

Why we need standard packs in Torbay

Around 460 children take up smoking every year in Torbay Local Authority (LA)ⁱ

Eight in ten smokers start by the age of 19ⁱⁱ, and 207,000 11-15 year olds become smokers each year in the UK;ⁱⁱⁱ the beginning of an addiction that kills one in two long-term users.^{iv}

There is no reasonable doubt that advertising and promotion draw young people into smoking,^v and that packaging is an important part of tobacco promotion.^{vii} Standard packs will build on the success of the advertising ban.

Please write to the Prime Minister Rt Hon David Cameron MP, and to the Secretary of State for Health Rt Hon Jeremy Hunt MP, to ask them to let Parliament decide on standard packs.



Standard packs would give millions of children one less reason to start smoking.

Cancer Research UK currently spends around £12 million every year on lung cancer research, but we can't beat lung cancer without continuing to reduce smoking uptake.



Smoking rates^{viii}

The percentage of people smoking in Torbay LA (21.3%) is similar to the English average (20.0%).

Smoking causes nearly a fifth (19%) of all cancer cases in the UK. **You could ask Torbay LA if it has a local tobacco control plan that supports smokers to quit.**



Smoking related deaths^{ix}

The rate of deaths caused by smoking is similar in Torbay LA (203.1 per 100,000) to the English average (210.6 in 100,000).

More than a quarter (28%) of cancer deaths in the UK are caused by smoking. In addition to smoking causing cancer, smokers are also at higher risk of having a heart attack or stroke.



Lung cancer incidence^x

The incidence rate of lung cancer in the former Torbay Primary Care Trust (PCT) (41.4 per 100,000) is lower than the English average (48.3 per 100,000). Around 180 new lung cancer cases are diagnosed per year in the former Torbay PCT's area.

Around 9 in 10 lung cancer cases in the UK are caused by tobacco.



Lung cancer survival^{xi}

One-year lung cancer survival in the former Torbay PCT (29.9%) is similar to the English average (29.4%). There is room for improvement as the UK's cancer survival lags behind the best in Europe.

Being a smoker at diagnosis is associated with lower survival rates. **You could ask NHS South Devon and Torbay Clinical Commissioning Group (CCG) what it is doing to improve cancer survival rates locally.**

Direct costs of smoking per year to:^{xii}

People in Torbay NHS in Torbay **£37.42 million**
£7.34 million

Policy Exchange found that every cigarette smoked costs the UK 6.5p - adding up to a total cost of £13.74 billion.^{xii}

Casework about cancer? Call our information nurses on 0808 800 4040, or visit cruk.org/cancer-help

The data in this summary refer to the former Torbay PCT, and Torbay LA. We have chosen the data of most relevance to Torbay. Measures are referred to as 'similar' when the difference from the average is not statistically significant.

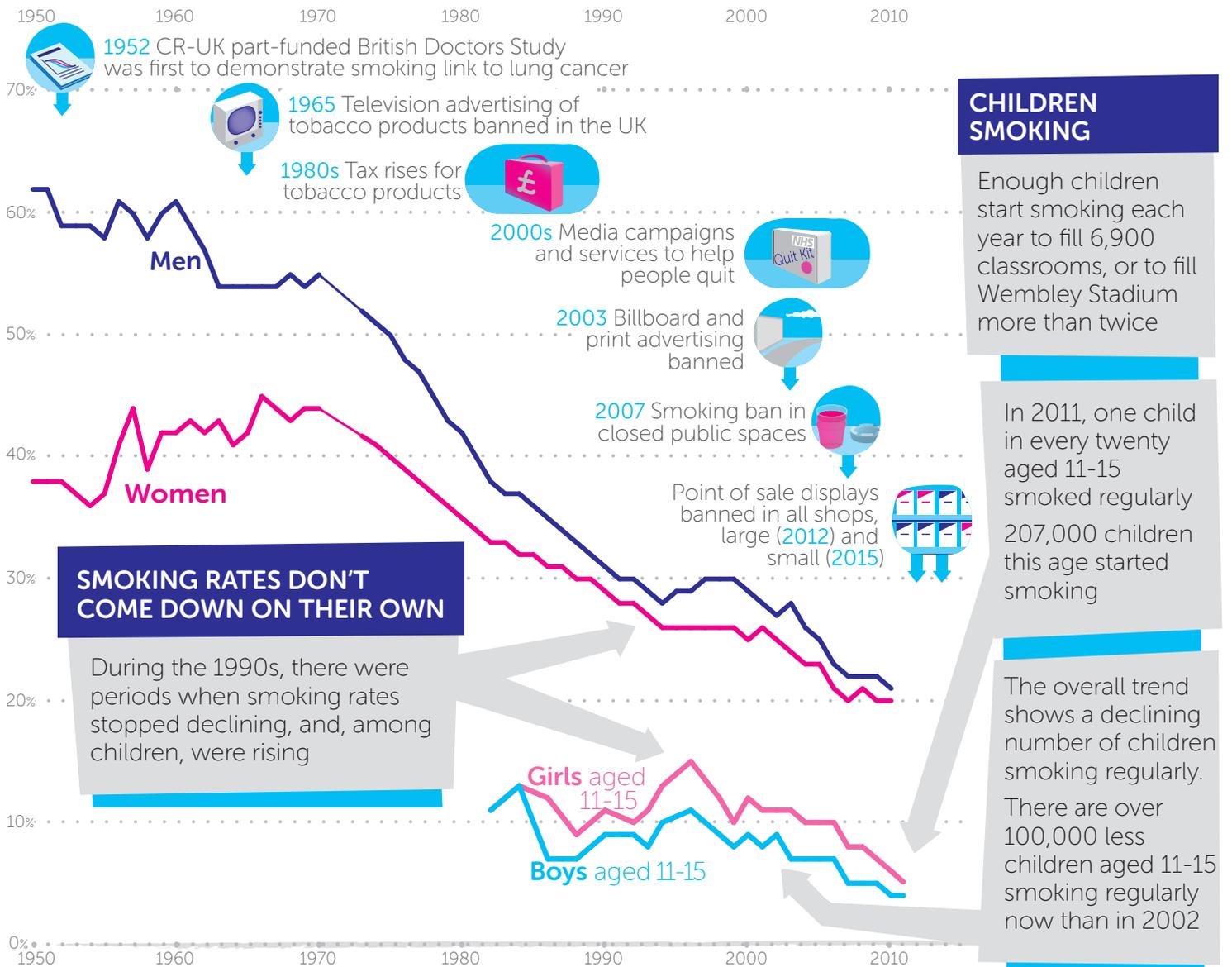
For more information or other data, please contact Simon Kirkland, Senior Policy and Public Affairs Officer, on 020 3469 8546, or at simon.kirkland@cancer.org.uk.

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Smoking rates have come down among regular smokers



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