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| ***jsna*** | ***Data Briefing******Smoking Prevalence March 2015*** | ***Research Unit*** |

 The Integrated Household Survey (IHS) is the largest social survey conducted by the Office of National Statistics for the UK. The survey is conducted annually and the 2013 wave holds data for approximately 340,000 individual respondents. A large sample size is achieved by asking a core set of questions on two Office for National Statistics (ONS) household surveys: the Annual Population Survey (APS) and the Living Costs and Food Survey (LCF). Topics under study include sexual identity, smoking prevalence and perceived general health. The smoking prevalence questions in the 2013 wave had a total of 268,102 valid responses.

 This briefing outlines the most recently published data (November 26th 2014) on adult smoking prevalence in West Sussex by local authority. The period reported each year in the IHS changed from financial year (April to March) to calendar year (January to December) in 2012.

 It should be noted that the smoking prevalence data in the IHS are not age-standardised and as a result variation between areas may be a result of differences in population structure. In addition, the responses are weighted in order to improve representativeness of the sample and as such the values given may not reflect true counts of smokers. The weights[[1]](#footnote-1) take into account survey design, attrition of participants and other non-response factors. Charts for local authorities include 95% confidence interval values.

In addition, the briefing outlinessynthetic estimates of smoking among young people (age 11-19) in West Sussex using data (published January 27th 2015) from the Understanding Society survey (pooled data for years 2009-2012).

**Headline Figures**

* The prevalence of current cigarette smokers in West Sussex (17.2%) is in line with the South East Region prevalence (17.2%) and is slightly lower than the prevalence for England (18.4%). However, there are also fewer never-smokers in West Sussex (43.0%) compared to the South East Region (46.3%) and England (48.1%)(figure 1).
* Over recent years adult (18+) current smoker prevalence for the South East Region has seen a steady decline from 19.4% in 2010 to 17.2% in 2013 and rates for England (20.8% in 2010 to 18.4% in 2013) show a similar trend. Rates in West Sussex have fluctuated between 2010 (19.6%) and 2013 (17.2%) with an increase in 2012 to 19.1% (figure 2).
* Prevalence rates of current smokers within local authorities of West Sussex are given in figure 3. The large confidence intervals, indicative of small sample sizes (table 1) at small area level indicate that the prevalence rates should be interpreted with caution.

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| **Table 1** Integrated Household Survey, total number of responses in each year by locality. |
|   | Adur | Arun | Chichester | Crawley | Horsham | Mid Sussex | Worthing | West Sussex |
| 2011 | 140 | 373 | 327 | 222 | 291 | 370 | 263 | 1,986 |
| 2012 | 94 | 313 | 247 | 266 | 302 | 304 | 205 | 1,731 |
| 2013 | 96 | 309 | 259 | 214 | 308 | 274 | 232 | 1,692 |

* The prevalence of current smoking for adults in Routine and Manual occupations (figure 4) also fluctuates within the Districts and Boroughs of West Sussex, although the confidence intervals indicate that the differences may be small or non-existent.

**Note**: bars for each locality in figure 4 represent the years 2011, 2012, and 2013 (from left to right)

* In January 2015, synthetic estimates were produced to model smoking among young people at a local area using data from the Understanding Society survey (pooled data for years 2009-2012). These were produced because prevalence statistics are not routinely available at small geographical area levels.
* The data presented below relates to estimates for never smokers, not current smokers (including never smokers and those who have tried smoking once or twice only), occasional smokers (occasional smoking is defined as smoking sometimes but not every week) and regular smokers (regular smoking is defined as smoking at least one cigarette every week).

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| **Table 2** Modelled synthetic estimates of smoking status for young people in West Sussex |
| **Age** | **Never** | **Not current** | **Occasional** | **Regular** |
| 11-15 | 88.8% (75.9-96.3%) | 95.1% (84.3-99.3%) | 1.7% (0.3-4.7%) | 3.1% (0.7-8.4%) |
| 15 | 76.4% (54.3-92.1%) | 86.6% (60.2-97.9%) | 4.5% (0.8-13.1%) | 8.8% (2.1-22.0%) |
| 16-17 | 76.2% (53.7-91.7%) | 78.8% (47.2-95.9%) | 6.7% (1.4-18.5%) | 14.9% (4.1-32.5%) |
| **Source:** Department of Geography, University of Portsmouth and Geography and Environment, University of Southampton  |

**Note**: these are synthetic estimates developed to investigate the simultaneous influence of individual and area characteristics on smoking outcomes. Results reflect estimated prevalence based on socio-demographic profiles of geographical areas. They may not reflect actual smoking prevalence.

The national statistical bulletin, Adult Smoking Habits in Great Britain 2013, published by the ONS is available at <http://www.ons.gov.uk/ons/dcp171778_386291.pdf> .

Details on the synthetic estimates of the smoking status of young people are available at <https://www.understandingsociety.ac.uk/2015/01/28/towns-in-england-smoking-rates>.

**Stop smoking services in West Sussex**

* Stop smoking services are well established in the UK and have a significant impact on helping smokers to stop. The primary role of stop smoking services is to deliver a high quality evidence based stop smoking intervention to the local population in accordance with NCSCT service and delivery guidance and NICE guidance. In West Sussex, a specialist provider offers stop smoking support to specific hard to reach groups (see table 3) in community clinics located across the county. There are also 90 GP surgeries and 72 pharmacies delivering stop smoking support.

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| **Table 3** Hard to reach groups serviced by the specialist service |
| * Smokers with at least five unsuccessful quit attempts
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| * Residents in deprived wards
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| * Routine and manual workers
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| * Minority ethnic groups
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| * Young people (under 25 years)
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| * Mental health service users in the community
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| * Pregnant smokers and their partners
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* [Smokefree West Sussex](http://www.smokefreewestsussex.co.uk/) services are open to all residents of West Sussex on an appointment or drop in basis. Support is offered in one-to-one or group sessions. Clinics located in GP surgeries are available for anyone registered at that practice and who have elected to have an appointment with an advisor.
* The model commissioned in West Sussex is an abrupt cessation model after which a person will smoke ‘not one puff’ on a cigarette. The support offered by stop smoking services involves a combination of behavioural support and licenced pharmacotherapy. Evidence suggests residents accessing stop smoking services using this model will be four times more likely to stop smoking than trying to stop on their own.
* The specialist service provider also provides training in brief intervention and smoking cessation to support GPs and pharmacies. They are also responsible for collating and monitoring data and reporting smoking cessation activity to the Department of Health on behalf of all the smoking cessation services.
1. The methodology for creating the weighting variables for the survey can be found at the following website address: <http://www.ons.gov.uk/ons/guide-method/method-quality/specific/social-and-welfare-methodology/integrated-household-survey/index.html> [↑](#footnote-ref-1)