

The logo features the word "SmokeFree" in a bold, sans-serif font. "Smoke" is in black, and "Free" is in a vibrant green. The text is centered against a light blue background with a sunburst effect emanating from behind the word "Free". Surrounding the sunburst are various decorative elements: green and yellow flowers, a green bird in flight, and a small orange sun-like symbol at the bottom right. The overall aesthetic is clean, bright, and positive.

**SmokeFree**

Liberate the workplace!

Calculating the economic costs of smoking

# Smoking in our region



- 27 % of adults smoke
  - 954,000 people
- Average spend      £24 a week  
                                 £1,260 a year

# Data sources include



- General Household Survey
- 2001 Census
- Expenditure and Food Survey 2001-02
- New Earning Survey 2001
- Annual business Inquiry
- Hospital Episode Statistics

# Costs of smoking



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## Health

- Costs of treating smokers
- Deaths from smoking
- Treatment costs and deaths due to secondhand smoke

## Business

- Sick days
- Cigarette breaks

# Economic impact of smoking



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- The potential annual cost of smoking to the Yorkshire and Humber economy is £1.2 billion a year
- Majority of this cost is borne by businesses/employers

# For Bradford



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- £33.2 million in treatment, premature deaths
  - includes £265,000+ due secondhand smoke
- £20.6 million in sick days
- £39.4 million in cigarette breaks

# Going smokefree



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- 2005 review for the NHS in Scotland
- California
- Ireland

# Liberate the workplace



## Objectives

- Increase the number of smokefree workplaces/ public places (prior to legislation)
- Create public demand for smokefree places
- Create a culture promoting a smokefree generation

# Help for employers



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- Leaflet
- Awards
- Website
- Face to face – local tobacco control leads and champions