



# State of Tobacco Control in Ireland, 2018

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HSE *Tobacco Free Ireland* Programme



## Declaration of interest



**Change the storyline ....  
and bring it to an end**

# Overview

- Why did we do this work?
- Prevalence and trends in tobacco use
- Impact of tobacco use on health
- HSE control activities
- What have we learned and what next?



# Why did we do this work?



# Inform HSE *Tobacco Free Ireland* Programme Planning 2018-2021 by...

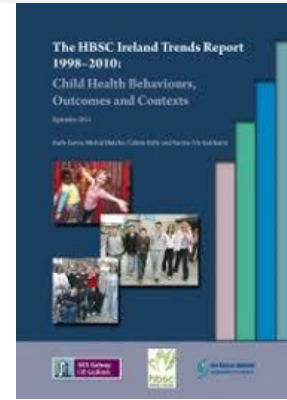
- Assessing health needs, with population and groups
- Quantifying the impact of tobacco
- Trends, reach and impact of HSE control activities
- Proposing recommendations and metrics

**Document our story ...  
decide where it goes next**



# How did we do it?

- Secondary analysis of population surveys incl HI, TILDA, HBSC, HSE Tracker
- Population attributable fractions using Vital Statistics (CSO), HIPE, HI and ICF (DH)
- HSE *Tobacco Free Ireland* business intelligence
- Special survey of smoking cessation services



Central  
Statistics  
Office



Seirbhís Sláinte  
Níos Fearr  
á Forbairt

Building a  
Better Health  
Service



An assessment of the economic cost of  
smoking in Ireland

Technical Annex

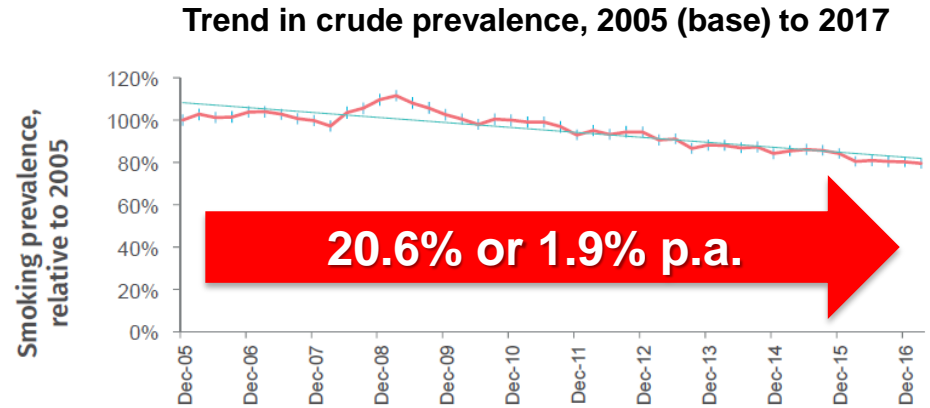
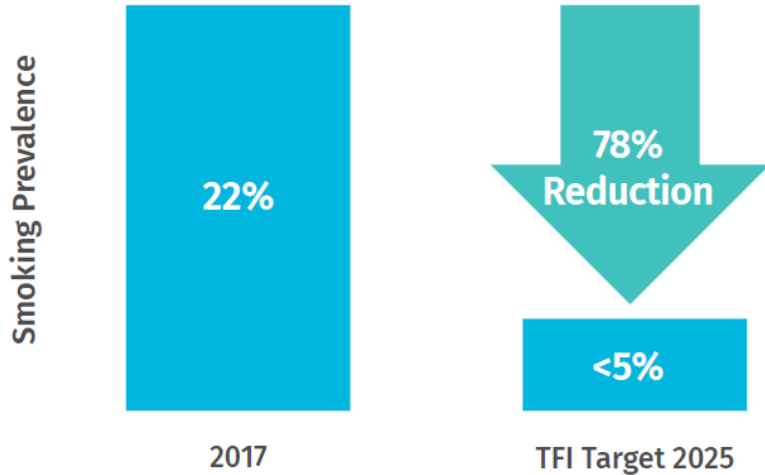
March 2016



# Prevalence and trends in tobacco use



# Current prevalence and recent trends, whole population



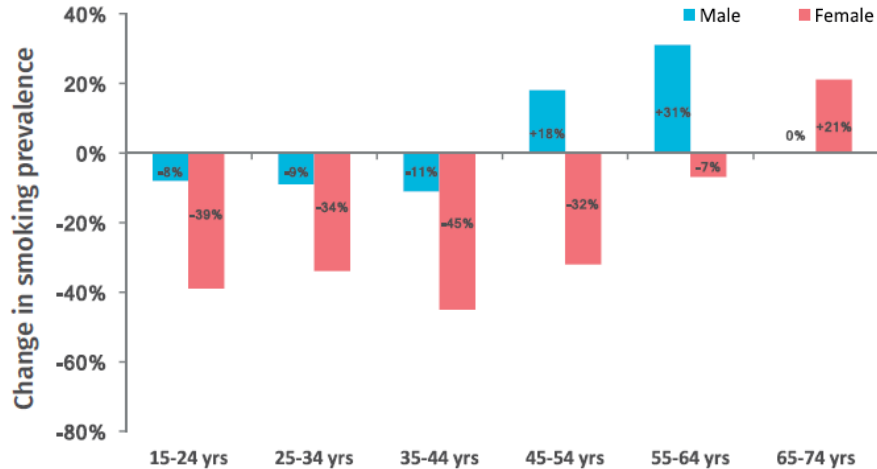
Source: HSE Tracker Survey; 3-month moving average with 95% Confidence Intervals shown as error bars

**Progress ..... but pace sufficient for TFI 2025 Target?**



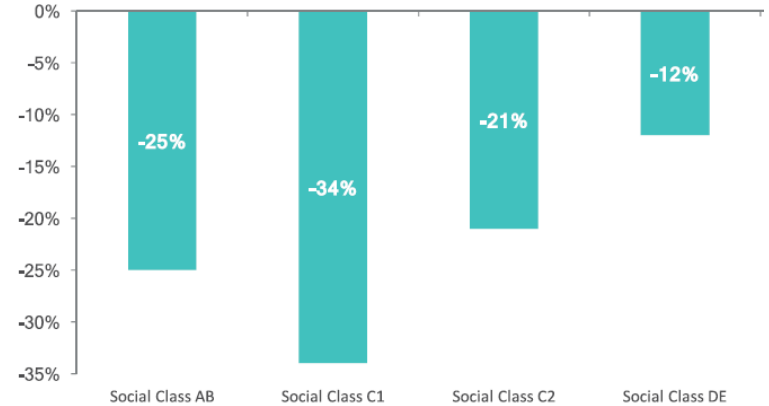
# Current prevalence and recent trends, population groups

Change in crude prevalence, 2005 (base) to 2017



Source: HSE Tracker Survey.

Change in crude prevalence, 2005 (base) to 2017

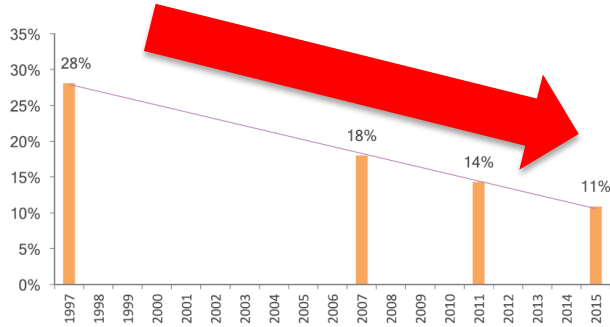


Source: HSE Tracker Survey.

**Progress ..... but shared fairly across population groups?**

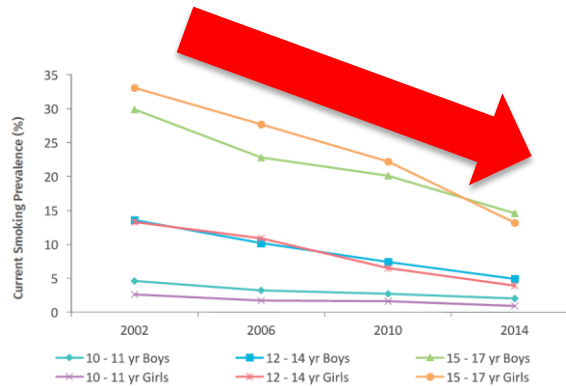
# Current prevalence and recent trends, special groups

## Smoking in pregnancy



Sources: Growing up in Ireland, Reynolds et al.

## Youth smoking



Sources: HBSC, Smoking behaviour among Irish schoolchildren, Research Factsheets, 2002, 2006, 2010, 2014

## Smoking and mental health

Mental Health Problems	Current smoker
Probable mental health problem	35%
No mental health problems	22%

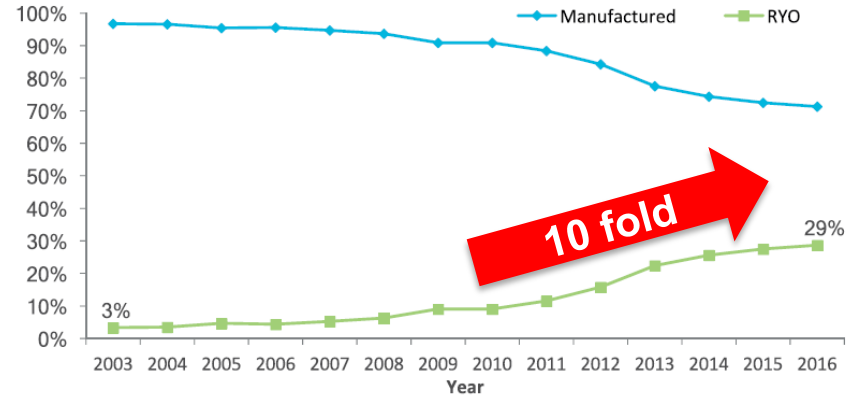
Source: HI 2015 rmf secondary analysis

**Progress ..... but continuing focus needed on special groups**

# Changing face of the problem?

## Occasional smoking

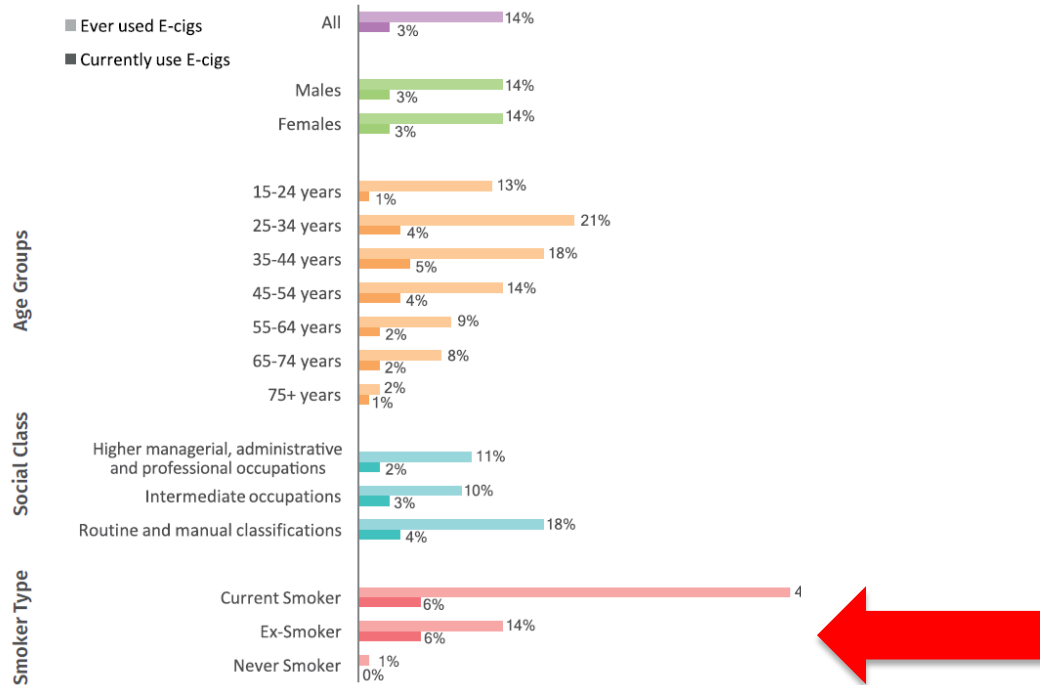
## Roll your own



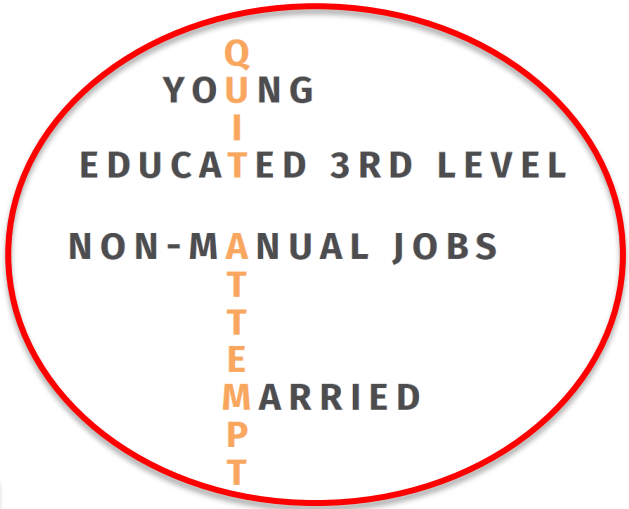
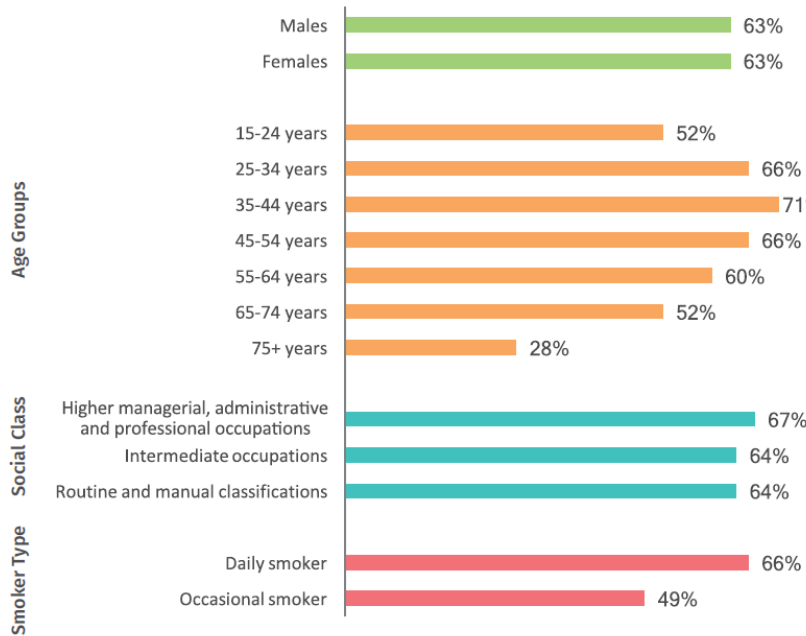
Source: HSE Tracker Survey

# Changing face of the problem?

## E-cigarettes



# Quitting intention and behaviour



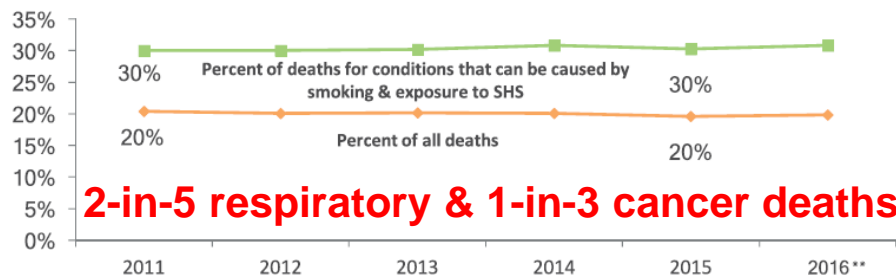
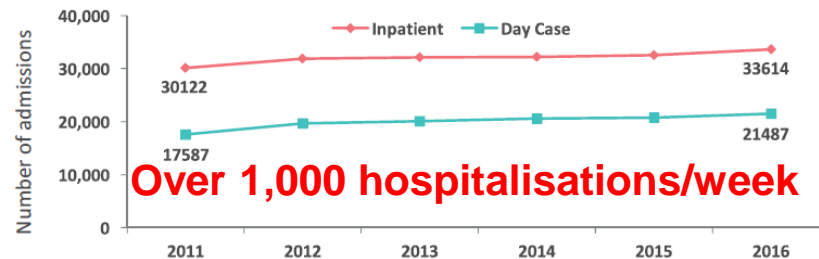
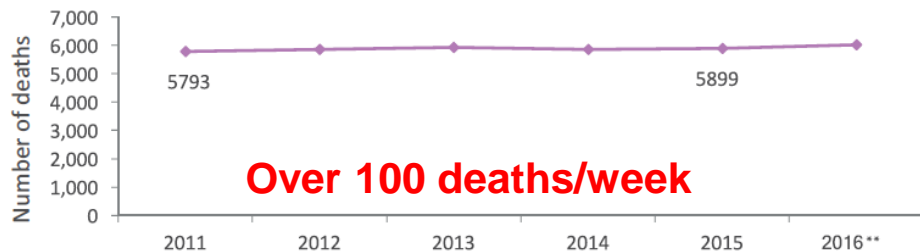
Source: HI 2015 rfm secondary analysis



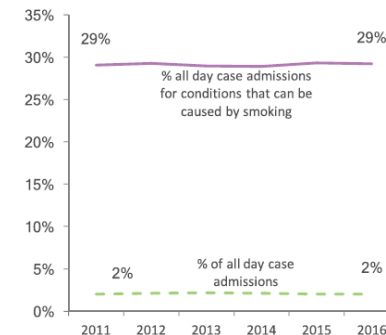
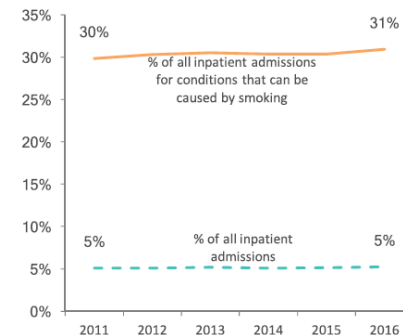
# Impact of tobacco use on health



# Smoking Attributable Mortality and Hospitalisations



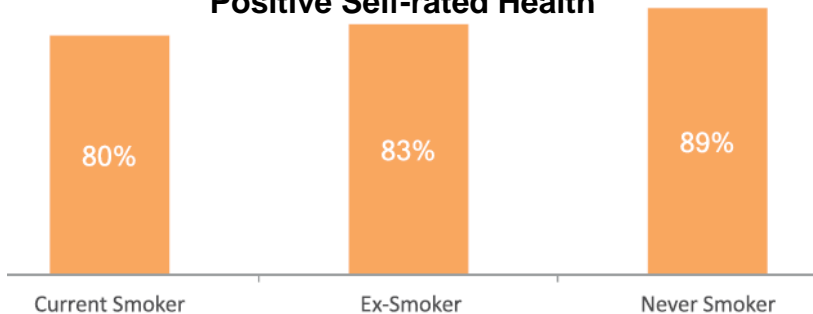
Sources: HPO, HSE calculation



**1-in-5 respiratory, cancer and CVD episodes**

# Health and wellbeing, adults and older people

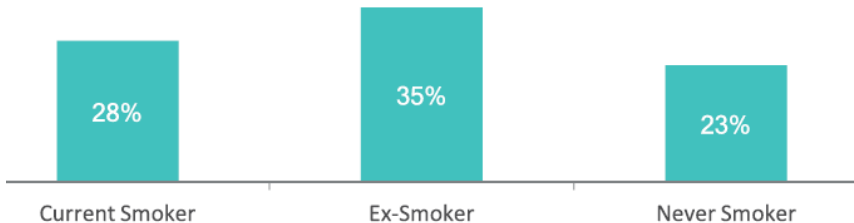
## Positive Self-rated Health



**43% increased odds**

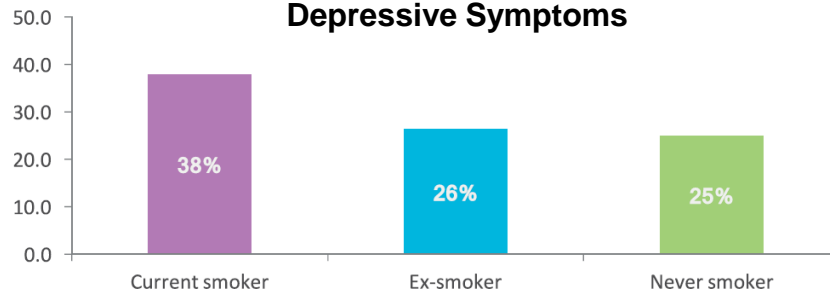
Source: HI 2015 rmf secondary analysis

## Long Term Illness



**45% increased odds**

## Depressive Symptoms



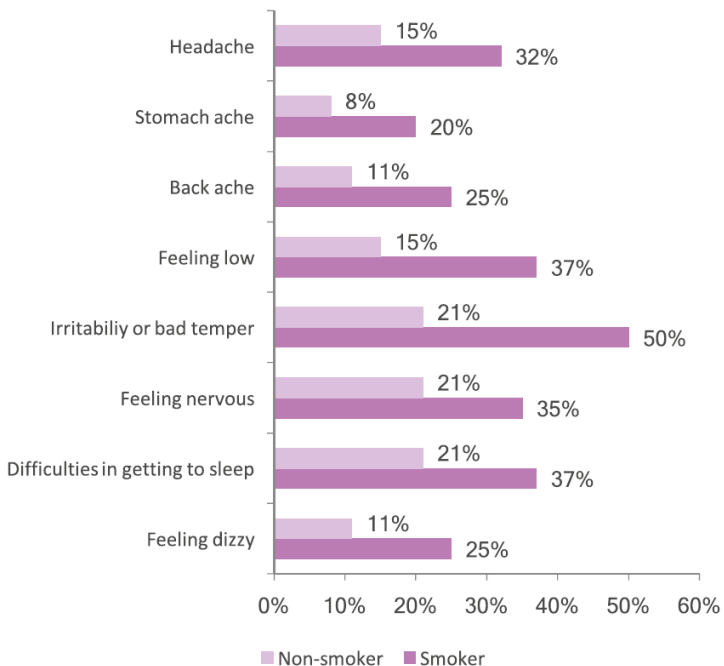
† Radloff, L. S. (1977). The CES-D scale: A self report depression scale for research in the general population. Applied Psychological Measurements, 1, 385-401.

Source: TILDA, Wave 1, TCD

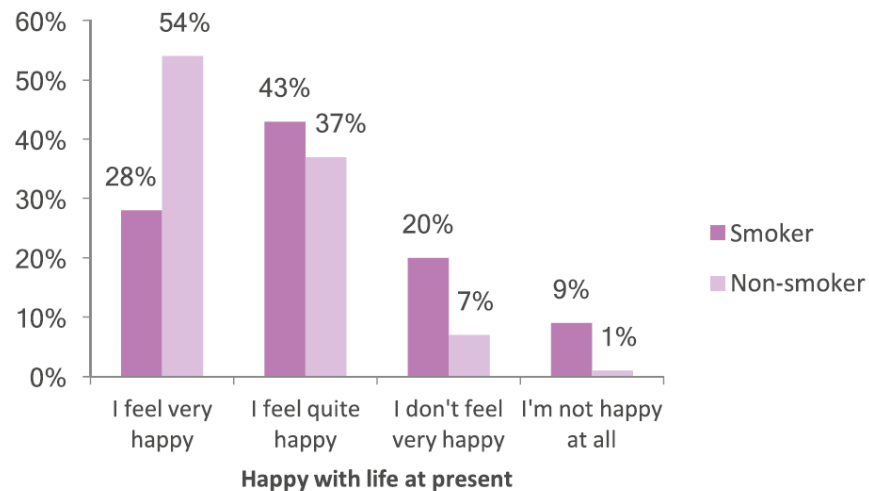
**51% increased odds**



# Health and wellbeing, children



**2.5 fold increased odds**



**3.3 fold increased odds**

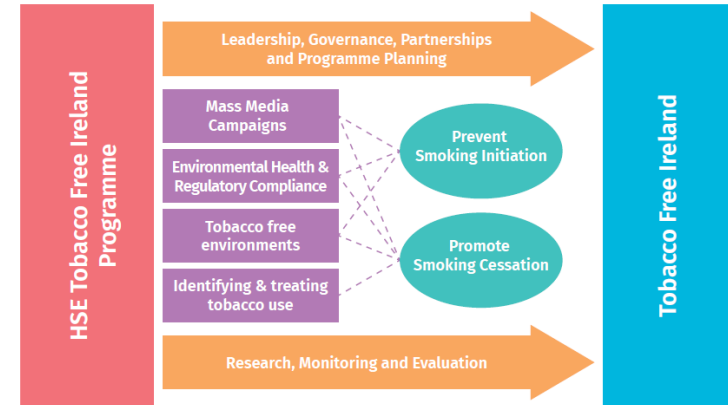
# Scale, reach and impact of HSE activities



# HSE *Tobacco Free Ireland* Programme

## An average working day in the HSE Tobacco Free Ireland Programme

Activity	Scale
Responses to queries and complaints about tobacco control	10
Inspections and test purchases with minors to ensure compliance	60
People who smoke supported with online information	1,000
People who smoke enabled to sign up online to a quit plan	60
People who smoke provided with intensive smoking cessation support	50
People who smoke with a medical card provided with medication-based support	330
People who smoke using intensive support who became smoke free	1-in-2



# Building and enforcing legislative compliance

## 2017

- 20,885 retail outlets (counter & vending machines)
- 162 complaints and 1,813 queries
- 31,101 Tobacco product Directive submissions

### Inspections

Year	Satisfactory Outcome	Unsatisfactory Outcome	Total	% Compliant
2014	14,453	3,568	18,021	80%
2015	14,917	3,055	17,972	83%
2016	13,187	2,930	16,117	82%
2017	12,108	2,966	15,064	80%

Source: HSE Environmental Health Services

### Test purchases with minors

Year	Satisfactory	Unsatisfactory	Total	% Compliant
2014	378	104	482	78%
2015	459	92	551	83%
2016	472	66	538	88%
2017	386	43	429	90%

Source: HSE Environmental Health Services

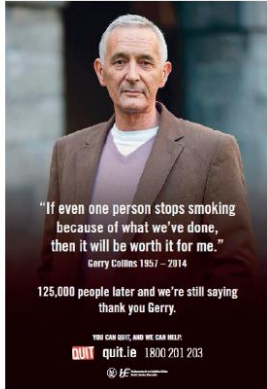
### Convictions



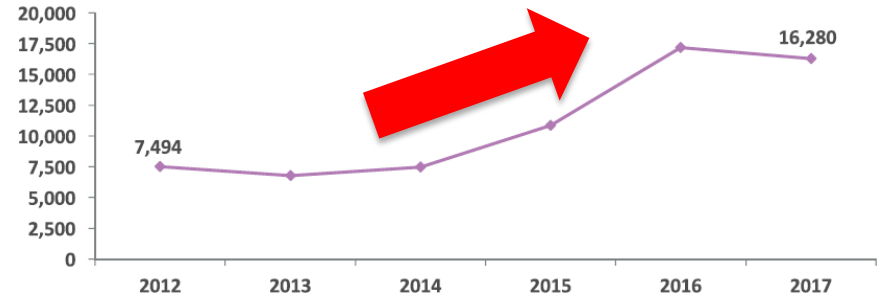
# Communicating with the public



Source: HSE Communications



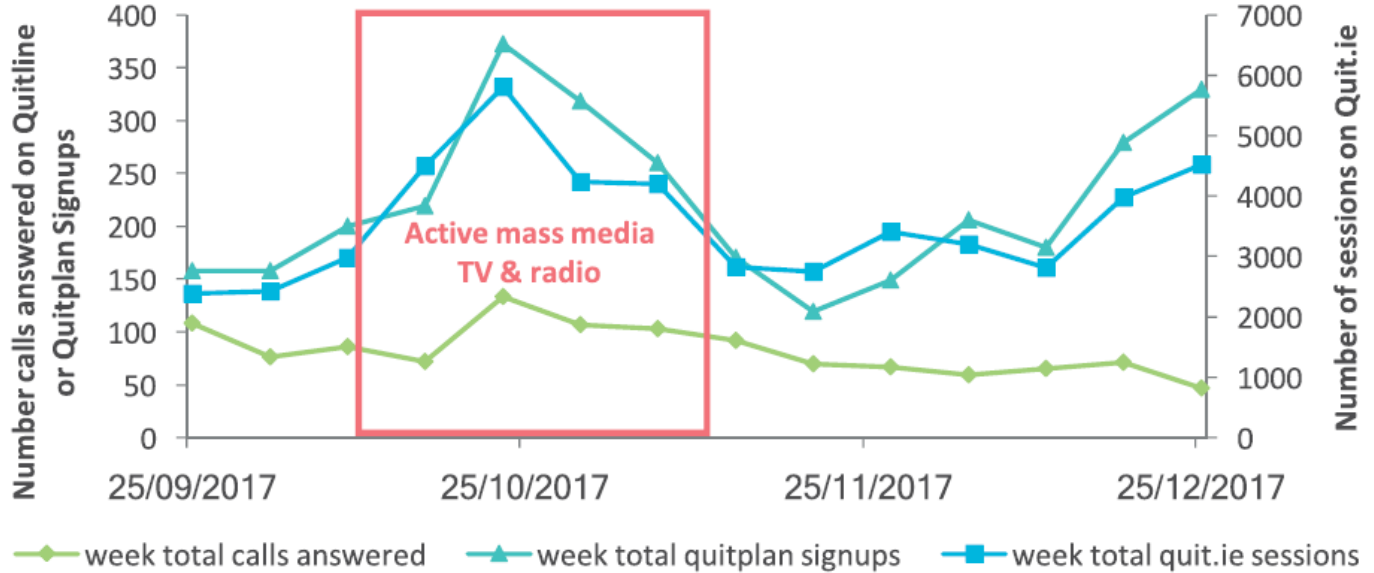
### Quit Plan Sign-Ups



Source: HSE Communications

**Females**  
**Younger people**

# Communicating with the public



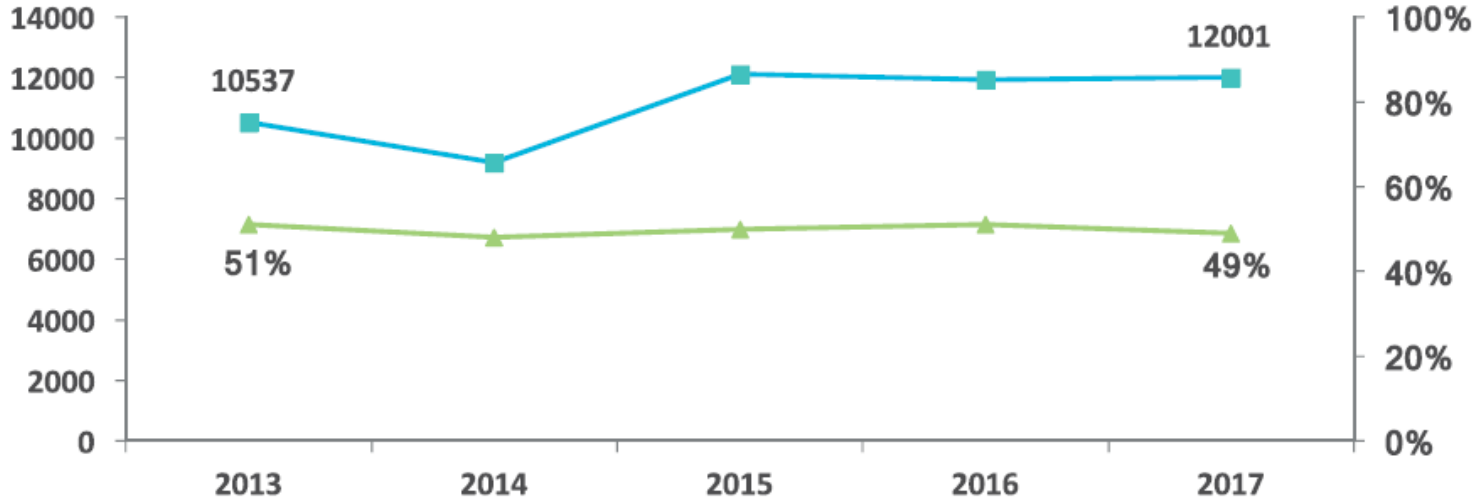
Sources: HSE Communications and HSE QUIT line service

**56% increase QUIT helpline call**  
**89% increase QUIT website sessions**  
**102% increase in QUIT Plan sign-ups**



# Offering help to quit

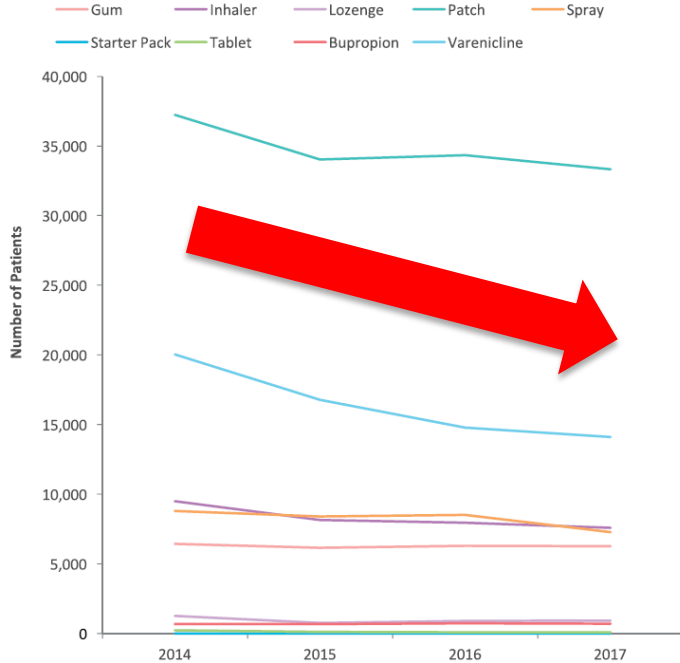
■ No. smokers receiving intensive cessation services    ▲ % Quit at 1 month



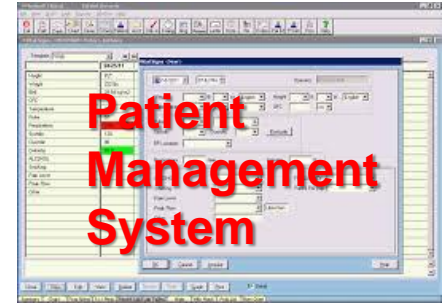
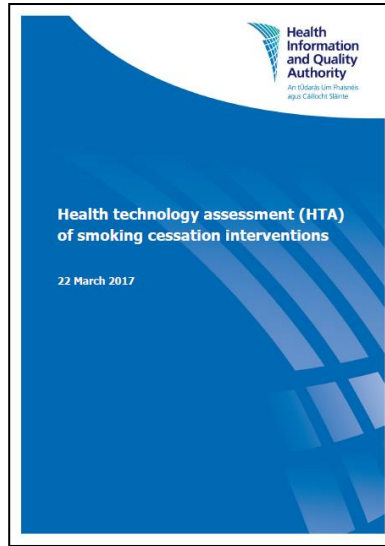
Source: HSE QUIT Line and Smoking Cessation Services

**Face to face**  
**Females**  
**Older people**  
**Economically inactive**  
**Medical/GP card**  
**Source**  
**1-in-2 Hospital**  
**1-in-5 Self-refer**  
**1-in-5 GP**  
**Support**  
**3-in-4 NRT/meds**

# Offering help to quit



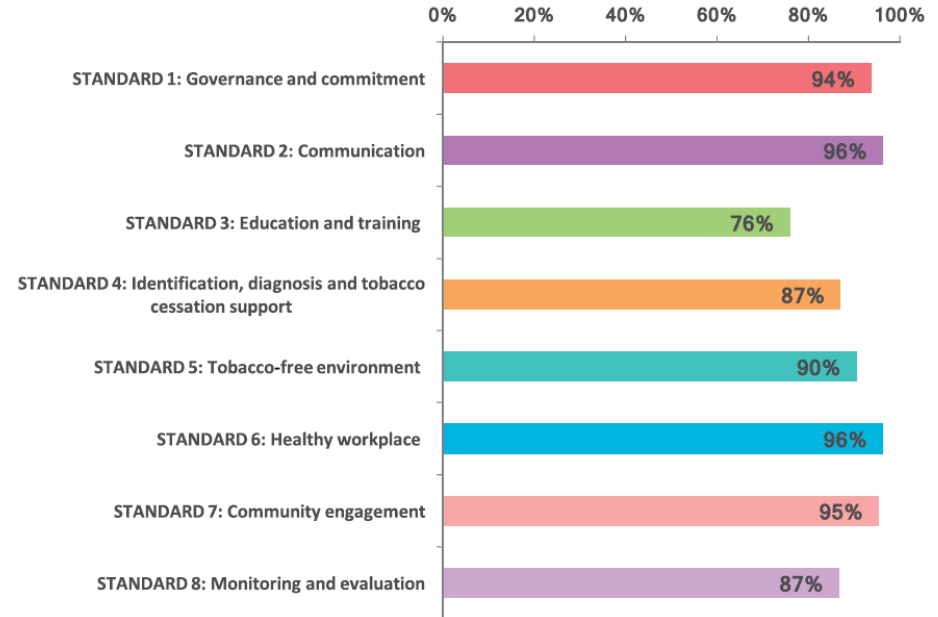
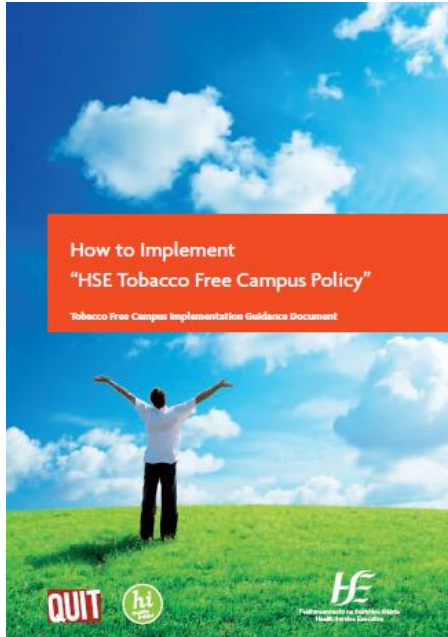
Source: Primary Care Reimbursement Service (PCRS), April 2018 by request



**NATIONAL  
CLINICAL  
EFFECTIVENESS  
COMMITTEE**



# Protecting people from tobacco smoke



Source: HSE Tobacco Free Ireland Programme

# What have we learned and what next?

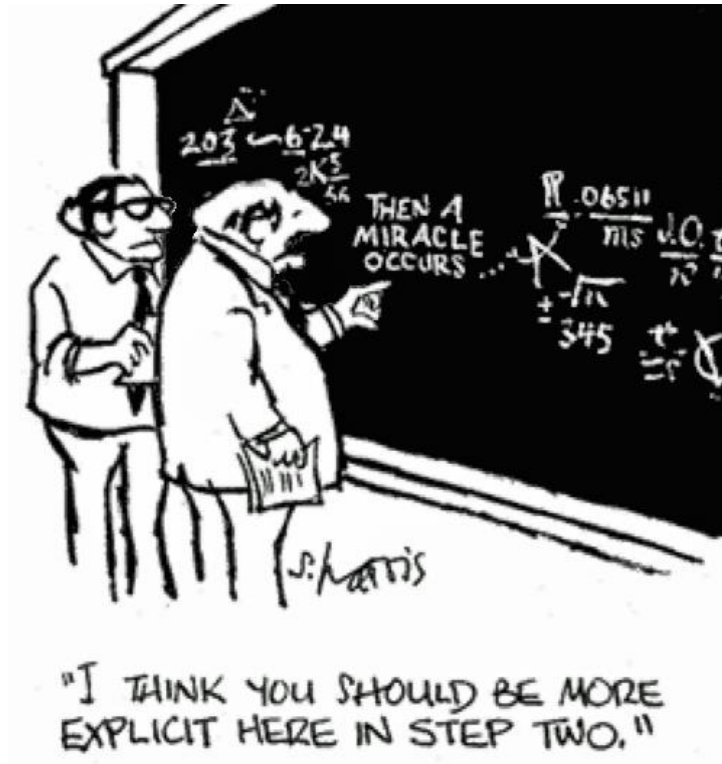


# Inform, develop and strengthen HSE contribution....

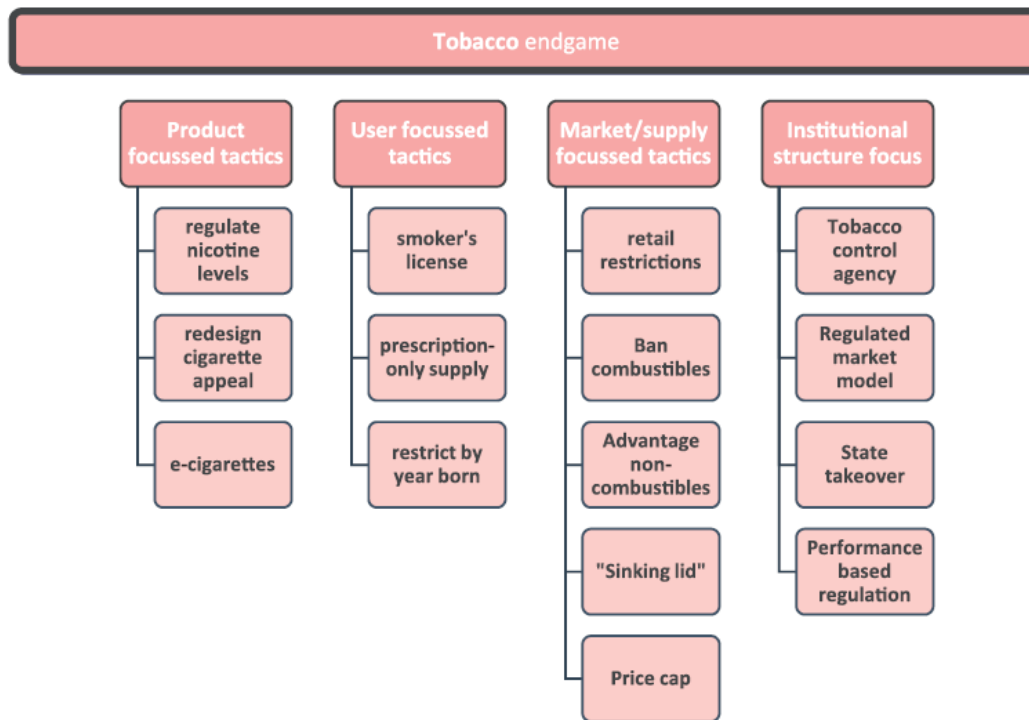
**Where does the story go next...  
and how do we end it?**



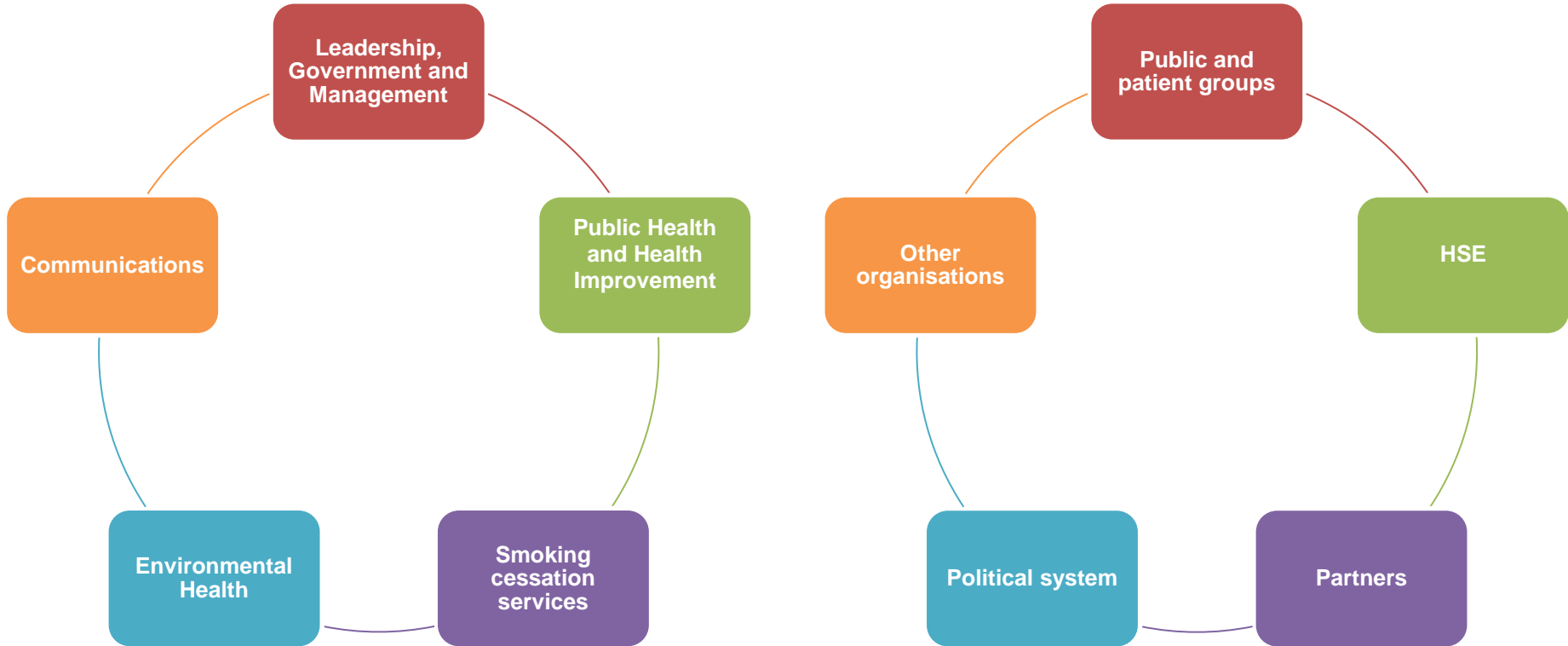
# From “business-as-usual” to tobacco “endgame” ...



# From “business-as-usual” to tobacco “endgame” ...



# From “business-as-usual” to tobacco “endgame” ...



# From “business-as-usual” to tobacco “endgame” ...

## Mobilising Community Action

Sharing the story ....  
Changing the story  
And ending it  
.... TOGETHER



**Thank you**

