

Finding smoking hotspots: a cross sectional survey of smoking patterns by housing tenure in England

Dr Sarah Jackson

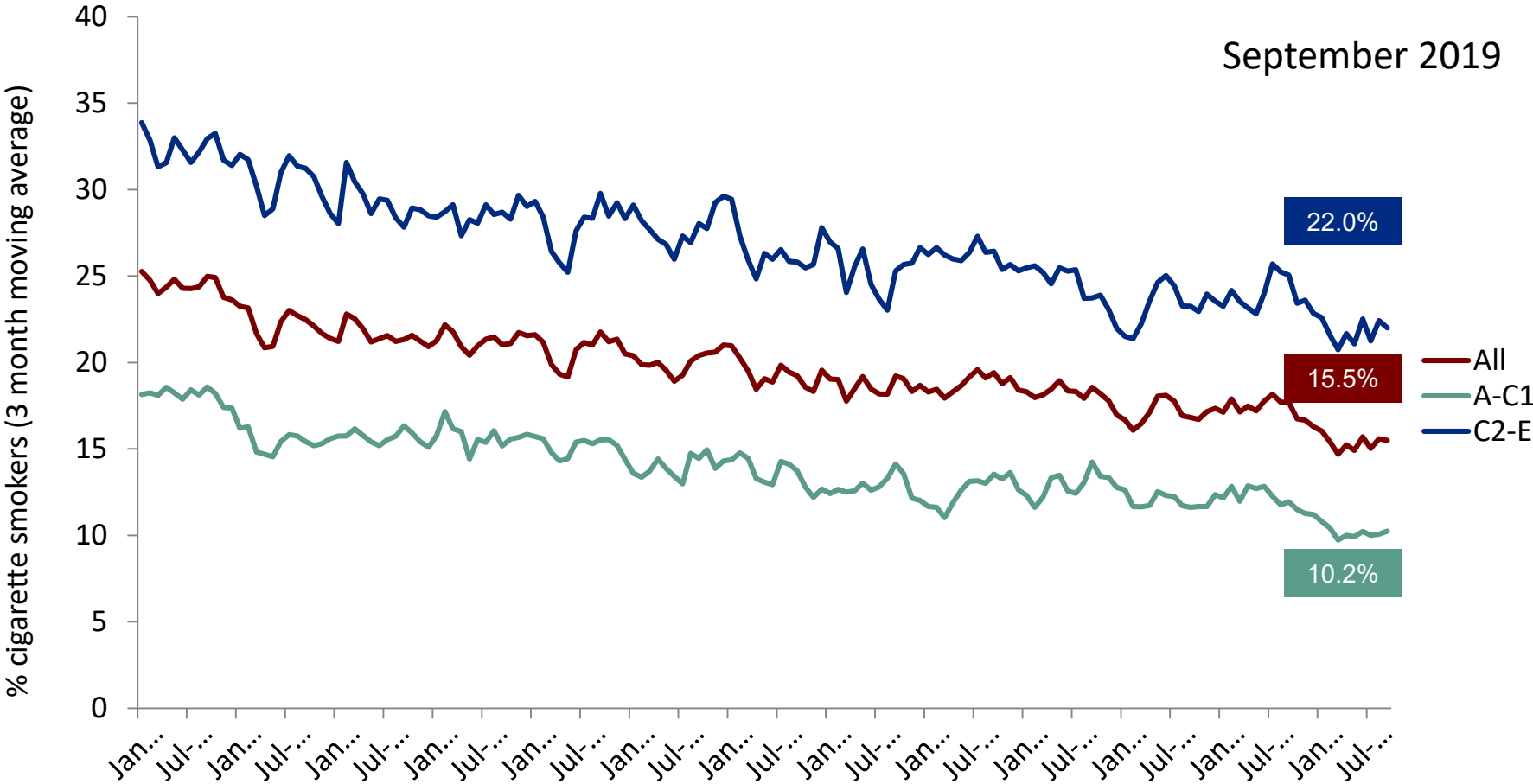
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Background



Background

Towards a Smokefree Generation

A Tobacco Control Plan for England

July 2017

“If we are to achieve the first smokefree generation and break this cycle [of inequality], we must support those populations where smoking rates remain high to quit.”

“We want to see local councils identifying the groups and areas with the highest smoking prevalence within their local communities and taking focused action aimed at making reductions in health inequalities caused by smoking in their population.”

Background



Social housing residents



Home owners

Background

1 in 3



Social housing residents



Home owners

Background

1 in 3



Social housing residents

1 in 10

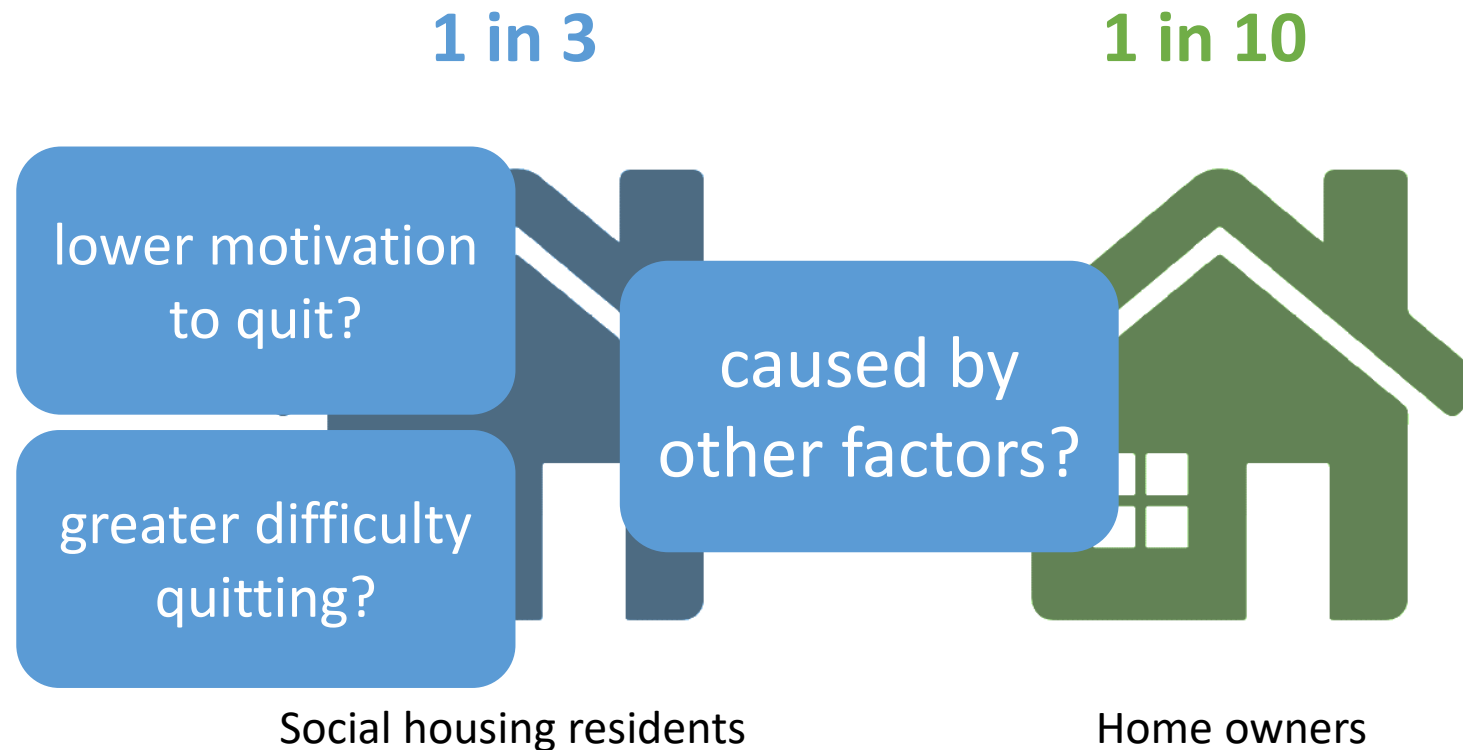


Home owners

Background



Background



Research aim



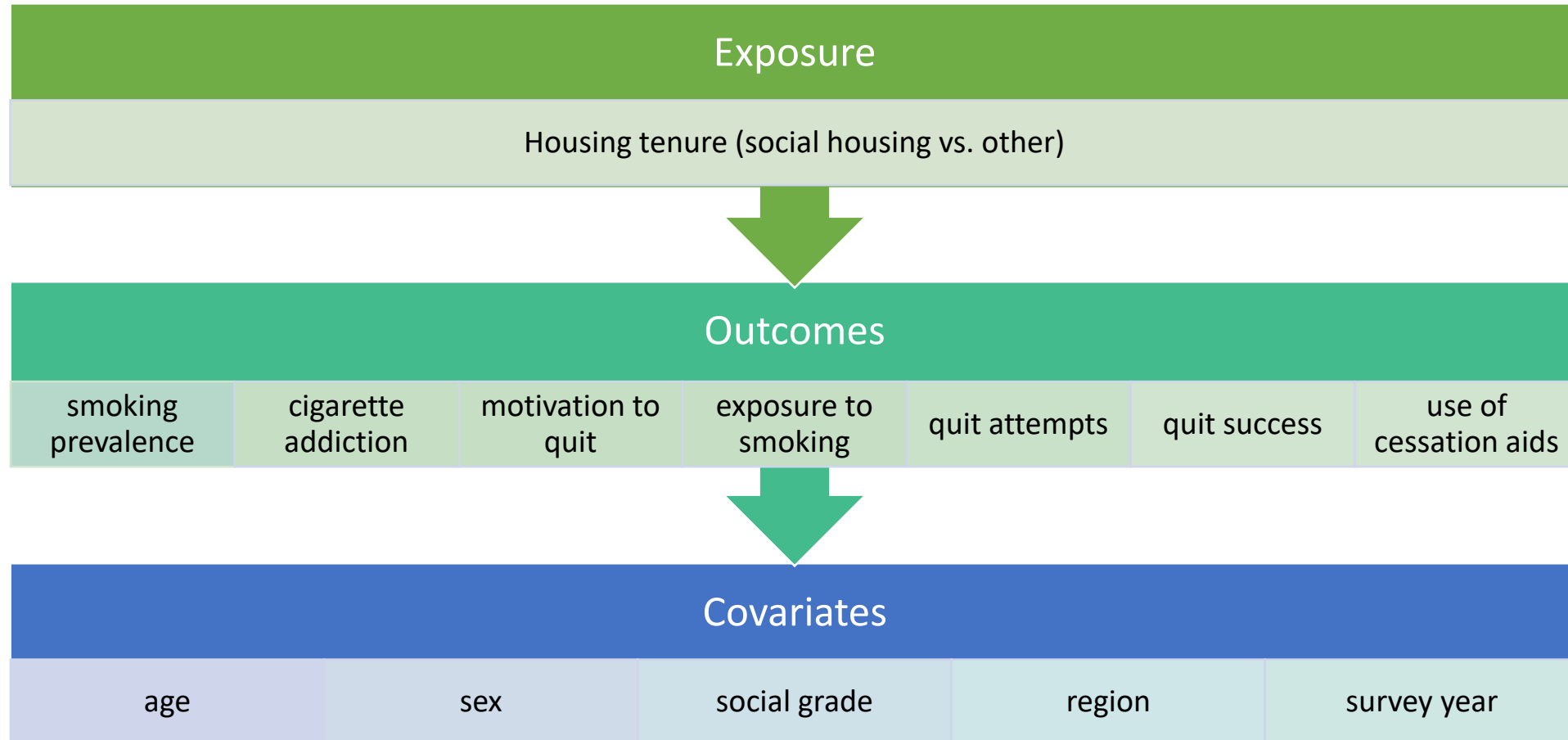
Study population

- Smoking Toolkit Study
- Repeat monthly cross-sectional surveys
- ~1,700 adults aged ≥ 16 years (~450 smokers)

- Timing: January 2015 - October 2017
- Sample size: 57,522 adults



Measures



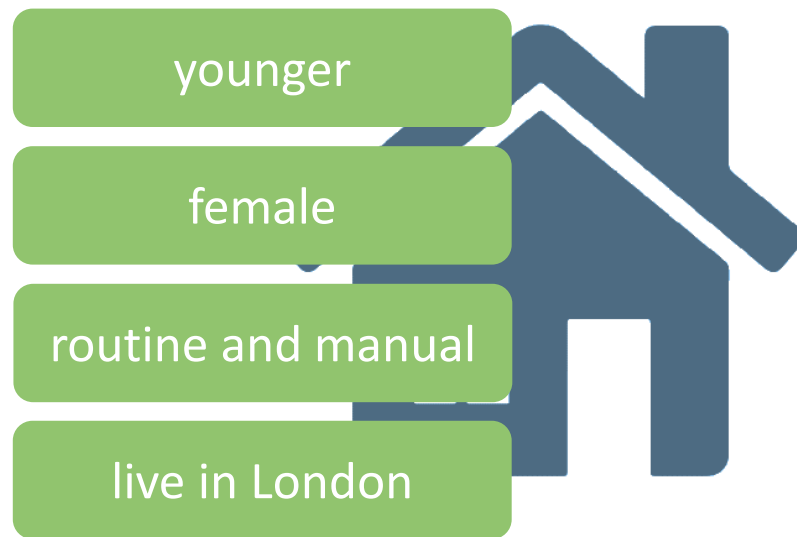


Social housing residents
n=8,073 (14.0%)



Other housing tenures
n=49,449 (86.0%)

Results



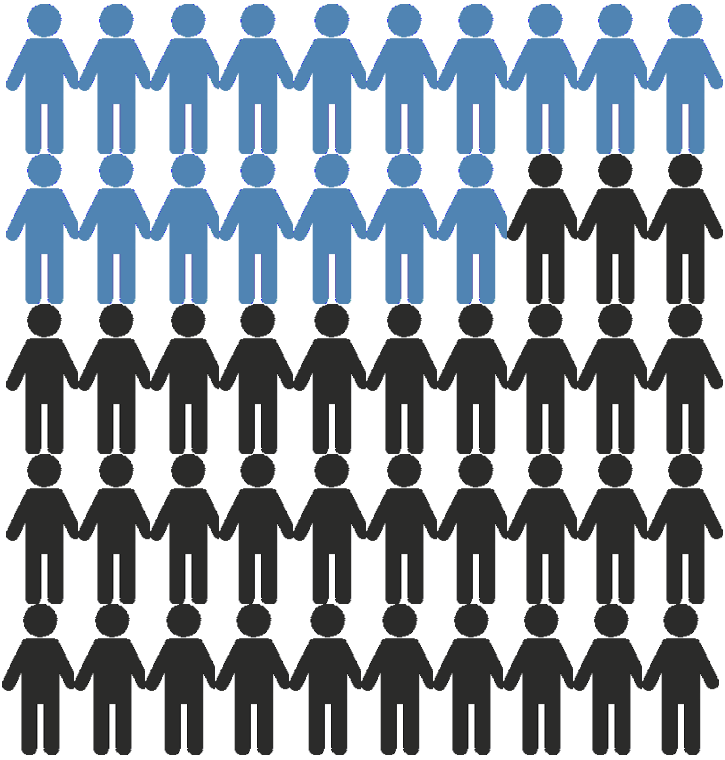
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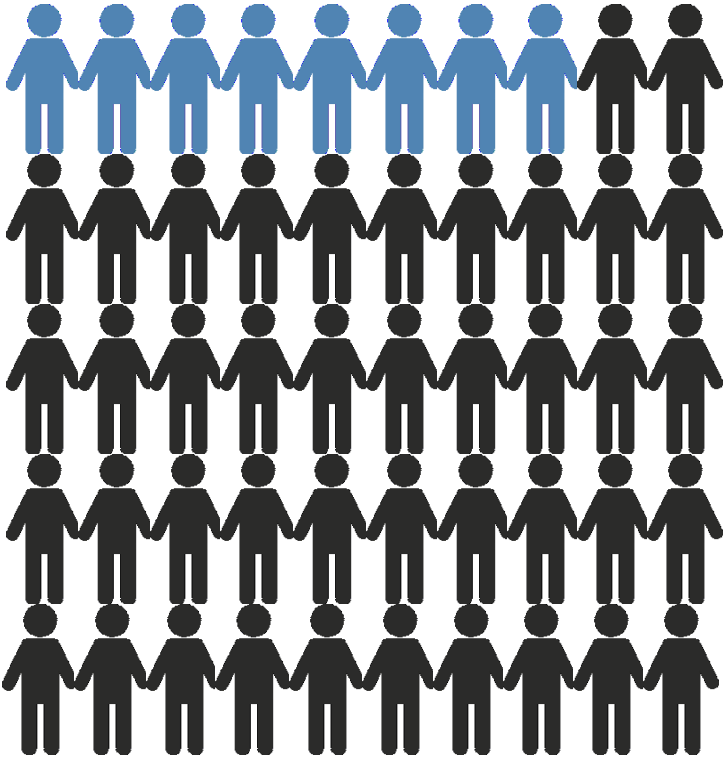
Smoking prevalence

Adjusted OR 2.09, 95% CI [1.98, 2.22], $p < 0.005$



Social housing

33.8%

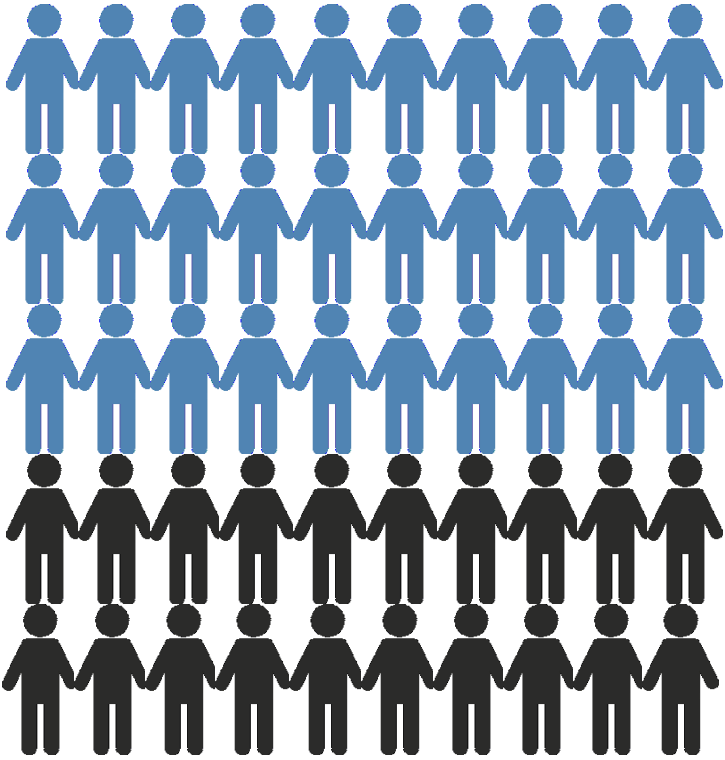


Other housing

15.4%

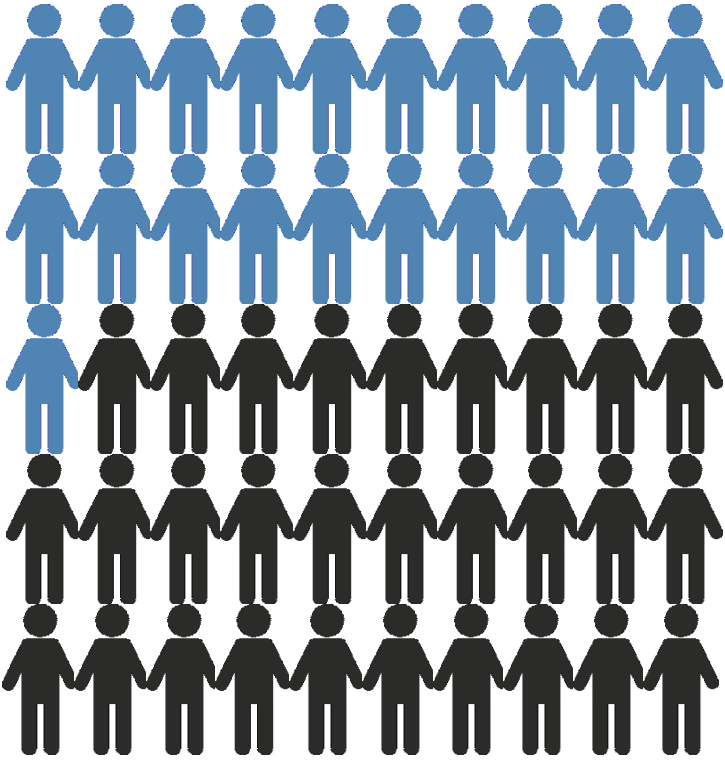
Cigarette addiction

Adjusted OR 1.63, 95% CI [1.48, 1.79], $p < 0.005$



Social housing

59.8%



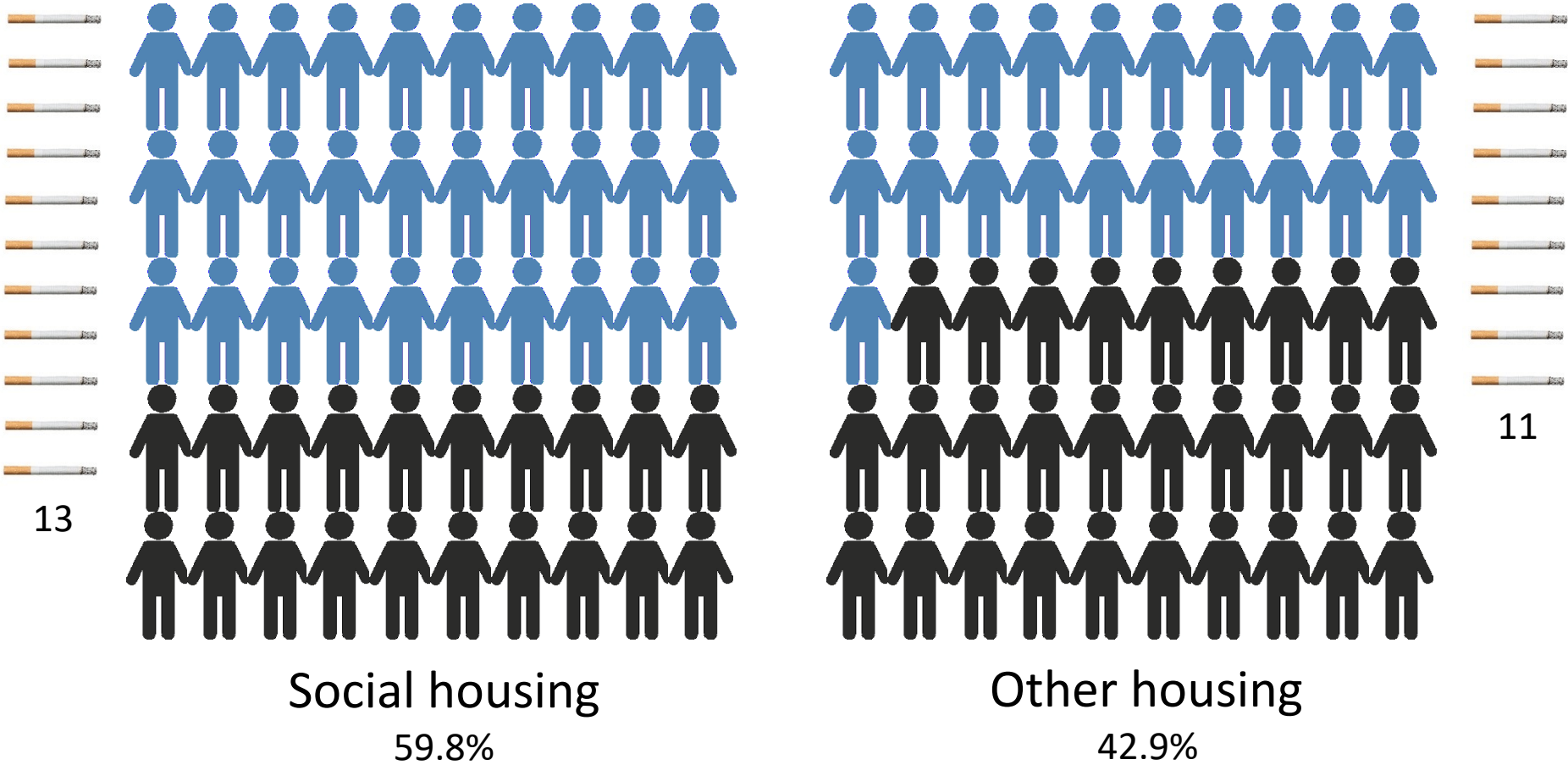
Other housing

42.9%

Results

Cigarette addiction

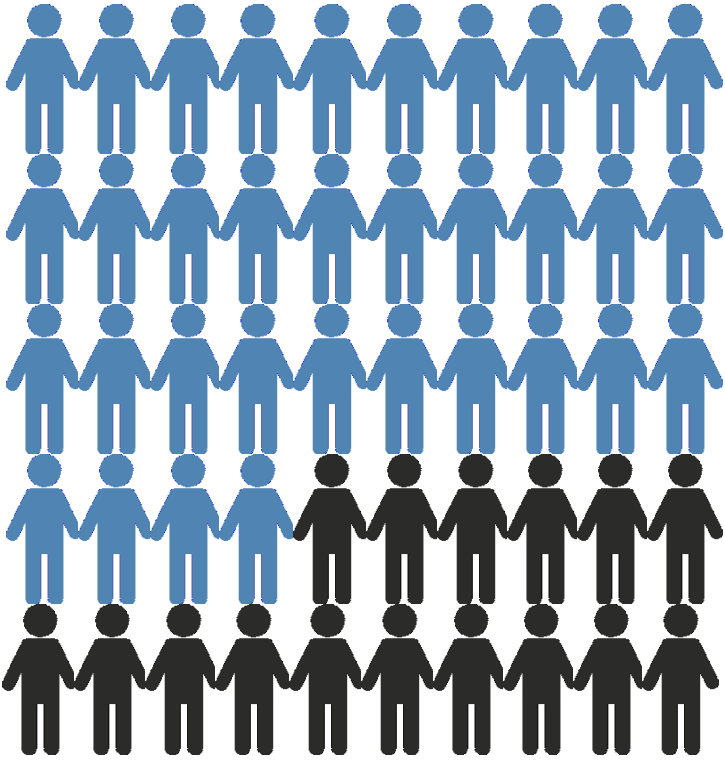
Adjusted OR 1.63, 95% CI [1.48, 1.79], $p < 0.005$



Results

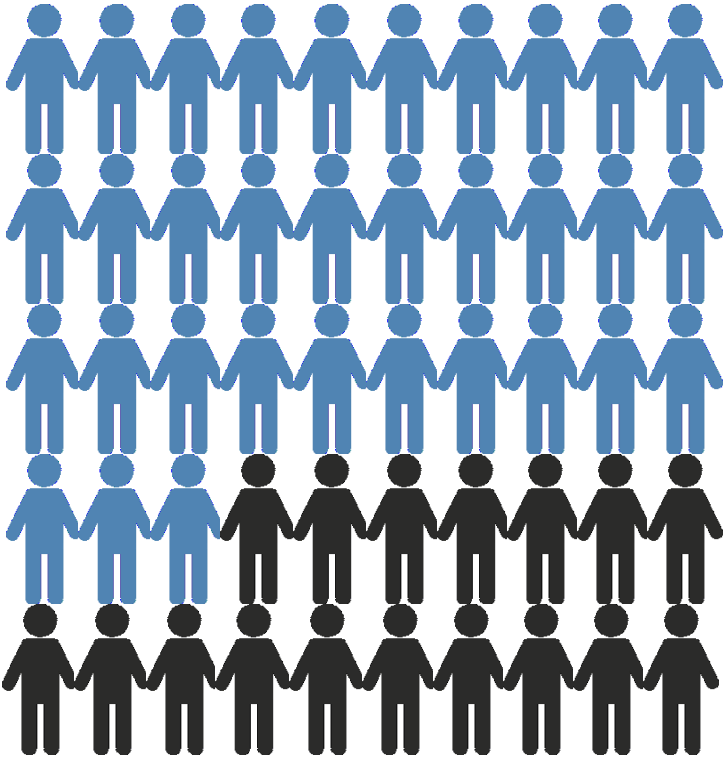
Regular exposure to smoking by others

Adjusted OR 1.10, 95% CI [0.99, 1.21], $p > 0.05$



Social housing

68.5%

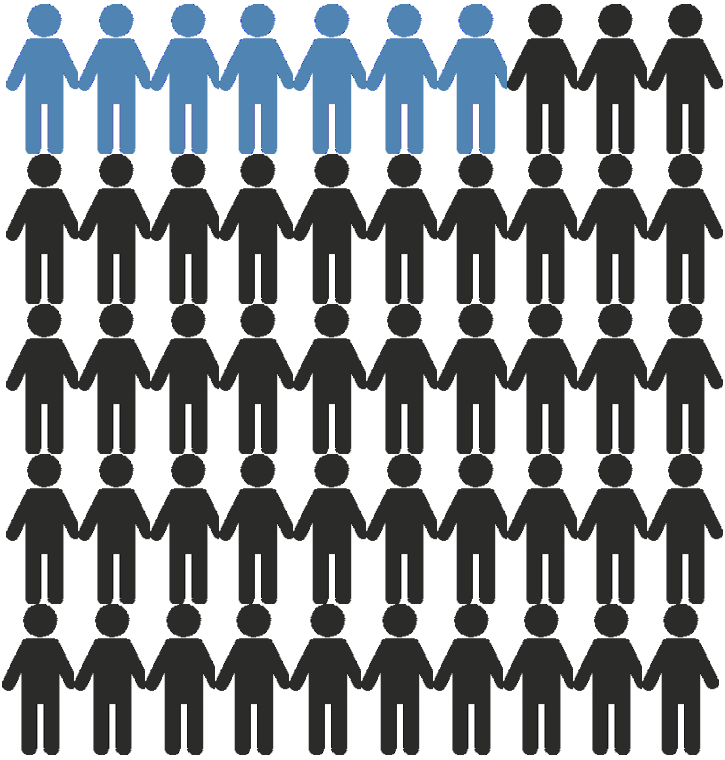


Other housing

66.9%

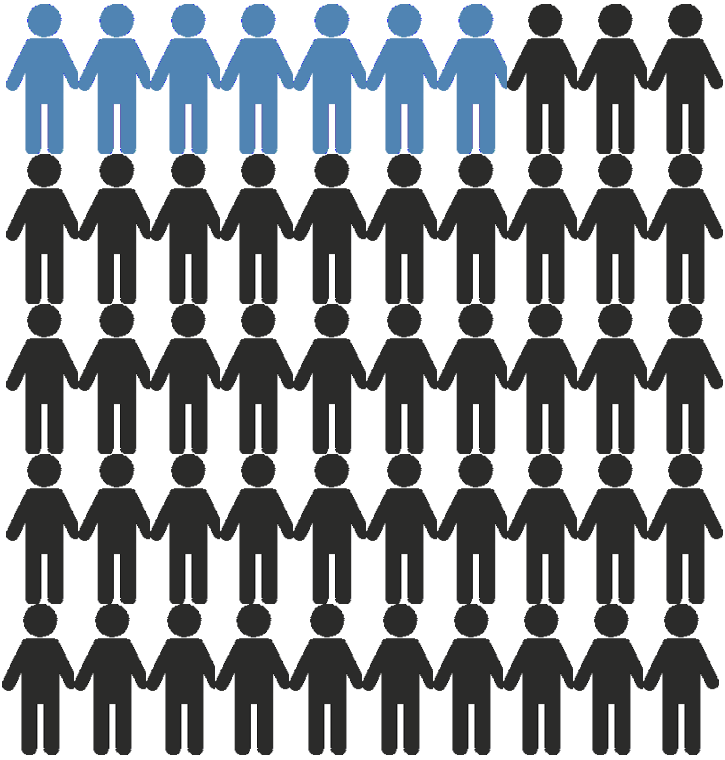
Motivation to stop smoking

Adjusted OR 1.04, 95% CI [0.91, 1.19], $p > 0.05$



Social housing

14.2%



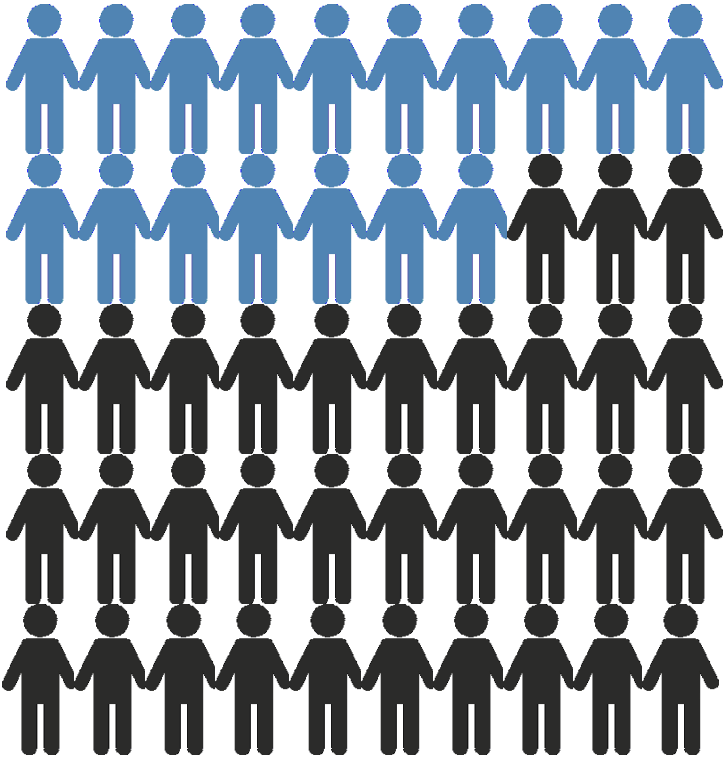
Other housing

14.7%

Results

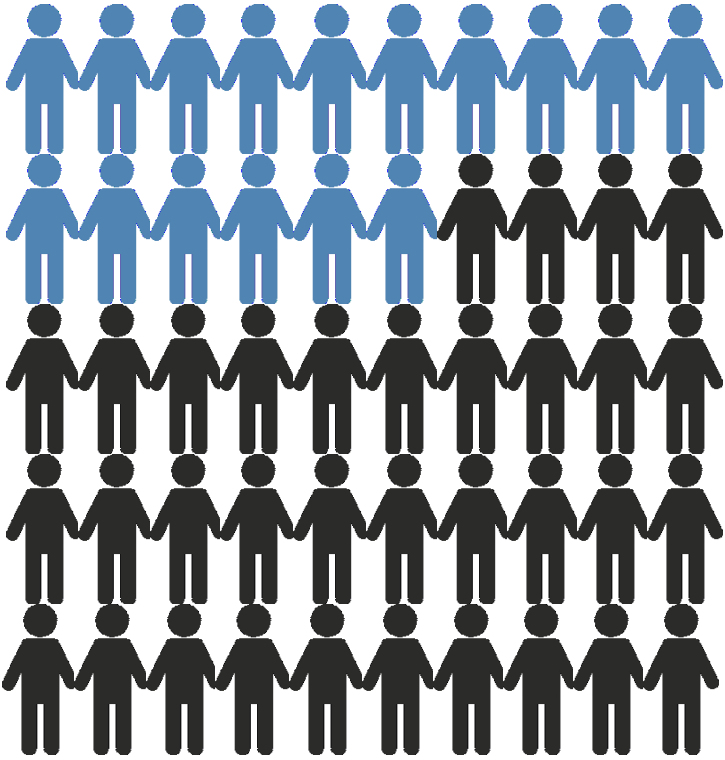
Quit attempt in the past year

Adjusted OR 1.14, 95% CI [1.03, 1.26], $p < 0.05$



Social housing

33.0%

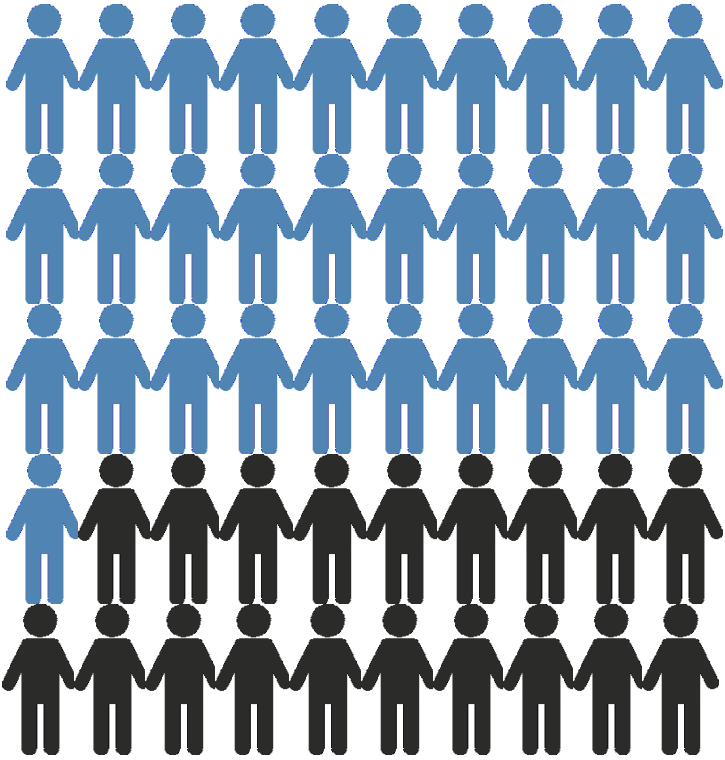


Other housing

32.3%

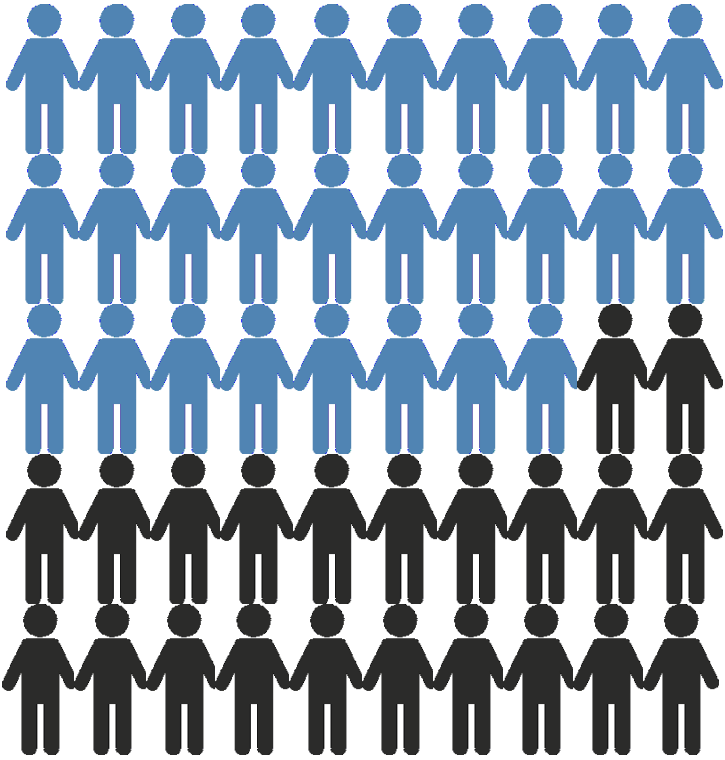
Use of cessation support

Adjusted OR 1.30, 95% CI [1.09, 1.54], $p < 0.005$



Social housing

61.5%

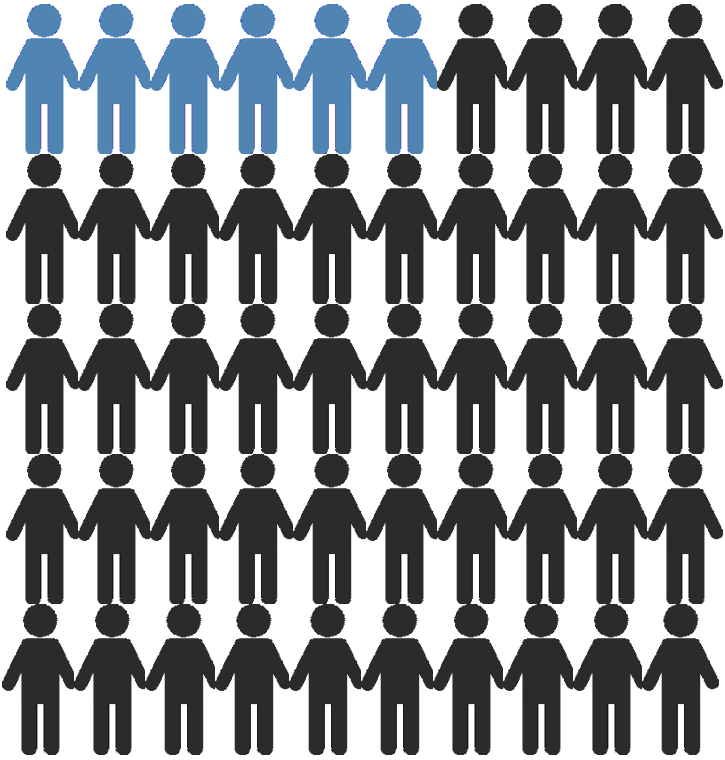


Other housing

56.8%

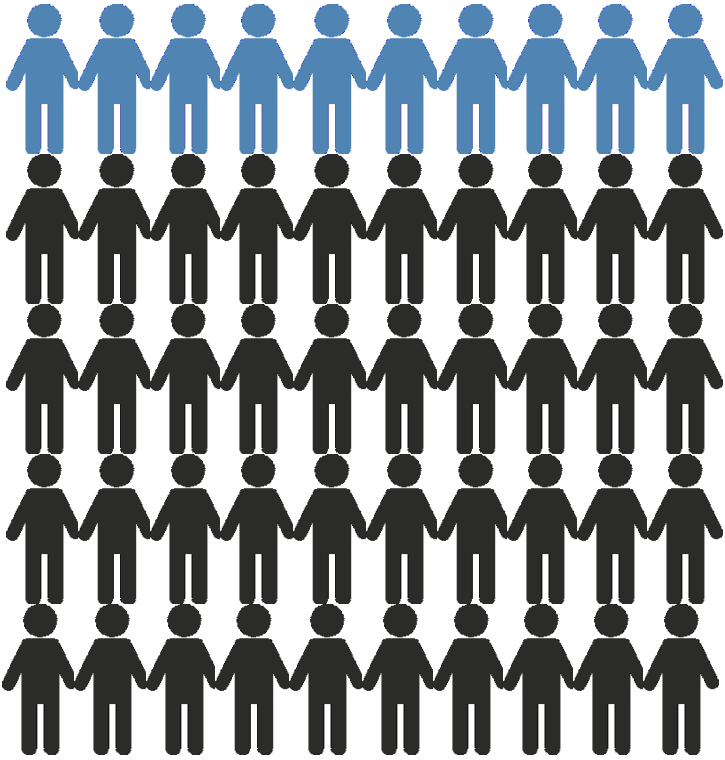
Quit success

Adjusted OR 0.57, 95% CI [0.45, 0.72], $p < 0.001$



Social housing

11.8%



Other housing

20.4%

Key findings

- In England, living in social housing is a **major independent risk factor** for smoking: after adjusting for other important socio-demographic factors, people in social compared with other housing have twice the odds of smoking



Social housing residents

Key findings

- In England, living in social housing is a **major independent risk factor** for smoking: after adjusting for other important socio-demographic factors, people in social compared with other housing have twice the odds of smoking



Social housing residents

motivated

attempting to stop

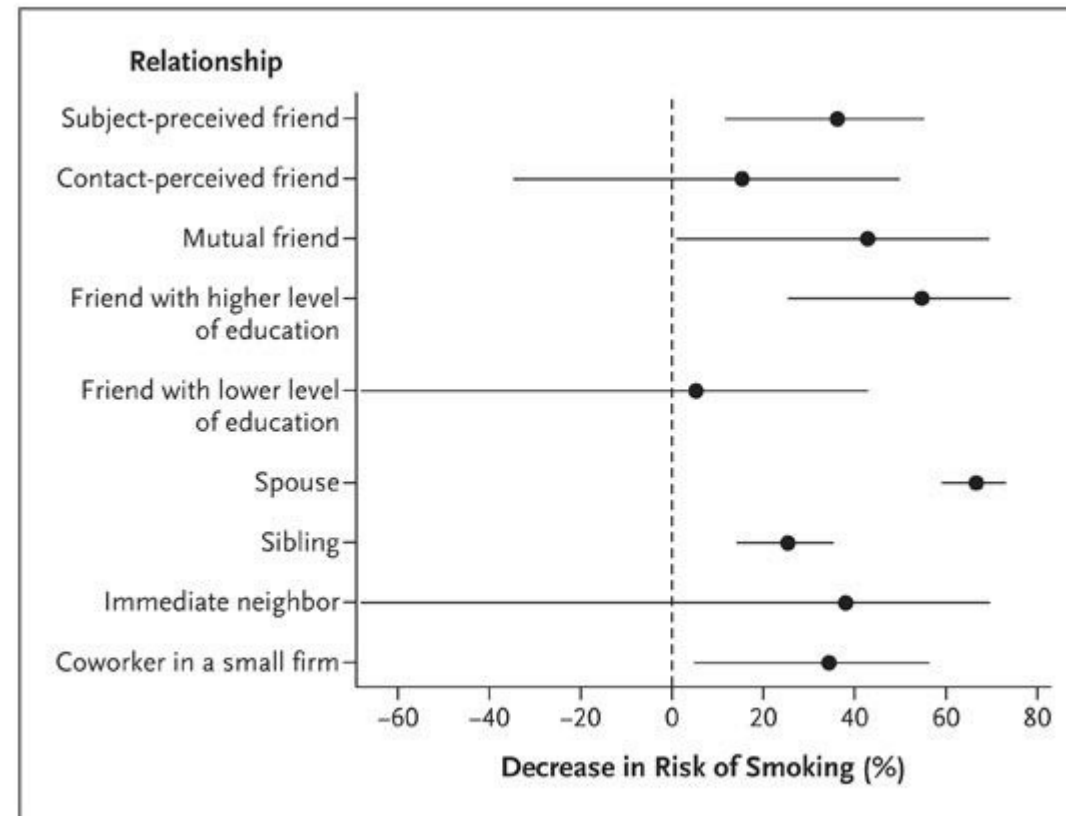
more addicted

less likely to succeed

more likely to use
cessation support

Why?

Social norms and contagion of smoking behaviour



What can be done?

- Targeted localised smoking cessation campaigns
- Provision of neighbourhood smoking cessation services
- Engagement of all professionals working in a community in a shared vision to reduce smoking



Impact: ASH report



Organisations endorsing the report



Conclusion

Social housing could be a key focus for tractable local policy and interventions to reduce smoking-related health inequalities in England.

