

(Children and young people)

Why is the issue important?

In the UK more than 207,000 children aged 11-15 start smoking each year.¹ Smoking just one cigarette in early childhood doubles the chance of a teenager becoming a regular smoker by the age of 17. The earlier the young person becomes addicted and continues smoking into adulthood the greater the risk of developing heart and lung disease later in life.²

Living with adults or siblings who smoke also makes it much more likely that a young person will start and continue smoking.³ Other factors that influence smoking uptake in this age group include smoking by friends and peer group members, the ease with which young people can obtain cigarettes, exposure to tobacco marketing, and depictions of smoking in films, television and other media

Young people who smoke are more susceptible to coughs, wheeziness and shortness of breath. This has a direct effect upon school attendance and education due to school absence.⁴

The harms from smoking begin for many children at birth³. Exposure to second-hand smoke during pregnancy increases the risk of miscarriage, premature birth, still birth and low birth-weight. The early exposure to second-hand smoke in the womb also increases the risk of infant mortality, wheezy illnesses and psychological problems such as attention and hyperactivity problems after birth.

Many children are also born into households that smoke with more than two thirds of children reporting high exposure to second-hand smoke from within their own homes or in other people's homes. This early exposure to second-hand smoke contributes to many adverse health outcomes including lower respiratory tract infections, asthma, wheezing, middle ear

infections and invasive meningococcal disease. There is also evidence linking exposure to second-hand smoke with impaired mental health and with increased school absenteeism

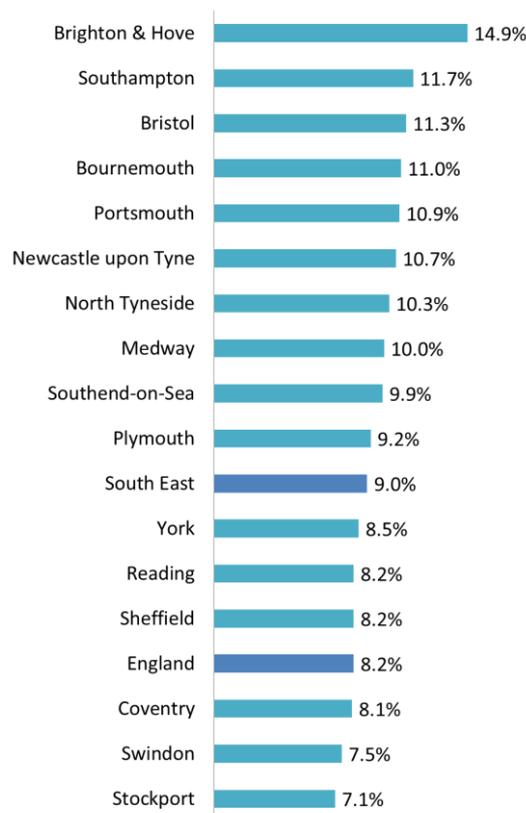
Key outcomes

- **Smoking prevalence in 15 year olds (Public Health Outcomes Framework)**

Impact on Brighton & Hove

Recently released estimates from the national What about YOUth? (WAY) survey suggest that 15% of 15 year olds in Brighton & Hove currently smoke (10% are regular smokers, 5% occasional smokers), which is significantly higher than England (8%) and the South East (9%), and is the highest rate in England (Figure 1). This is the Public Health Outcomes Framework Indicator.⁵

Figure 1: Smoking prevalence at age 15 - current smokers, Brighton & Hove and comparator local authorities, 2014/15



Source: What about YOUth? (WAY) survey

⁵ Public Health England. Public Health Outcomes Framework tool. Available at www.phoutcomes.info [Accessed 10/08/2016]

¹ Action on Smoking and Health, 2015, Young People and Smoking fact sheet, http://ash.org.uk/files/documents/ASH_108.pdf [Accessed 16 August 2016]

²BMA Board of Science. Breaking the Cycle of Children's Exposure to Tobacco Smoke. British Medical Association, London, 2007.

³Action on Smoking and Health, 2015, Smoking Still Kills, <http://www.ash.org.uk/smokingstillkills> [accessed 16 August 2016].

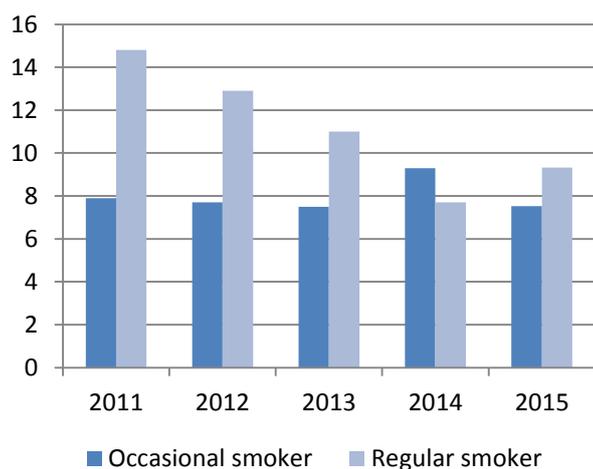
⁴Smoking and Young People, Royal College of Physicians; 1992.

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We have more detailed information from the local Safe and Well at School Survey and the rest of the summary reflects this information.

The trend for 2011 to 2014 for regular smokers was decreasing locally, with an increase in 2015.

Figure 2: Occasional and regular smoking trend at age 15, 2011-2015, Brighton & Hove



Source: Safe and Well at School Survey

Taking a normative approach, Brighton & Hove the latest Safe and Well at School Survey results for 2015⁶ show that:

- 87% of students aged 11-14 years have never tried a cigarette and 9% have tried a cigarette only once or twice
- 55% of students aged 14-16 years have never tried a cigarette and 21% have tried a cigarette only once or twice
- 19% of students aged 11-16 stated that someone smokes in their household compared with 27% in 2012
- 4% of students aged 14-16 years smoke regularly and would like to give up (almost half of those who smoke regularly)
- In primary school, only 2% of pupils aged 8-11 said they had ever tried a cigarette (this was last asked of primary pupils in 2014).

- 17% of primary school pupils aged 8-11 said that someone regularly smokes inside their home (family or visitors).

Where we are doing well

Table 1: Percentage of pupils who have never smoked, Brighton & Hove, 2010 - 2015

	2010	2011	2012	2013	2014	2015
11-14 year olds	80%	83%	85%	86%	87%	87%
14-16 year olds	51%	47%	50%	55%	58%	55%
All 11-16 year olds	71%	70%	72%	74%	77%	76%

Source: Safe and Well at School Survey

Over the last five years, the percentage of pupils aged 11-14 years who have never tried a cigarette has increased (from 80% to 87% - a statistically significant improvement); this is also the case among 14-16 year olds (51% in 2010 and 55% in 2015).

Local inequalities

The 2015 Safe and Well at School Survey suggests that the following groups of pupils are more likely to smoke:

- Older students - 95% of 11-12 year old students said they have never smoked, falling to 49% for 15-16 year old students.
- For pupils aged 11-14, there is not much difference between girls and boys who have tried smoking (girls 13%, boys 12%).
- However this changes with age and for pupils aged 14-16, girls are more likely to have smoked (49%) compared to boys (39%).

⁶ Brighton & Hove City Council. Safe and Well at School Survey briefing. 2015. Available at: <http://www.bhconnected.org.uk/content/surveys> [Accessed 10/08/2016]

7.2.5 Smoking

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- Also for pupils aged 14-16, girls are more likely to be regular smokers (12%) compared to boys (7%).

Smoking is also significantly more common in the following groups of students:

- LGB students (but not those unsure of their sexuality);
- Those who do not always identify with the gender they were assigned at birth (but not those who do not);
- Young carers;
- Those who receive extra help;
- Those who have been bullied and those who have bullied someone else;
- Those who say they are not happy;
- Those who have truanted or been excluded and;
- Those who have tried alcohol, drugs or had sex.

There was little difference by ethnic group.

National evidence tells us that:

- In families where parents smoke, children in the lower social classes - particularly routine and manual groups – they start smoking at an earlier age than those in high social classes⁷.

A 15 year old living with a parent who smokes is 80% more likely to smoke than one living in a household where no one smokes.⁸

Predicted future need

The percentage of secondary school pupils who have tried smoking has fallen by 5% between 2010 and 2015. Whilst we have seen this improvement, the relative position to nationally suggest smoking remains a key public health priority locally.

⁷West R. The Smoking Pipe: A Model of the Inflow of Smokers in England. 2009.

⁸Loureiro M, Sanz-de-Galdeano A and Vuri D. Smoking Habits: Like Father, Like Son, Like Mother, Like Daughter? Oxford Bulletin of Economics and Statistics, 72(6), pp.717-743; 2010.

What we don't know

We do not know enough about illegal tobacco use in the city. Illegal tobacco is seriously undermining efforts to reduce smoking prevalence as it is sold at around half the price of legal cigarettes. Illegal tobacco sellers target the young, vulnerable and those living in poor and disadvantaged communities making it possible for smokers in these areas to carry on smoking, smoke more and smoke from an earlier age.

There has been a rapid increase in the retail availability of e-cigarettes in the UK including Brighton & Hove. It is known that exposure to cigarette point-of-sale (POS) displays influences smoking behaviour and intentions in young people. However, there is as yet no evidence regarding the relationship between e-cigarette POS display exposure and e-cigarette use in young people.⁹

Key evidence and policy

NICE has published evidence-based guidance which will assist with the commissioning and delivery of stop smoking interventions for young people. These can be found at www.nice.org.uk

Smokefree laws - Smoking has been prohibited by law in virtually all enclosed and substantially enclosed work and public places throughout the United Kingdom since July 2007. More recently smoking was banned in cars with passengers under the age of 18 years. Smokefree legislation in England forms part of the Health Act 2009 (<http://www.legislation.gov.uk/ukpga/2009/21/contents>). In Brighton & Hove the legislation is enforced by Council Regulated Services Environmental Health team and police.

Underage sales - Underage sales laws makes it illegal to sell nicotine inhaling products such as e-cigarettes, cigarettes or other forms of tobacco or tobacco products, including cigarette papers, to a

⁹Best C, Haseen F. et al. Relationship between e-cigarette point of sale recall and e-cigarette use in secondary school children: a cross-sectional study. BMC Public Health. DOI: 10.1186/s12889-016-2968-2. April 2016. Available at: <http://bmcpublichealth.biomedcentral.com/articles/10.1186/s12889-016-2968-2>

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person under 18 years. It is also illegal to purchase any of the products on behalf of someone under 18 years.

<http://www.underagesales.co.uk/legislation.html>

E-cigarettes - Evidence from UK studies indicate that while young people's awareness of, and experimentation with e-cigarettes has increased, regular use remains rare and almost entirely confined to those who are current smokers or have smoked in the past. So far, there is no evidence that e-cigarettes are acting as a route into smoking for children or non-smokers.

Tobacco display - Evidence shows that the display of tobacco products in shops can promote smoking by young people and undermine the resolve of adult smokers who are trying to quit.

There are provisions regulating tobacco displays¹⁰ in the Health Act 2009 and related regulations which were implemented for large retailers from 6 April 2012 and for small shops and any other premises from on 6 April 2015.¹¹

http://ash.org.uk/files/documents/ASH_701.pdf

A new tobacco plan for England is expected to be published in 2016 to replace the Tobacco Control Strategy in 2011.

Recommended future priorities

1. Ensure smoking prevention sessions in schools and youth settings are part of a Local Tobacco Control Strategy.
2. As part of the Public Health Schools Programme, ensures that interventions delivered in primary schools supports pupils to create their own health improvement responses and engages parents / carers / staff who smoke, into smoking cessation support.
3. As part of the Public Health Schools Programme, ensure interventions delivered in secondary and special schools build early

identification of smoking, support staff to understand the importance of stopping smoking and engages young people into cessation support.

4. To work in partnership with school PSHE teams to implement annual normative messaging, stop smoking campaigns for young people and link with other parts of Sussex on their impact of second hand smoking campaigns.
5. Work with partners to deliver youth advocacy programmes in the community and outside school, and encourage peer led education programmes.
6. Work with Tobacco Control Alliance to improve access to high quality, easily accessible Nicotine Replacement Therapy via primary care and community pharmacists.
7. Enforce age-of-purchase legislation.

Key links to other sections

- Smoking (Adults and older people)
- Parenting
- Substance misuse and alcohol (Children and young people)

Further information

Department for Health. Healthy Lives, Healthy People: A Tobacco Control Plan for England. 2011 <https://www.gov.uk/government/publications/the-tobacco-control-plan-for-england>

Public Health England. Use of e-cigarettes among young people. 2015 https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/457102/E-cigarettes_an_evidence_update_A_report_commissioned_by_Public_Health_England_FINAL.pdf

Action on Smoking. Smoking Still Kills: protecting children, reducing health inequalities. 2015 <http://www.ash.org.uk/smokingstillkills>

Last updated

September 2016

¹⁰ Department for Health. Key information on tobacco displays. Available at: <https://www.gov.uk/government/news/key-information-on-tobacco-displays>

¹¹ Action on smoking (ASH). Tobacco Displays at the Point of Sale. December 2013. Available at:

http://ash.org.uk/files/documents/ASH_701.pdf