Smoking remains the biggest preventable cause of death in the UK, killing more than 100,000 people every year.
PREVENTING CANCER IN YOUR COMMUNITY

4 IN 10 CANCERS CAN BE PREVENTED

RESEARCH SHOWS 2 IN 3 SMOKERS WANT TO QUIT

SPECIALIST STOP SMOKING SERVICES ARE THE MOST EFFECTIVE QUIT METHOD
SAVING LIVES
Tobacco control can make a difference by preventing tobacco related cancers in your community.

SAVING LOCAL HEALTH BUDGETS
Tobacco use in England costs society in excess of £11 billion each year, adding to the strain on local budgets.

WHAT YOUR COUNCIL CAN DO

• Maintain and prioritise funding for tobacco control
• Make a public commitment by signing the Local Government Declaration on Tobacco Control
• Provide evidence-based Stop Smoking Services
• Host a coordinated tobacco control alliance to provide mass media campaigns and measures to target illicit trade
• Accelerate progress to reduce health inequalities
• Recognise the WHO Framework Convention on Tobacco Control

HOW WE CAN HELP

• Briefings, speaking notes and draft notices of motion
• Tobacco control policy advice and support
• Local visits to our shops, events, research centres and Cancer Awareness Roadshows
• One-to-one meetings and tobacco control presentations for groups
• Assistance with press coverage around tobacco control activity
• Political engagement to help build support for local tobacco control

CONTACT US:
LocalEngagement@cancer.org.uk
020 3469 8360  @CRUK_Policy
WHAT’S THE MOST SUCCESSFUL WAY TO STOP SMOKING?
SUCCESS OF POPULAR METHODS COMPARED WITH GOING COLD TURKEY

The study used going cold turkey as the baseline

No more successful than cold turkey – probably because people don’t use enough

225% More successful

60% More successful

COLD TURKEY
Quitting with no support

OVER THE COUNTER NRT
Using Nicotine Replacement Therapy without professional support

E-CIGARETTES
Using electronic cigarettes without professional support

SUPPORT AND MEDICATION*
Combined specialist support and prescription medication*

*Available free from your local Stop Smoking Service nhs.uk/smokefree
*NRT, bupropion or varenicline