

A Picture of Health

In Public Health we look at the way people in Tameside live as a whole population. This helps us understand what the main health and wellbeing challenges are for people living here, so we can look for ways to improve levels of health. We'll be sharing facts and figures about health in Tameside with you every month, to put you in the picture. We'll also be giving you information on how you can help yourself and the people around you to live well.

In focus this month: Tobacco

1 We've known that tobacco causes cancer for a long time and yet the message that smoking kills has lost its oomph. It's no longer as alarming as it should be, but it's a fact. Tobacco is the single most preventable cause of ill health, disability and death in Tameside. Over 450 people die here every year because of it. So if a person who smokes asks what the best thing they can do to improve their health is, it's not hit the gym, eat a salad, or drink more water. Our number one answer will always be to quit using tobacco.



2 We hear lots about smoking related death, but what about smoking related life? Tobacco kills, but it causes illness that people have to live with first. There are at least 50 known serious health conditions that are caused by tobacco. On average people in Tameside spend 20 years with a health problem before they die. For those who die from smoking, they are likely to have lived with one or more of the following conditions first;

- a. Chronic Heart Disease and Stroke
- b. Chronic Obstructive Pulmonary Disease
- c. Vascular Dementia
- d. Cancer



3 A child who gets used to people smoking around them is 3 times more likely to become a smoker, and of those who do, half will eventually lose their life because of it. Nobody wants that. Especially not parents. Smoking out of sight of children can help keep their curiosity at bay, and makes it less likely that they will try smoking in the first place. There is no safe way to smoke around children. If you're not ready to quit yet, taking at least 7 steps away from the house while you smoke is the next best thing to do.

4 Children learn through observation. Some children told us that smoking is just what you do when you get older, because that's what they've seen every day. Children shouldn't grow up thinking smoking, preventable illness, and hospital visits are an inevitable part of life. The saying is true-out of sight, out of mind. That's why all 34 children's playgrounds in Tameside parks were designated as smoke free spaces in 2013, to keep smoking out of sight of children. We're also joining Tobacco Free Futures to celebrate a smoke free summer. Adults who came to the first 'smokefree' council run event for children were asked to take a stroll away from the kids if they really had to light up.

Tameside has 34 smoke free children's playgrounds in parks

5 Cigarette smoke contains 4,000 chemicals, 69 of which are known to cause cancer. Common sense tells us that putting a child (or adult, friend, or pet for that matter!) in a confined space with that is going to cause some harm. As of the 1st October 2015 smoking in cars with children under the age of 18 becomes illegal, so that's one more place children in Tameside can enjoy being smoke free.

Smoking in cars with children under the age of 18 becomes illegal on 1 October 2015



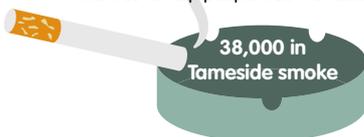
6 The tobacco industry spends billions trying to hook new customers to replace the ones who die. They target our children, and they're very good at it; approximately 70% of smokers started under the age of 18. They are particularly good at reaching our young women. In a survey of 15 year olds more than double the number of girls said they smoked compared to boys (7.2% and 16.1%). Young people in Tameside are getting smarter though, and the proportion of them using tobacco is thankfully in decline. There's more work being done to help young people see through the tactics industry giants use to capture new customers.



7 Children deserve the best possible start in life, but the knock on effect of the tobacco industry, is that one in every five women (18%) in Tameside go on to smoke during pregnancy. Exposing a child to tobacco harm inside the womb has a negative impact on that child's health. Hats off to the many mums-to-be who work hard to quit, and the dads who stop smoking to support them; it's not always easy. Reducing the number of pregnant women who smoke and the families who smoke around them is a big priority in Tameside. That's why each one is offered non-judgemental support from a specialist maternity smoking cessation professional.



8 Tameside has many successful quitters; over 900 people last year got help to go smoke free. It's a great story; some of them have saved their own life by stopping for good. But that's just the tip of the iceberg. There are another 38,000 smokers here in Tameside. We won't succeed in keeping everyone who smokes out of hospital, but there are lots of initiatives to help people free themselves from tobacco.



9 People who work in routine or manual jobs tend to smoke more than those who don't. When compared to the general population the rate of smoking amongst people working in factories or in a trade was 8% higher. All employers lose out on staff hours through smoking related sickness each year. It's in everybody's interest to keep staff fit and healthy, and support those who want to quit. Advice is available from public.healthenquiries@tameside.gov.uk or from the local smoking cessation service on 0161 716 2000.



10 Shisha pipes, betel, bidis and paan (chewing tobacco) are all alternatives ways to use tobacco, and none are safe. With tasty flavours like apple and cinnamon, or cherry and mint, you'd be forgiven for thinking shisha sounds kind of healthy. No matter how it's dressed up, tobacco is tobacco, and it harms health. An average shisha session delivers a hit that's equivalent to 100 cigarettes. Spit shared through mouth pieces has also been known to pass on TB, hepatitis and oral herpes. Still sound appetising?

