

# Let's Be Smokefree Workshop

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**This project is funded by  
Hampshire County Council**

# Let's Be Smokefree Project

Let's Be Smokefree is funded by Hampshire County Council's Public Health Team and aims to empower voluntary, social enterprise and community (VCSE) organisations to support their communities to quit smoking.

## Participating Organisations will be supported to:

- Deliver community-led activities that increase knowledge and motivation to quit smoking
- Promote awareness of wider tobacco control issues, including the risks of passive smoking, health inequalities, and the availability of cigarettes to young people
- Provide peer support, signpost individuals and make referrals to Smokefree Hampshire's free, flexible stop smoking support service



# Workshop Agenda

Smoking Statistics and Inequalities

Impacts of Smoking

Support and Advice for quitting

Let's Be Smokefree Grant

Questions and give feedback

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## Smoking Statistics and Inequalities

Impacts of Smoking

Support and Advice for quitting

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Questions and give us some feedback

# Quit Quiz Q1

What percentage of adults (18 years +) smoke in Hampshire?

5%

9.1%

10.6%

# Quit Quiz Q1

What percentage of adults (18yrs +) smoke in Hampshire?

5%

Smokefree  
Hampshire 2030

9.1%

Hampshire

10.6%

UK

“Create a Smokefree Hampshire, where all residents are free from the health, economic and environmental harms caused by tobacco”

# Smoking Costs to Society - Hampshire

ASH estimates that smoking costs Hampshire £892m per year



**106,000**

smokers  
Hampshire



**£511**

million  
productivity  
losses



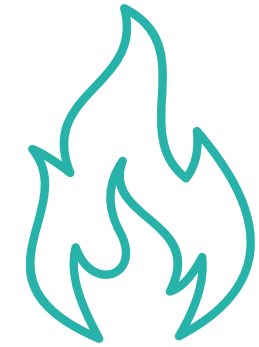
**£334**

million  
social care  
costs



**£39.9**

million  
healthcare  
costs



**£6.64**

million  
losses from fire  
related causes

# Smoking Inequalities

Poverty and Unemployment	Children										
<ul style="list-style-type: none"> <li>◦ In <b>England</b>, <b>21.7%</b> of people living in the most deprived ten percent of local authorities smoke, compared with <b>6.2%</b> of those living in the least deprived ten percent of neighbourhoods.</li> <li>◦ It is estimated that <b>25.8%</b> of all smoking households in the South East fall below the poverty line after smoking expenses are taken into account.</li> </ul> <p><b>In Hampshire this would represent 17.7k households</b></p>	<ul style="list-style-type: none"> <li>◦ About <b>47.8k</b> children in Hampshire live in smoking households</li> <li>◦ Each year around <b>2.17k</b> children in Hampshire start smoking</li> <li>◦ <b>Children whose caregivers smoke are more than twice as likely to have tried cigarettes and four times more likely to regularly smoke.</b></li> </ul>										
Pregnancy	Housing										
<ul style="list-style-type: none"> <li>◦ Smoking in pregnancy is the single biggest modifiable risk factor for miscarriages, stillbirths, premature birth and birth defects.</li> <li>◦ Pregnant women in the most deprived areas of England are <b>over five times</b> as likely to smoke than those in the least deprived areas.</li> </ul> <p>Younger women are more likely to smoke while pregnant.</p>	<p>Nationally, smoking rates in people living in social housing are double the average.</p> <table border="1"> <caption>Nationally, smoking rates in people living in social housing are double the average.</caption> <thead> <tr> <th>Housing Type</th> <th>Smoking Rate</th> </tr> </thead> <tbody> <tr> <td>Own outright</td> <td>7.3%</td> </tr> <tr> <td>Own with mortgage</td> <td>8.9%</td> </tr> <tr> <td>Rent privately</td> <td>19.0%</td> </tr> <tr> <td>Rent from LA or HA</td> <td>26.0%</td> </tr> </tbody> </table>	Housing Type	Smoking Rate	Own outright	7.3%	Own with mortgage	8.9%	Rent privately	19.0%	Rent from LA or HA	26.0%
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**Impacts of Smoking**

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## Quit Quiz Q2

Which of the following is NOT an ingredient found in cigarettes?

Cyanide

Arsenic  
(rat poison)

Sucrose  
(Table Sugar)

## Quit Quiz Q2

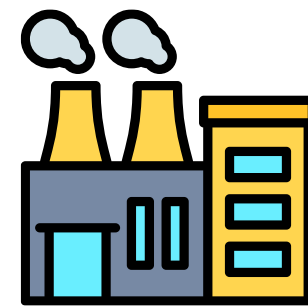
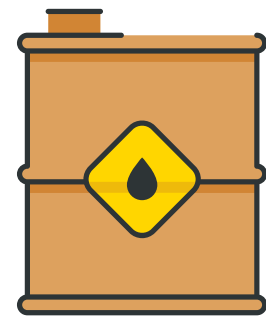
Which of the following is NOT an ingredient found in cigarettes?

Cyanide

Arsenic  
(rat poison)

Sucrose  
(Table Sugar)

When a cigarette burns, it releases a harmful mix of over 5,000 chemicals;  
At least 70 chemicals in tobacco smoke cause cancer



# How smoking affects the body



**Heart:** doubles the risk of having a heart attack



**Lungs:** It causes 84% of all deaths from lung cancer and 83% of deaths from COPD



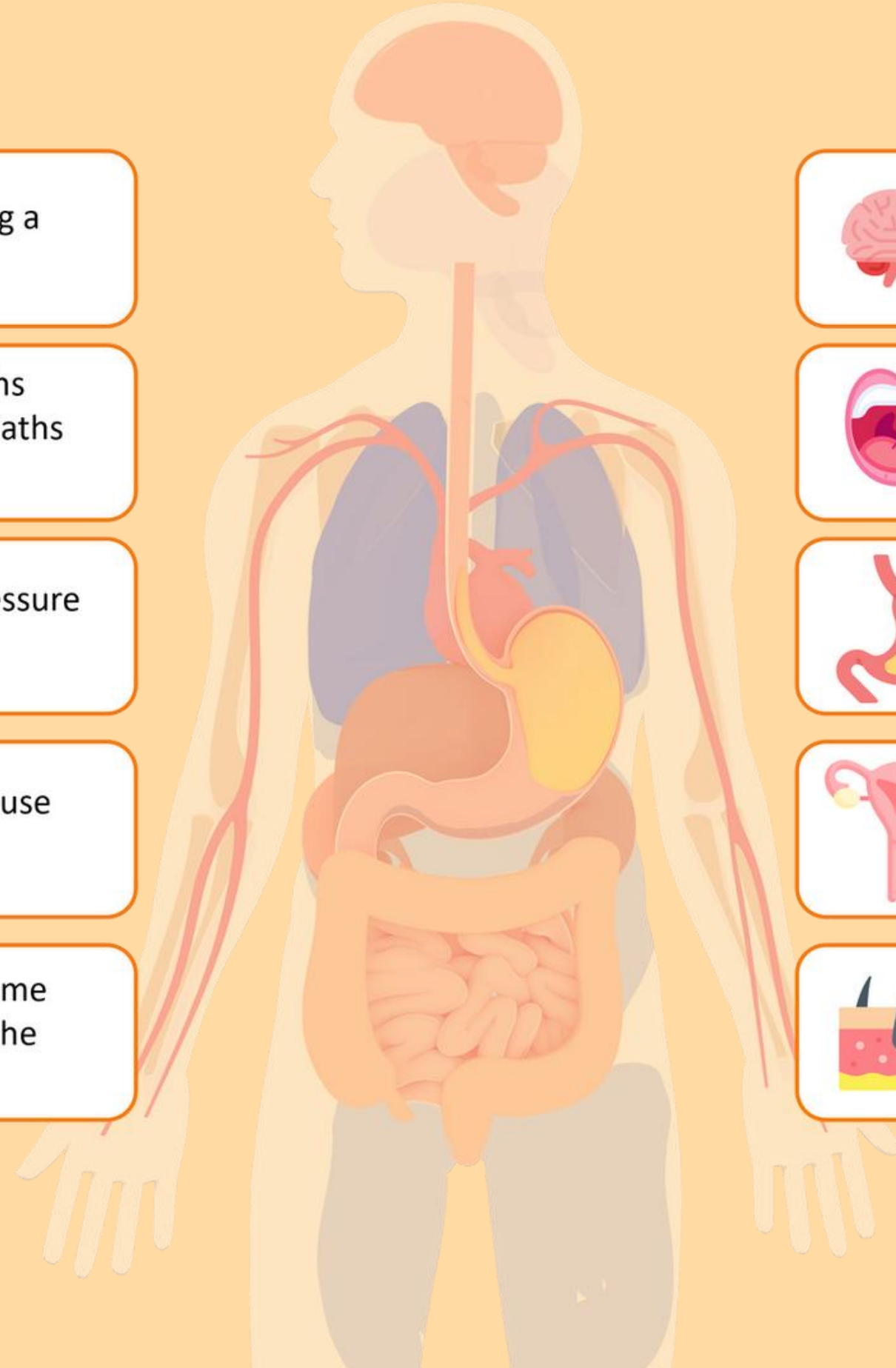
**Circulation:** increases blood pressure and heart rate



**Fertility (male):** Smoking can cause impotence in men



**Bones:** can cause bones to become weak and brittle and increases the risk of osteoporosis in women



**Brain:** increases risk of having a stroke by at least 50%



**Mouth and throat:** increases risk of cancer in lips, tongue, throat, voice box and gullet (oesophagus)



**Stomach:** increases chances of stomach cancer or ulcers



**Fertility (female):** Smoking can make it harder to conceive



**Skin:** prematurely ages skin by between 10 and 20 years

## Quit Quiz Q3

How quickly does your body start to heal itself after you stop smoking?

1 day

1 month

1 year

## Quit Quiz Q3

How quickly does your body start to heal itself after you stop smoking?

1 day

1 month

1 year

The day you stop, your body starts clearing itself of all those nasty toxins and the repair process begins. It's never too late to stop

# Benefits of Quitting Smoking



## After 20 minutes

Check your pulse rate, it will already be starting to return to normal.



## After 8 hours

Your oxygen levels are recovering, and the harmful carbon monoxide level in your blood will have reduced by half.



## After 48 hours

Your carbon monoxide levels have dropped to that of a non-smoker. Your lungs are clearing out mucus and your senses of taste and smell are improving.



## After 72 hours

If you notice that breathing feels easier, it's because your bronchial tubes have started to relax. Also your energy will be increasing.



## After 2 to 12 weeks

Blood will be pumping through to your heart and muscles much better because your circulation will have improved.



## After 3 to 9 months

Any coughs, wheezing or breathing problems will be improving as your lung function increases by up to 10%.



## After 1 year

Great news! Your risk of heart attack will have halved compared with a smoker's.



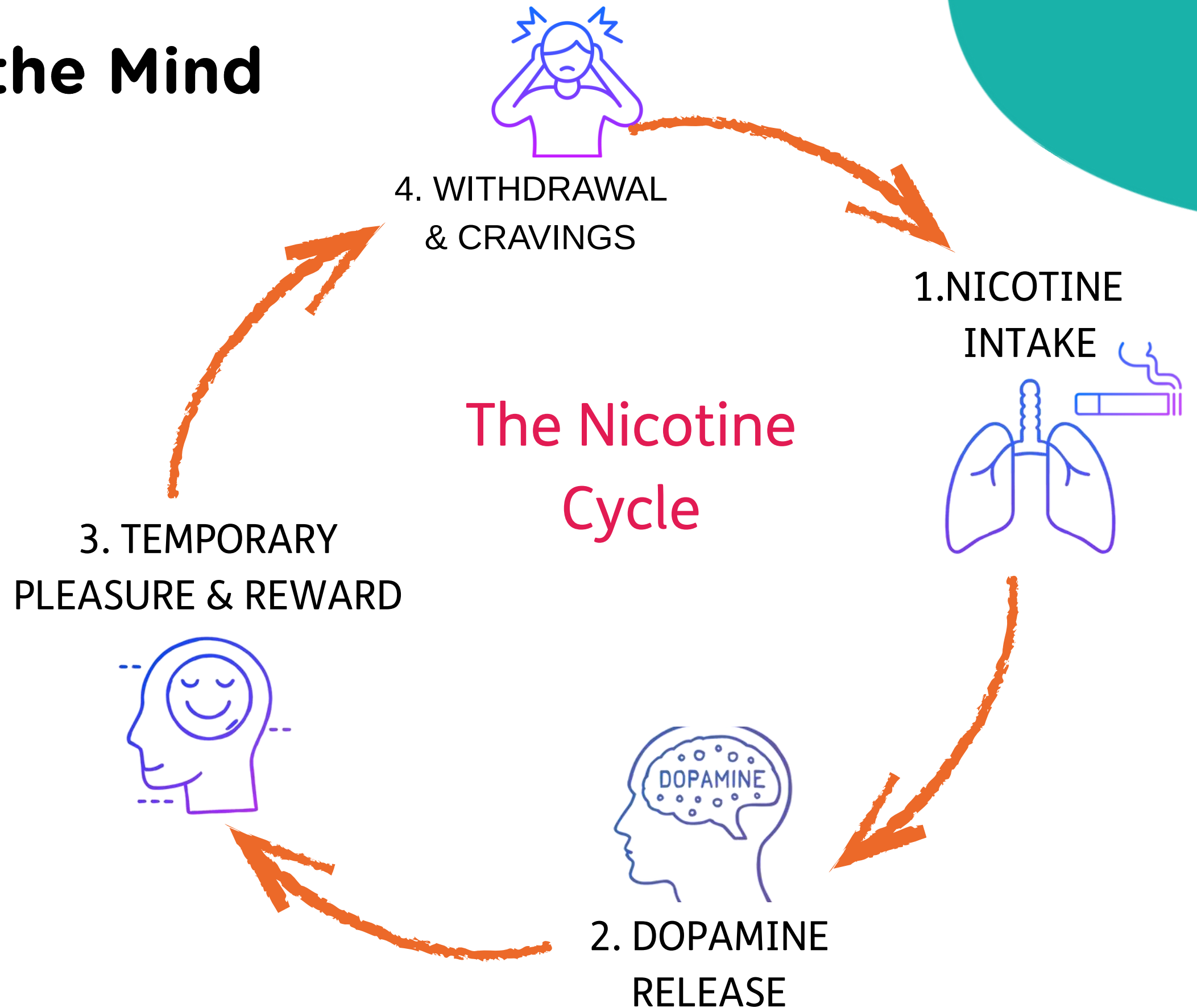
## After 10 years

More great news! Your risk of death from lung cancer will have halved compared with a smoker's.

# How Smoking Affects the Mind

Studies show when quitting smoking:

- anxiety, depression and stress levels are lower
- quality of life and positive mood improve
- the dosage of some medicines used to treat mental health problems can be reduced



# How Smoking Impacts Finances

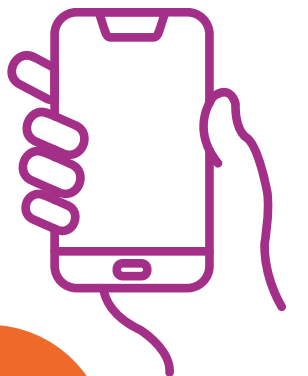
Imagine you spend £14 on a pack of cigarettes

Here's what smoking half a pack a day adds up to over time:

- 1 month would cost around £213
- 6 months would cost around £1,277
- 1 year would cost around £2,555
- 5 years would cost around £12,775
- 10 years would cost around £25,550



[Smoking Cost Calculator Link](#)



Imagine the possibilities! You could:

- pay off a small debt / catch up on bills
- stock up on food/ household essentials
- treat family to a day out / special meal
- save for Christmas / birthday presents
- put it towards something you need, like a washing machine or phone repair

# How Smoking Impacts the environment



## PLASTIC POLLUTION:

Approximately 4.5 trillion cigarette filters end up in our oceans and rivers, or are littered on beaches, in parks or on pavements. They are the most common litter item, releasing toxins like nicotine and arsenic.



## BIODEGRADABILITY:

Cigarette filters can take up to 10 years to completely degrade, the chemicals they release can remain in the environment for many more years beyond the life of the cigarette butt itself

## LAND, COASTAL & WATER POLLUTION:

In one laboratory study, the chemicals that from a single cigarette butt released enough toxins to kill **50% of the saltwater and freshwater fish** exposed to it for 96 hours



## DEFORESTATION:

Approximately 600 million trees are chopped down every year by the tobacco industry. On average each tree produces enough paper for 15 packs of cigarettes



## Quit Quiz Q4

The average shisha-smoking session lasts an hour and in this time you can inhale the same amount of smoke as from:

20 cigarettes

40 cigarettes

100 cigarettes

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40 cigarettes

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Research has shown that you can inhale the same amount of smoke in an average 1 hour shisha session as if you smoked over 100 cigarettes. This means high amounts of toxic substances are taken in, even during one session.

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**Fact is, people who stop smoking are happier.**  
**It's been proven, and it can start to work within weeks.**



**Don't let smoking steal your happiness.**

Visit: [smokefreehampshire.co.uk](http://smokefreehampshire.co.uk) to find out more.



## Quit Quiz Q5

How many times more likely are you to quit with support?

no difference

twice as likely

three times as likely

## Quit Quiz Q5

How many times more likely are you to quit with support?

no difference

twice as likely

three times as likely

Most smokers try to quit using willpower alone, which is the least effective method. You're up to 3 times more likely to stop smoking for good if you use a combination of stop smoking treatment and receive support

# Quit Quiz Q6

What percentage of smokers intend to quit in the next 3 months?

Approx 5%

Approx 10%

Approx 25%

## Quit Quiz Q6

What percentage of smokers intend to quit in the next 3 months?

Approx 5%

Approx 10%

Approx 25%

According to the Office of National Statistics, 24.4% of smokers intend to quit in the next 3 months

# Smokefree Hampshire - Eligibility

FREE, FLEXIBLE stop smoking programme to help people quit for good and improve their health and wellbeing

## Eligibility

- live, work or registered with a GP in Hampshire
- Aged 12 years+
- Currently using tobacco products (eg cigarettes, shisha or nicotine products eg vapes)



# Smokefree Hampshire - Support Available

## Support Types

- In person
- Remote
- Digital



## Accessibility Needs

- Vision impairment
- Hearing impairment
- Languages



## Specialist Support

- Adults
- Children & Young People
- Pregnancy & Postpartum
- Mental Health & Vulnerable People
- Cut down to stop



# Smokefree Hampshire - Free Stop Smoking Products



Nicotine  
Free  
Medicines

Quit aids, like nicotine replacement therapy (NRT) or nicotine-free medication, alongside support can increase chances of successfully quitting

BEHAVIOURAL  
SUPPORT



Nicotine  
Replacement  
Therapies  
(NRT)

Individuals will have access to free additional extras to help with improving their health and wellbeing

Nicotine  
Vapes



# Smokefree Stories



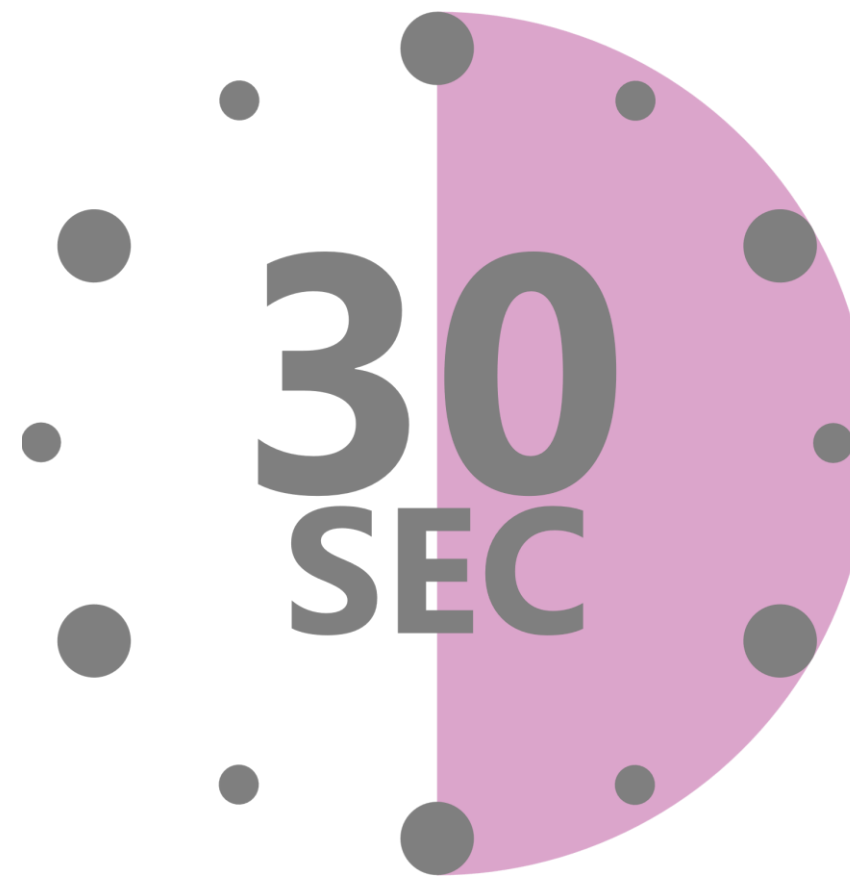
I started at 12, I'm now 68. So it's 56 years I smoked cigarettes. Now I feel better. I get up in the morning and I don't want a cigarette.

John



# Very Brief Advice (VBA)

- VBA stands for Very Brief Advice
- Designed to promote quitting
- Can be used in any setting
- Takes 30 seconds
- Uses the 3 A's



# Very Brief Advice (VBA)



**ASK** Do you Smoke?

What might you say?

- do you smoke at all
- have you ever tried to stop
- before? if so how?

What NOT to say ...

- how many are you smoking?
- why do you still smoke
- you should stop smokng

**ADVISE** on the most effective way of quitting

Did you know that the best way to stop smoking is with a combination of specialist support and medication?

**ACT** on the individual's response

I can refer you to a free local stop smoking service, which lots of people find useful

NO, I'm not interested  
it's your choice of course, help will always be available  
share information about where to get help if they change their mind

YES! I'm interested!  
◦ build confidence  
◦ refer to Smokefree Hampshire



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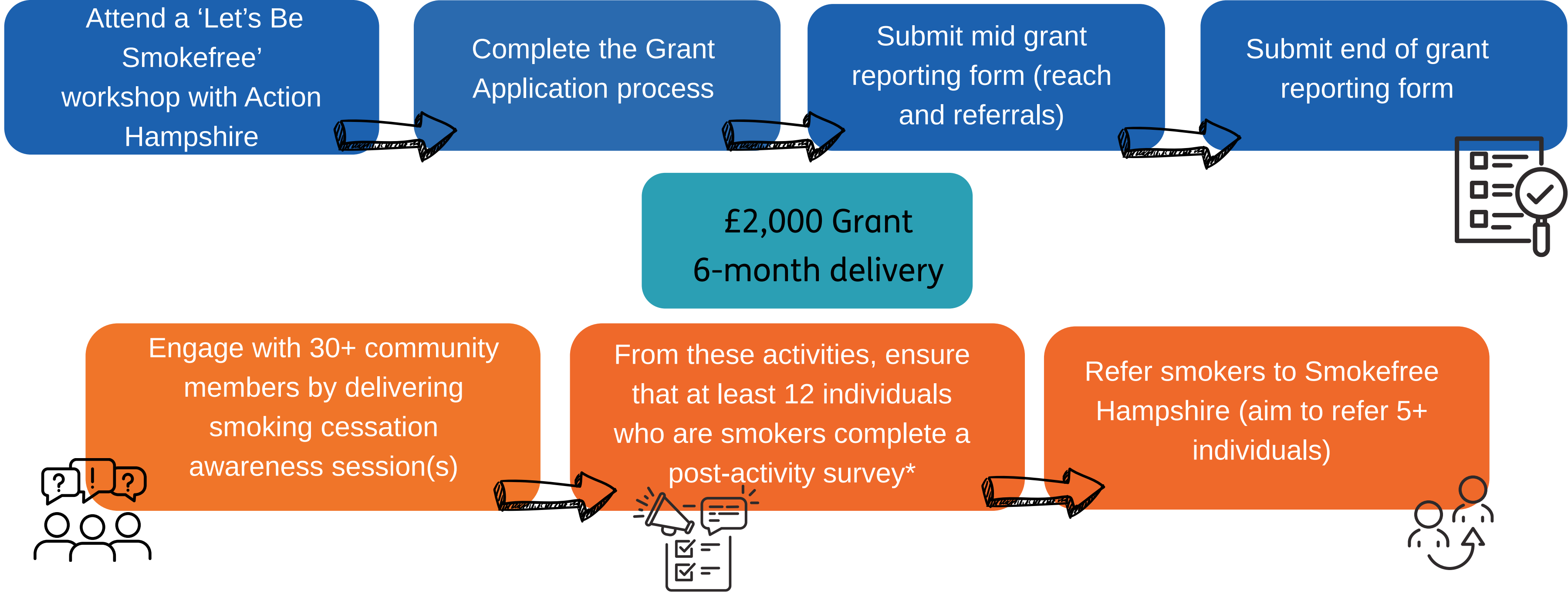
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# Project Deliverables



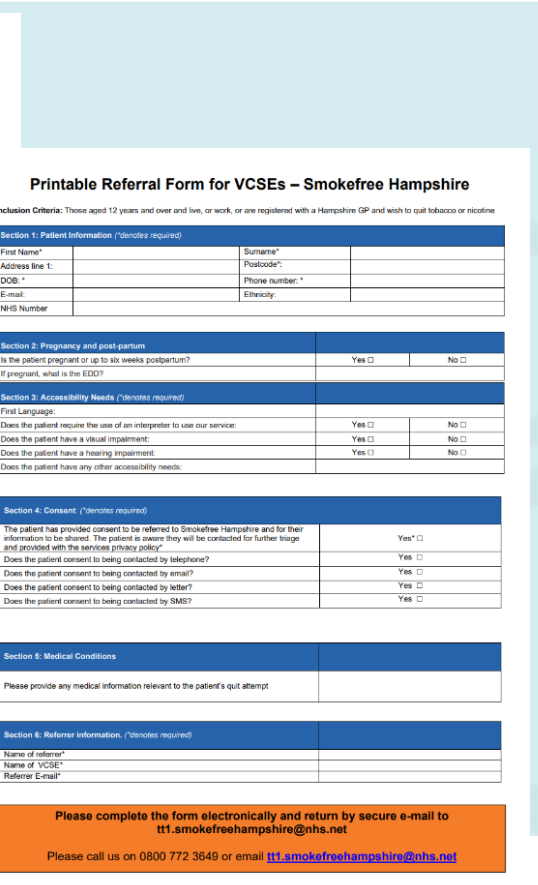
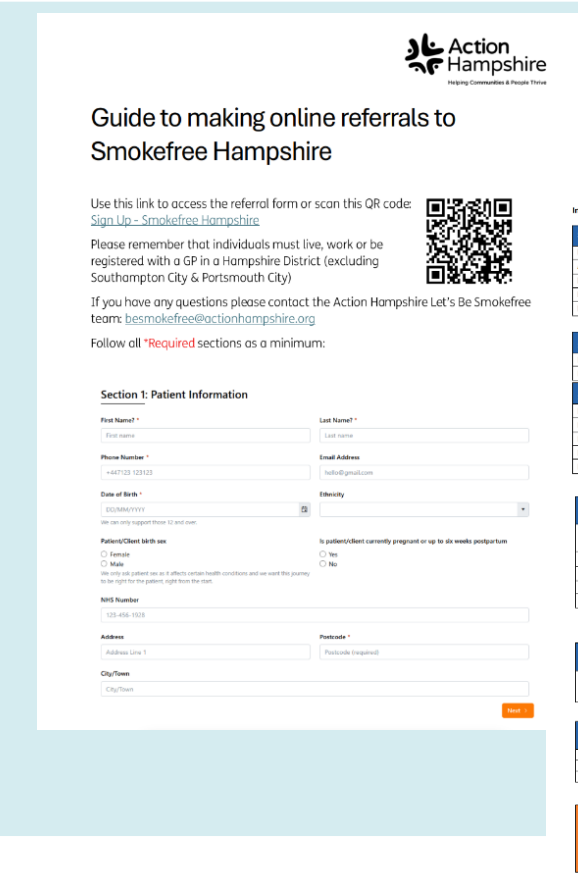
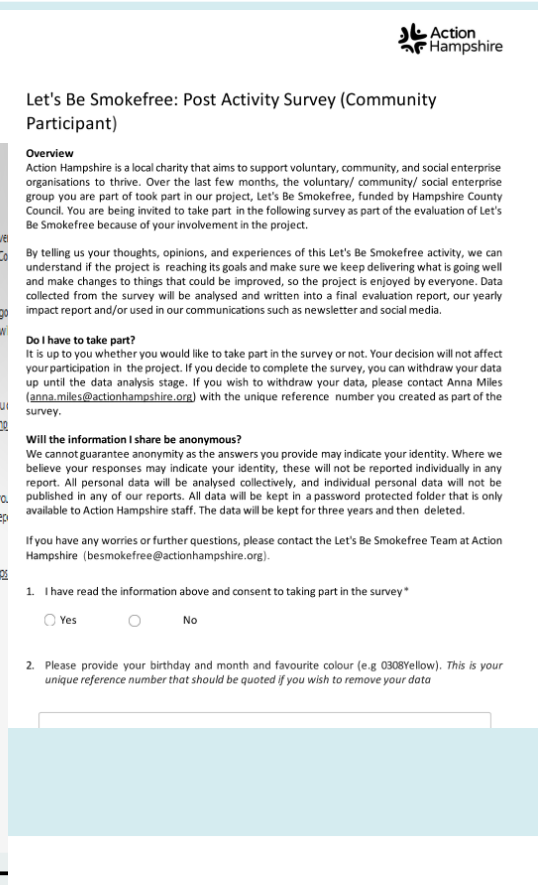
\*These beneficiaries must live, work or be registered with a GP in a Hampshire District (excluding Southampton City & Portsmouth City)

# Let's Be Smokefree - Referrals

## Guidance in the Let's Be Smokefree Toolkit (via SharePoint Documents)

- Community Participant Surveys: Online link & printable form
- Smokefree Hampshire Referrals: Online Guide & printable referral form

## Important to include Action Hampshire/your VCSE name to any referrals

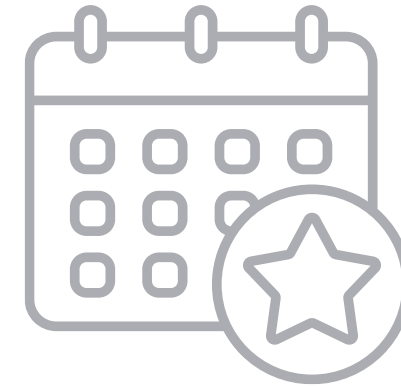


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# Ideas for engaging with your community

Hold a workshop on support available to individuals to start their quitting journey in a group setting, perhaps at a coffee morning or lunch club, using a PowerPoint presentation, quiz or handouts.



Run a health event with support for encouraging a healthy lifestyle and behaviours, give out relevant leaflets and have conversations about the wider benefits of quitting smoking.

Talk to beneficiaries at a drop-in session, find out what they already know about being smokefree, hand out information and follow up with a phone call to discuss individual support needs or to answer further questions.



# Workshop Summary

Smoking Statistics and Inequalities

Harms of Smoking

Benefits of Quitting Smoking

Support and Advice for quitting

Let's Be Smokefree Grant

Questions and give feedback

