

**HISTORY
MAKERS.**

HISTORY MAKERS CONSULTATION

Making Smoking History in Greater Manchester



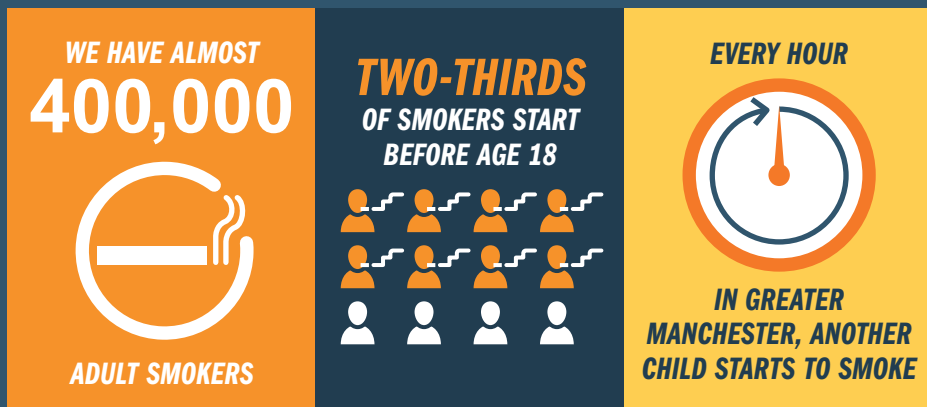
GMCA GREATER
MANCHESTER
COMBINED
AUTHORITY

NHS
in Greater Manchester

WE'RE MAKING SMOKING HISTORY IN GREATER MANCHESTER

GREATER MANCHESTER WILL BE THE FIRST CITY REGION IN EUROPE TO MAKE SMOKING HISTORY. WE SAY GREATER MANCHESTER HAS HAD ENOUGH OF THE DEATH, DISEASE AND MISERY CAUSED BY SMOKING.

Smoking is still by far the greatest cause of ill health and early death in Greater Manchester. According to our Making Smoking History – A Tobacco Free Greater Manchester Strategy 2017-2021:



Our vision is to achieve a tobacco free future for all children in Greater Manchester – but to shape this future, we needed to hear what local people thought.

We consulted with Greater Manchester to make sure everyone felt part of the movement by having their say on smoking.

WHO RESPONDED?

THE CONSULTATION GOT A GREAT RESPONSE, WITH



7,350
RESIDENTS

&



159
NON-RESIDENT WORKERS

sharing their opinions on our plans. Of this total:



18.8%
WERE SMOKERS

compared
to



**THE GREATER MANCHESTER
SMOKING RATE OF
17.5%***



PEOPLE RESPONDED FROM ALL 10 BOROUGH

and were representative of the population of Greater Manchester, which helped us reflect the general views of all 2.8m residents in the region.



**IN ADDITION, 190 PEOPLE PARTICIPATED
IN 13 FOCUS GROUPS.**

*2017 Adult Population Survey Data

GREATER MANCHESTER IS EXCITED TO MAKE SMOKING HISTORY

BY THE END OF OUR CONSULTATION, AN IMPRESSIVE

4 *OUT OF* **5**



RESPONDENTS WANTED TO MAKE SMOKING HISTORY.

WHAT'S MORE, CURRENT SMOKERS ARE BEHIND OUR VISION TOO.

1/2



OF SMOKERS WANTED TO MAKE SMOKING HISTORY.

WHY MAKE SMOKING HISTORY?

THE REASONS WHY PEOPLE WANT TO MAKE SMOKING HISTORY COULDN'T BE CLEARER.



79%

OF CONSULTATION RESPONDENTS WANTED TO PROTECT CHILDREN FROM SMOKING'S HARMFUL EFFECTS.



78%

SAID THEY WERE WORRIED ABOUT THE HARM CAUSED BY SECOND HAND SMOKING.



MAKING GREATER MANCHESTER'S PUBLIC SPACES SMOKEFREE, CLEANING UP OUR STREETS FROM TOBACCO-RELATED LITTER AND IMPROVING THE ENVIRONMENT ALSO CAME UP TIME AND AGAIN.



THE MAJORITY OF PEOPLE STOOD AGAINST THE TOBACCO INDUSTRY AND DIDN'T WANT IT TO CONTINUE MAKING HUGE PROFITS FROM A DRUG THAT KILLS 1 IN 2.

ARE PEOPLE BEHIND SMOKEFREE SPACES?

OUR CONSULTATION FOUND OVERWHELMING SUPPORT FOR SMOKEFREE SPACES IN GREATER MANCHESTER.

4 OUT OF **5**



PEOPLE WANT TO EXTEND SMOKEFREE SPACES.

MORE THAN 4 IN 5 IN GREATER MANCHESTER AGREE THE NEED FOR MORE SMOKEFREE PUBLIC SPACES SUCH AS PARKS, ENTRANCES TO PUBLIC BUILDINGS AND FAMILY FRIENDLY SPACES TO CREATE A HEALTHIER CITY REGION.



THERE WERE DISAGREEMENTS ABOUT TRADITIONAL SMOKING LOCATIONS, WITH

51%

OF NON-SMOKERS WANTING OUTSIDE AREAS IN PUBS TO BECOME SMOKEFREE COMPARED WITH ONLY

13%
OF SMOKERS.

Two orange-outlined icons of beer glasses, one on the left and one on the right, positioned on either side of the percentage text.

HOW CAN WE SUPPORT THOSE WHO CURRENTLY SMOKE?

PEOPLE IN GREATER MANCHESTER WANT TO HELP SMOKERS QUIT WITH

87%

OF CONSULTATION RESPONDENTS SAYING THEY AGREED THAT PEOPLE SHOULD BE GIVEN SUPPORT.



82%

 ALSO AGREED THAT PEOPLE SHOULD BE WARNED OF THE DANGERS OF SMOKING OR ENCOURAGED TO QUIT ON SOCIAL MEDIA.

69%

AGREED THAT SMOKING SHOULD BE BANNED FROM BEING SHOWN ON FILMS AND TV.

HOW CAN WE REGULATE TOBACCO?

TOBACCO REGULATION IS A POPULAR IDEA AMONG LOCAL PEOPLE WHETHER OR NOT THEY SMOKE.



8 OUT OF 10

81%

OF CONSULTATION RESPONDENTS AGREED THAT TOBACCO SELLERS SHOULD BE REQUIRED TO HAVE A VALID LICENCE, WITH STRONG ALIGNMENT ACROSS DIFFERENT LOCAL AUTHORITIES.



9 OUT OF 10

92%

ALSO FELT THAT LICENCES SHOULD BE REMOVED FROM ANY RETAILERS CAUGHT SELLING TOBACCO TO CHILDREN, AND

89%

OF PEOPLE AGREED WITH CONTINUED EFFORTS TO TACKLE ILLEGAL TOBACCO.

TIME FOR A LEVY ON BIG TOBACCO

MOST CONSULTATION RESPONDENTS FELT THAT TOBACCO COMPANIES SHOULD PAY THE PRICE FOR THE HARM THEY CAUSE

WITH A PRODUCT THAT KILLS 1 IN 2 LONG-TERM SMOKERS.



86%

AGREED THAT THE TOBACCO INDUSTRY'S PROFITS SHOULD BE PUT TOWARDS SCHEMES THAT HELP PEOPLE QUIT AND DISCOURAGE YOUTH SMOKING.



THE IMPACT ON GREATER MANCHESTER



THE AIM OF OUR CONSULTATION WAS TO START A MOVEMENT WHERE LOCAL PEOPLE WANT TO BE PART OF DELIVERING A SMOKEFREE FUTURE.

BY 2021, WE WANT TO HELP REDUCE THE AMOUNT OF SMOKERS IN GREATER MANCHESTER BY

115,000



THIS WILL SAVE THE REGION

£206m

AND BRING



62,133 PEOPLE



34,131 HOUSEHOLDS ABOVE THE POVERTY LINE.



BY 2021, OUR QUITTERS WILL SAVE £1BILLION IN TOTAL. THIS IS £1BILLION THAT WON'T GO UP IN SMOKE.

OUR NEXT STEPS

“PEOPLE ACROSS EVERY LOCALITY AND COMMUNITY HAVE GIVEN THEIR VIEWS ABOUT GREATER MANCHESTER’S PLANS TO RADICALLY CUT ADULT SMOKING AND DELIVER A TOBACCO FREE GENERATION.

“GREATER MANCHESTER PLANS TO GO FURTHER, FASTER THAN ANYWHERE IN EUROPE AND CUT SMOKING RATES BY A THIRD – THAT’S 115,000 FEWER SMOKERS – IN ONLY THREE YEARS. WHEN WE ACHIEVE THIS WE’LL SAVE THOUSANDS OF LIVES AND UNTOLD MISERY FOR FAMILIES AND COMMUNITIES, PLUS MILLIONS OF POUNDS FOR OUR LOCAL NHS AND ECONOMY.

“WE WILL CONTINUE TO WORK WITH LOCAL COMMUNITIES, THE VCSE SECTOR AND LOCALITIES TO BUILD GREATER MANCHESTER’S MOVEMENT FOR A SMOKEFREE FUTURE.”

Sarah Price

Executive Lead for Population Health and Commissioning,
Greater Manchester Health and Social Care Partnership

“THE SIGNIFICANT MAJORITY PUBLIC SUPPORT FOR EVERY MEASURE IN OUR STRATEGY PROVIDES AN ENORMOUS OPPORTUNITY TO BRING THIS VISION INTO REALITY SO THAT EVERY CHILD BORN IN GREATER MANCHESTER WILL BE PART OF A SMOKEFREE GENERATION WITHIN A DECADE.

“THERE WILL COME A TIME WHEN PEOPLE LOOK BACK AND SAY: WHY DID PEOPLE EVER SMOKE? I WANT TO BRING THAT DATE FORWARD AND HAVE GREATER MANCHESTER AT THE FOREFRONT OF THE CHARGE.”

Andy Burnham

Mayor of Greater Manchester

**HISTORY
MAKERS.**

**THANK YOU GREATER
MANCHESTER FOR TAKING
THE TIME TO HAVE YOUR
SAY ABOUT MAKING
SMOKING HISTORY
IN THE PLACE WE LOVE.**

Find out more about the
History Makers consultation
and Making Smoking History at:

Email: gmhscp.makingsmokinghistory@nhs.net

HistoryMakersGM.co.uk

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