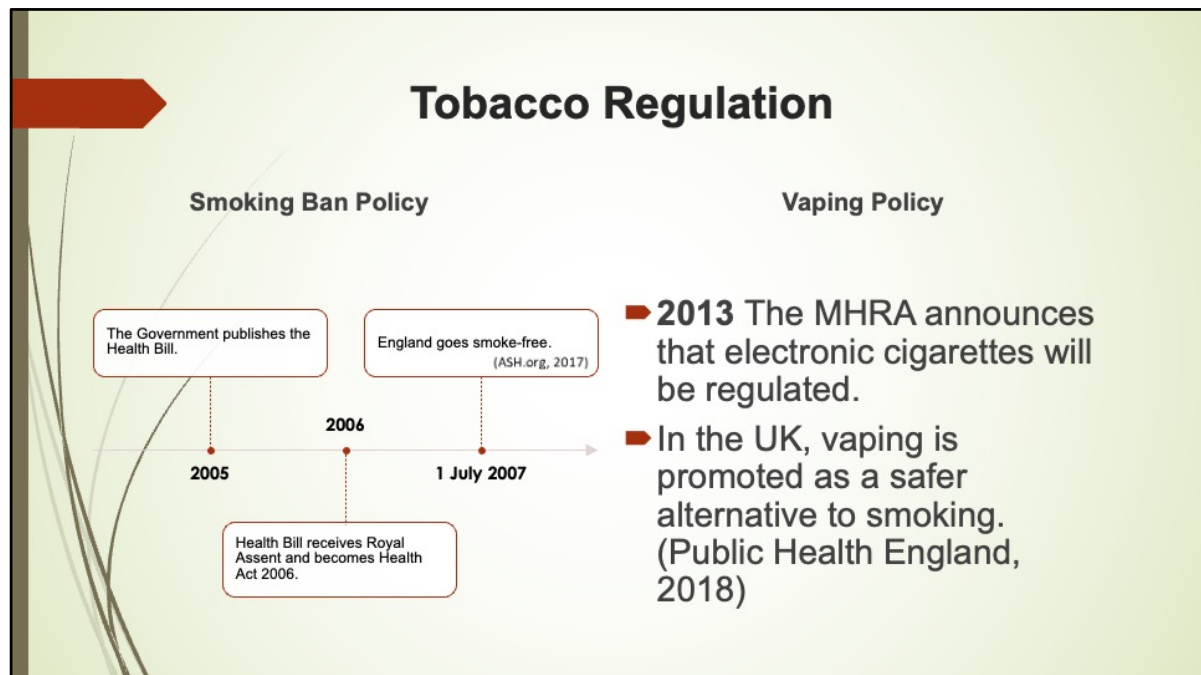
At first, there was a ban on advertising in print media and through billboards, but later it included an overall ban on direct marketing (the direct promoting of a certain tobacco product), as well as indirect advertising and sponsorship. In 2005 tobacco companies were also prohibited from sponsoring global events, such as Formula One.(Tobacco Advertising and Promotion Act 2002, 2021)

Packaging of tobacco products

Currently, there is a tobacco control strategy that bans all advertising, promotion and sponsorship of tobacco products. Plain packaging is introduced as an objective of the strategy.

The plain packaging objective presents rules about what is allowed to be displayed on the packaging of tobacco and herbal smoking products. According to regulations, all tobacco and smoking products entering the UK market after 1 January 2021 should comply with the packaging rules. For example, one of the rules is that a health warning in a specific size should be visible on the product. Furthermore, in addition to the text warning, a coloured warning photograph is to be included on the packaging. The warnings should be shown in a specific way. The plain packaging guidelines apply to all individual cigarette sticks, cigarette packs and hand rolling tobacco packs. ASH.org (2019).

Furthermore, all smoking products packaging should be in a shape of a cube and in a non-shiny dark brown colour. Brands are allowed to display their names, but in a position, size and font per the packaging requirements. The inside of tobacco product packaging should also be produced under the guidelines. The Strategy also prohibits the usage of trademarks and logos, brand colours and all types of promotional images. An example of a pack that complies with the standardised packaging regulations and Tobacco and Related Products Regulations are presented.



Smoking Ban Policy

The government announced a ban on smoking in public places 14 years ago, with it coming into effect from 1 July 2007. The policy prohibits smoking in clubs, pubs, restaurants, and workplaces across the UK, and follows a previous ban under the 2006 Health Act that prohibits smoking in enclosed public spaces. The bans were introduced after the evidence of the risks of passive smoking started growing. This researcher started convincing the wide public that a ban should be imposed, despite existing pro-smoking lobbying. This ban contributes to the UK being a worldwide example for having some of the most comprehensive tobacco control regulations. On July 1st, 2007, all enclosed public spaces and workplaces became tobacco-free. Second-hand smoke at the workplace or at pubs, clubs, and restaurants no longer posed a threat to people's health. The ban from 2007 was just the beginning, with much more legislation following it, including a ban on smoking in cars while there are children inside, the ban on displaying tobacco products in shops, and the removal of

branding and marketing, to reduce the attractiveness and prominence of the product. (ASH.org, 2017)

Some key dates:

1985 Smoking is banned on London Underground

2005 The Health Bill proposes a transition to smoke-free public spaces

2006 The smoking ban becomes one of the UK's most effective public health interventions.

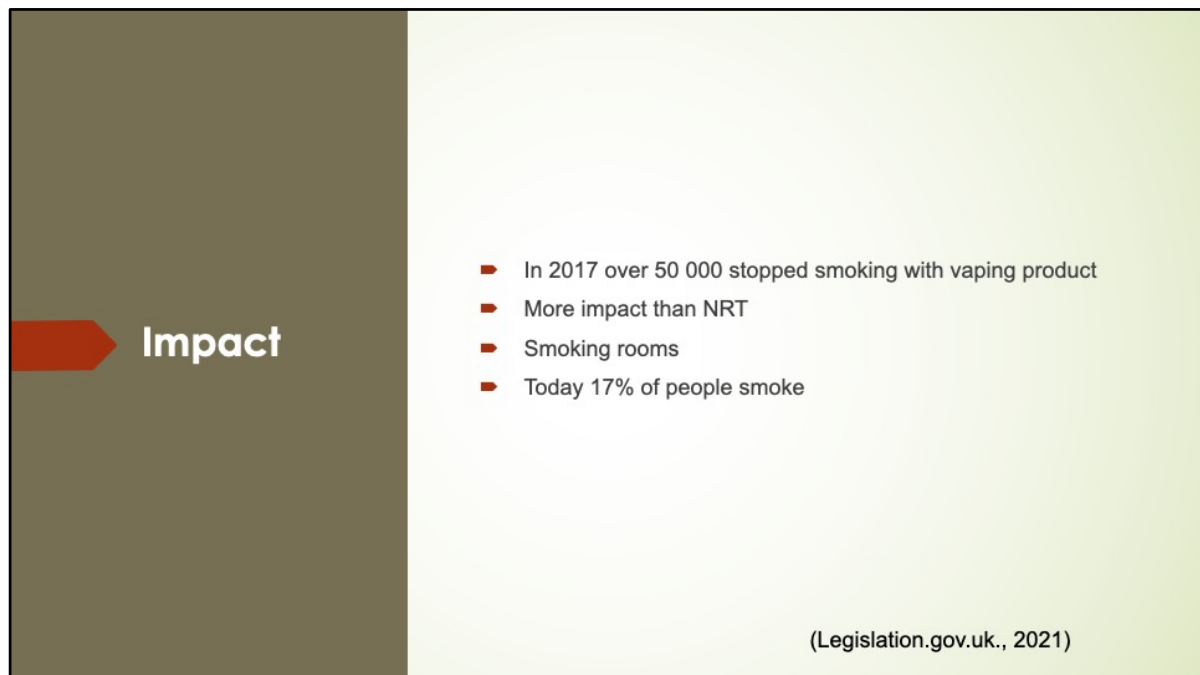
2008 Smoking is banned in Mental Health Units.

2015 Smoking is banned in cars with children

The UK Vaping Policy

Even though the use of vapes or e-cigarettes is not officially recognised as a way to stop smoking yet, they are promoted as a healthier alternative to normal cigarettes. Public Health England also supports this claim and aims to aid their approval as an official cessation method. Furthermore, as consumer products, vaporisers are subject to lower taxes than cigarettes and other tobacco products. (Public Health England, 2018)

The use of a vape in public places, including indoors, is not prohibited by law. However, many establishments have the right to and choose to forbid vaping on their grounds. Furthermore, vaping is banned on public transport and planes. Therefore, if choosing to vape, it is a good idea for the person to ask about the rules in the venues and sustain from vaping on public transport.



Vaping is the most popular support for quitting smoking.

27,2% of vaping product users are known to quit smoking in 2020, following the quit trial over the one year period.

To compare, less, because only 15,5% of NRT users were able to quit, followed by prescribed nicotine and varenicline users.

Vapers were used in 5,2% of samples. They were either used as a single product, at the same time as regular medication or following use of varenicline. Quit rates using vapers were higher than any other process in every part of England.

ASH investigation of tobacco control found that just 11% of local smoking services suggested to people to stop smoking.

Prescribed medications and nicotine replacement therapy for detriment decrease were as well connected with safely tobacco use quitting.

This research shows the importance for population of smokers to have access to the wide choice of stopping assistance.

Impact

Messages framing

Pictorial depictions

Advertising does have positive impact

(Public Health England 2018)

Almost 7000 pubs within the UK closed down between 2007-2017 following smoking ban.

Until some attach this to the smoking ban, it was difficult to define if the decreasing number of pubs may have been by the ban or the onset of the financial crisis of 2007.

It is discerned, anyway, that the smoking ban has changed the prospect, pubs have become more like restaurants and for family gatherings.

Today ,the UK is the background of tobacco policy for tobacco control. It is likely that the ban has redound to deny in the number of smokers.

New evidence shows that introduction of standardized of plain packing, encourages existing users to stop smoking.

Evidence is based on general promotion and research of the impact of changes in packing, attitudes ,beliefs and behavior of the users. Outer packaging of tobacco to have a colour with no logos name brand apart from health warnings information. The amount of evidence will raise as more countries apply standardized packing with health information.

Standardized packing may reduce smoking distribution, and the impact of it can

change attitudes and beliefs about smoking and increase quit attempts.

Advertising is the use of media to create positive product imagery or associations.

The marketing and the promotion goals is to increase the income by designed activities.

There are no trials of the impact of tobacco advertising and promotional activities on people start smoking. To assess the effects of tobacco advertising on non-smoking adolescents' future smoking behavior.

- World Health Organization (WHO) - MPOWER programme , implementing "country level implementations of effective interventions to reduce the demand for tobacco" (WHO website)
- WHO policies also advise governments to raise taxes on tobacco products – the United Kingdom government has followed suit
- Local governments in the UK – London councils enforcing regulations and offering NHS consultation services

The role of agencies on the impact of smoking

Regulation and support

The World Health Organization introduced MPOWER framework to 'implement and manage tobacco control', helping countries to reduce tobacco use. The MPOWER programme measures tobacco use (members have to collect and share national statistics on the, magnitude, patterns, precursors and consequences of tobacco use) (WHO Website). If MPOWER policies are implemented correctly in all countries, Mendez' study shows that global tobacco use would reduce to 13.2% in 2030 (Mendez et al, 2012).

Raising taxes – promoted by WHO and followed by countries – UK government raising tobacco duty rates , increasing the price of tobacco products at the Retail Price Index by +2% every budgeting and increasing duties on tobacco business which then increase prices (Gov.uk Website), and promotes harsher HMRC monitoring of fraudulent tobacco smuggling to combat the epidemic – looks to reduce tobacco consumption especially in lower income families (prices may scare them away). This is important as price is a key determinant in smoking consumption and cessation (Jha, Phil & Peto, 2014). An International Agency for Research of Cancer review found that increasing tobacco inflation prices by 50% reduced consumption by about 20% in all low, middle and high income countries.

EU – funded studies into e-cigarettes as a means for quitting: Eurobarometer study on e-cigarettes use to inform national policies regarding smoking.

Local governments also play a big role in implementing this. An Ilford shisha lounge was recently fined £12,000 for allowing people to smoke in an enclosed area inside the venue (Ilford Recorder, 2021). This shows a commitment of local councils in enforcing smoking regulations.

Services like Make Smoking History provide NHS help including helplines and resources to help people quit smoking, offering free nicotine replacements and confidential appointments to support the community (Make Smoking History Website).

Government of New Zealand will ban the sale of tobacco products to everyone born after 2008, so young people will never start smoking (the Guardian, 2021).

Advertising and Campaigns

- Advertising and anti smoking campaigns are important aspect of combatting smoking
- ASH (Action on Smoking and Health)– these organizations produce anti-smoking campaigns and lobby governments to aid end the smoking epidemic
- Advertising and the UK government – banned advertising of tobacco products and regulating packaging
- The influence of anti smoking advertisements is visible in multiple studies on smokers



ASH – Action on smoking and Health.

ASH and partners launch a campaign for smoke free 2030 and published a roadmap setting out What the Government needs to do to deliver on this plan.

ASH and partners launch 'Smoke for covid' campaign to encourage smokers to quit to reduce the risk of coronavirus.

ASH is campaigning public health charity committed to reduce tobacco harm by holding tobacco corporations criminally liable for the damage they cause.

Free Stop smoking apps like Quit now, quit tracker for iphones and andriods motivating people to stay smoke free and features rich motivational tips, personal statistics and financial and health achievements.

Stoptober campaign by the NHS to persuade smokers to give up cigarettes for 28 days in October. Research shows that if smokers stop for that period of time they can likely stop permanently. (British Heart Foundation, n.d.)

Campaigning to phase out tobacco products the UK government has also followed suit in changing the way tobacco products are advertised. In 1965, cigarette advertising was banned on television, and all cigarette advertising is completely banned in 2016. In 2015, MP's ruled that tobacco products should be sold in 'drab,

standardized packaging' to further discourage use. This has caused smoking rates to hit an all time low of 17% in the UK (Cancer Research UK).

Anti-smoking campaigns have been found to be effective by various studies. Durkin et al, have followed 1491 smokers exposed to anti-smoking adverts over 24 months, and found that emotionally charged adverts with graphic imagery increased the odds of quitting by 11% (Durkin et al, 2009).

Therefore, organizations promoting anti-smoking campaigns and regulations are a vital aspect of helping reduce smoking in the community and reducing the disproportionate social impact on low-income families.

Another study in the UK and televised anti-smoking adverts found that after 18 months of exposure to such advertisements, 9.8% of the over 2000 interviewed smokers have quit (McVey & Stapleton, 1999).

To conclude for many decades the international and national agencies worked to improve people's quality of life, as many factors trigger smoking, by focusing on mental health and awareness of the problem.

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