Adult smoking in the Bromley Borough

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Executive Summary

The issue of smoking was present in Bromley Borough. A basic demographic breakdown of the borough has been provided in the report. The data related to health and social care were then discussed. Using necessary statistics, it has briefly described the prevalence of adult smoking in Bromley, the UK and throughout the world. Additionally, the report has given these statistical data a correlation. The report has gone into great detail about a number of health-related determinants, inequalities and barriers. It has offered scientific and statistical backing for the conclusions. Besides, the report has assessed the services currently offered in Bromley to cut down on and quit smoking. Additionally, the role of the nurse in health promotion and screening has been thoroughly covered. In conclusion, three useful suggestions have been made based on all of the findings of the report.

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1.0 Introduction

Smoking is a problem that impacts all individuals across the world. Smoking can lead to many diseases like heart disease, cancer and Chronic Obstructive Pulmonary Disease (COPD). Adult smoking is the public health topic chosen for the report. In the United Kingdom, Bromley Borough is chosen as the locality for reviewing the smoking problem. The report will commence by giving a quick overview of the demographics of Bromley Borough. Additionally, it will include data on the impact on health and social care on smoking. The prevalence of smoking in the population of Bromley will be discussed with suitable statistical data. Moreover, national and international data on adult smoking will be provided. A comparison will also be presented among the provided statistical data on the prevalence of smoking. Along with these, determinants, inequalities and barriers to health will be delineated in the report. The existing service provision of Bromley Borough will be reviewed in the report. The report will discuss the responsibilities of a nurse for health promotion and screening. A few significant recommendations will be made in light of all the findings of the report. In the end, the report will provide a cogent summary of their key points and findings.

2.0 Locality

Bromley Borough is located in the southeastern part of England, UK. It is the largest borough in terms of area and was established in the year 1965 (Britannica, 2023). As per the Census of 2021, the population of Bromley is 330,000 (Office of National Statistics, 2022). The borough has a slightly higher percentage of women with a numeral percentage of 52% in comparison to 48% of the male population. As per Figure 2, the borough has the highest population (60.3%) in the age range from 18-64 years (City Population, 2023). Various ethnic groups live together in the Bromley Borough, however, the population of Whites is the highest. Asians, Blacks as well as

Arabs are the second, third and fourth highest populations respectively in terms of ethnicity (Population City, 2023). The population has shown an increase of 6.7% from 2011 to 2021 (Office of National Statistics, 2022).

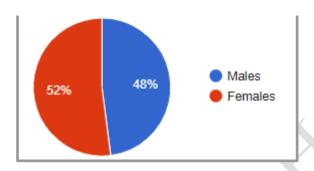


Figure 1: Percentage of women and men in Bromley Borough as per Census 2021.

(Source: City Population, 2023)

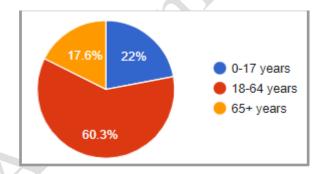


Figure 2: Percentage of different age groups in Bromley Borough as per Census 2021.

(Source: City Population, 2023)

3.0 Health and social care data

Smoking is a growing health concern in this fast-driven world. It has direct detrimental effects on health like breathing problems. In addition to this, it is also the cause of many life-threatening diseases like cancer. Adult smoking is a serious problem in Bromley Borough, as evidenced by convincing statistical data that emphasises the gravity of the situation. Data show that a sizeable

portion of the population smokes. This raises concerns about the frequency of smoking in the borough. As per a report by JSNA, 9.4% of adults in Bromley Borough are regular smokers (Southwark News, 2020). This statistic highlights the need for effective smoking cessation programs and public health measures because it represents a sizeable fraction of the population. Smoking has serious and well-documented negative health effects. As per a study, smokers have a higher incidence rate of having major illnesses (Jiang *et al.*, 2020). In Bromley, many adults are affected by lung cancer. As a per report, the primary cause of 29.5% of deaths in Bromley is cancer with lung cancer being one of the main prevalent causes of death (CBD Bromley, 2018). Smokers also have a higher incidence rate of heart diseases, strokes and CDP in comparison to non-smokers (Yang *et al.*, 2022)

In the UK, around 16.5% of adult males and 13% of adult females report current smoking habits (Office of National Statistics, 2019). This differences demonstrates clear gender differences in smoking. Further, compared to the general population, smoking rates are greater among several ethnic communities like Mixed ethnicities (Office of National Statistics, 2019). This highlights the need for specific treatments and programs that are sensitive to cultural differences.

According to national statistics from the United Kingdom, adult smoking rates have been steadily dropping in recent years. In the UK, 14.7% of individuals aged 18 years or above were current smokers as of 2018 (Office of National Statistics, 2019). This shows that Bromley Borough's projected 9.2% smoking prevalence is lower than the country as a whole. The Global Burden of Disease Study offers important worldwide insights about smoking rates in various nations. Approximately one in every four adults (28%) smokes tobacco in the world (Ritchie and Roser, 2022). This shows that Bromley Borough's smoking prevalence is lower than the world average.

As per the above statistics, Bromley Borough has a lesser prevalence of adult smokers in comparison to the national and international prevalence of adult smokers. In order to address the existing smoking rate, these comparisons underscore the necessity for focused treatments and public health measures unique to Bromley Borough. The implementation of efficient tobacco control measures and the provision of easily available support services for quitting smoking need to be the main objectives. In addition to this, raising public knowledge of the harmful effects of smoking is essential to reduce the number of adult smokers. Bromley may work to bring down its smoking rates to a lower number by adapting tactics to the local situation. Thereby enhancing the overall health of the population.

4.0 Determinants, inequalities as well as barriers to health

Determinants of health

Rate of employment: As per a study, employment levels have an impact on smoking behaviour because job security and working circumstances have an impact on lifestyle decisions (Obidovna and Sulaymonovich, 2022). Increased smoking rates may result from stress, financial hardship and a lack of social support that are brought on by high unemployment rates. Those who work in surroundings that are secure and encouraging have easier access to resources as well as the opportunity for healthy behaviours. This leads to reduced smoking rates in these individuals (Assari and Mistry, 2019). The unemployment rate in Bromley was 3.3 in 2022 in comparison to 5.3% in 2021 (Varbes, 2023). As per Figure 3, the fluctuating rate of unemployment can influence the smoking habits of the adult population of the borough.

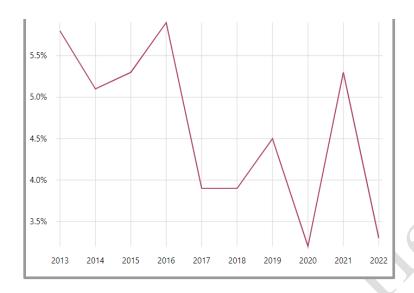


Figure 3: The unemployment rate in Bromley Borough over the last 10 years.

(Source: Varbes, 2023)

Education: Education level is still another crucial determinant for health. Research has repeatedly demonstrated that smoking rates and educational achievement are negatively correlated (Andersen et al., 2023). Increased understanding of the health consequences of smoking and better awareness of preventative actions are both related to higher levels of education. Due to a lack of knowledge and poor health literacy, groups with lower levels of education may have greater smoking rates. Approximately 50% of the population in the borough have a degree/equivalent and above (Trust for London, 2021). 4.3% of the population has no educational qualification (Trust for London, 2021). This population can be highly susceptible to smoking. However, educated people also tend to smoke to burn out from work or personal stress.

Inequalities in health

Socio-economic status: Lower socioeconomic status and greater smoking rates have a definite correlation, according to research on health inequities (Mackenbach, 2019). Such discrepancies are seen in Bromley Borough. Smokers are more likely to come from poorer socioeconomic origins than from better social ones. This may be explained by elements like a lack of tools for quitting

smoking, elevated stress levels and more exposure to tobacco marketing in underdeveloped areas. The unemployment rate in the borough is 3.3%. In 2021, 19% of the borough's citizens made less than the minimum wage (Trust for London, 2023). This leads to disparity in socio-economic status among residents of Bromley.

Gender inequalities: Health disparities related to smoking are also influenced by gender differences. In the country, men smoke more than women do, although the difference has been closing over time. As per a study, women tend to quit smoking easier than men (Gordon and Hubbard, 2020). However, all the programs outline the same rules for men and women which further aggravates the problems for men. Increased gender equality has many beneficial effects. However, this also contributes to the increased prevalence of female smokers, as per a study (Gunter et al., 2020). All these factors can increase the prevalence of adult smokers in Bromley. Ethnicity: Another element linked to health disparities in smoking is ethnicity. Different ethnic groups tend to have different smoking patterns and habits (Assari and Bazargan., 2019). In the UK, several ethnic communities have greater smoking rates than the general population. Bromley has diversity in terms of their residents. As per a report, the mixed ethnic group smokes the highest followed by White (Gov.UK, 2021). This implies that this group tends to smoke more than the others. 75.5% of Bromley residents are White and 5.4% of residents are of mixed ethics groups (City Population, 2023). This signifies that number of adult smokers can increase in Bromley Borough.

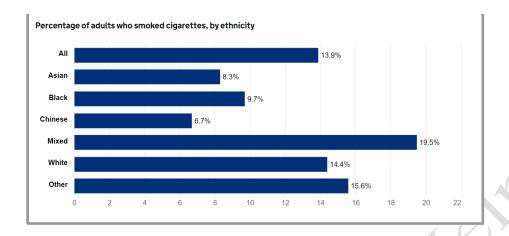


Figure 4: Percentage of adult smokers based on ethnicity in the UK.

(Source: Gov.UK, 2021)

Barriers to health

Lack of knowledge: According to research, a barrier to quitting smoking is a lack of understanding of the health dangers involved (Walker *et al.*, 2019). This can be a result of misunderstandings or a lack of knowledge about the detrimental consequences of smoking on numerous aspects of health. The goal of regional initiatives needs to be to raise awareness through focused marketing and Bromley Borough-specific educational initiatives. As per data, 32% of the 19 years in Bromley do not have level 3 qualifications (Trust for London, 2023). This implies that young adults lack knowledge about the ill effects of smoking.

Nicotine dependence and addiction: Nicotine dependence is a major obstacle to stopping smoking. Studies have shown that without the correct assistance and therapy, quitting smoking might be difficult due to nicotine's addictive qualities (Selby and Zawertailo., 2022). Local smoking cessation programs need to place a high priority on offering easily available nicotine replacement treatments, pharmaceuticals and behavioural support. These types of programs are present but are not very effective in Bromley.

Mental health and coping mechanisms: According to research, those who have mental health issues may encounter more difficulties quitting smoking (Ho et al., 2019). Smoking is a coping strategy that may be used to deal with stress, anxiety or despair. 30% of the residents UK have mental health issues (Mental Health Foundation, 2023). This indirectly infuses smoking habits in the affected population. Comprehensive smoking cessation programs in Bromley Borough need to address mental health problems and offer alternate coping mechanisms.

Socioeconomic variables: It has been determined that socioeconomic variables like poor income and economic deprivation are obstacles to quitting smoking (Payne et al., 2022). According to research, access to tools for quitting like drugs and counselling sessions may be hampered by financial restrictions (Kohn et al., 2022). Bromley has evident socio-economic disparity among its residents. In order to overcome this obstacle, specific interventions that take into account the socioeconomic situation in Bromley and offer free or low-cost support services are needed.

5.0 Current service provision

Different programs are offered to help people in Bromley, UK to address the issue of adult smoking and its impact on public health. All of these services are offered by nonprofit organisations, the NHS and the private charitable organisation.

NHS Services

NHS Stop Smoking Services: These programs provide no-cost assistance to anyone who wishes to stop smoking. They give people access to counselling, drugs and expert consultants who can help them quit smoking (NHS, 2022). The services can be offered in neighbourhood clinics, drug stores or public places.

Private services

Quit smoking clinics: Sophisticated smoking cessation programs are available at these private clinics in Bromley. In order to help people stop smoking, the Stop Smoking Clinic offers individualised counselling, behavioural treatment and access to prescription drugs (BSSC, 2023a). These clinics provide individualised help to suit each person's unique requirements and concerns. The Bromley-based Harley Street Stop Smoking Clinic provides personalised smoking cessation programs (BSSC, 2023b). Their offerings include private consultations with trained professionals, behavioural therapy, hypnosis and access to prescription drugs to help people stop smoking.

Charitable services

British Heart Foundation (BHF): The BHF is a nonprofit group that offers indirect assistance and encouragement to those trying to give up smoking. In order to help people stop smoking, they provide information, helplines, internet resources and downloadable tools (BHF, 2018). Additionally, BHF supports research and educates the public about the dangers of smoking for one's health.

National services

Quit Smoking application: NHS offers a Quit Smoking application. The application can be easily downloaded from the Apple store or Google store. The application helps individuals to track their process. Simultaneously, it also provides personalised plans based on the attributes of the individuals (NHS, 2023). It also furnished daily tips that can motivate smokers to quit smoking.

NICE Guidelines

The National Institute for Health and Care Excellence (NICE) has produced evidence-based suggestions for smoking cessation in the form of national guidelines (NICE, 2021). The NICE guidelines include a range of topics related to quitting smoking, including therapies, drugs, and professional development techniques. The pertinent NICE recommendation for quitting smoking

is "Smoking: Brief Interventions and Referral for Smoking Cessation" (NICE, 2021). This guideline includes suggestions on how to spot smokers and support them. It further provides brief interventions and referrals to programs that can help them quit and continue to assist them.

6.0 Role of the nurse in health promotion and screening

In order to meet the public health need of smoking among adults in Bromley Borough, the nurse can play a vital role in health promotion and screening. The nurse can play a pivotal role in implementing effective strategies to address this issue.

Health promotion

A framework for comprehending and directing the nurse's role in encouraging behaviour change as well as avoiding smoking is provided by Health Promotion theory.

Assessing people: As per the Health Promotion theory, the nurse evaluates people's knowledge, attitudes and beliefs about smoking as well as its negative effects on their health (Stanulewicz *et al.*, 2019). Using this data, interventions may be more effectively tailored and support, as well as educational needs, can be found.

Provision of education: As per the theory, the nurse informs the individuals about the dangers of smoking. The dangers include lung cancer, heart problems and respiratory conditions. The nurse offers data-backed information on the advantages of quitting and the tools available to help people quit (Lee *et al.*, 2023). The nurse uses the theory to alter people's attitudes and behavioural intentions. They accomplish this by educating people, dispelling myths and removing any obstacles to behaviour change.

Enhancement of self-efficacy: The nurse employs the Health Promotion theory to increase self-efficacy or the conviction that one can stop smoking. In order to boost self-esteem as well as enable people to make healthy changes, they offer support, inspiration and counselling (Stanulewicz *et*

al., 2019). In order to address the individual's preparedness to stop smoking, the nurse uses the theory to help people set realistic objectives and create action plans.

Creation of a supportive environment

In order to establish an atmosphere that aids smoking cessation, the nurse advocates smoke-free rules in workplaces, public places and households (Stanulewicz *et al.*, 2019). In order to promote tobacco control measures, they work with legislators and neighbourhood organisations.

Screening

In order to identify problems early and take action, the nurse's participation in the screening process is essential.

Conducting a tobacco use screening: The nurse can include a routine tobacco use screening as part of all health evaluations of adult patients (Rabi et al., 2020). In order to establish smoking status and frequency, this can be done using standardised methods as well as straightforward questionnaires.

Assessing smoking patterns and nicotine dependence: The nurse can evaluate the smoking habits of the smokers. These include how many cigarettes they consume each day, how long they have been smoking and whether they have made any previous efforts to quit. The degree of nicotine dependency may be determined using instruments like the Fagerström Test for nicotine dependency (Salhi et al., 2021).

Providing brief interventions: The nurse can offer brief interventions to smokers that emphasise individualised feedback, health risk education and quitting strategy (Rabi *et al.*, 2020). This can entail talking about the advantages of stopping, identifying resources for quitting and establishing quit dates.

Referral to smoking cessation services: The nurse is crucial in directing patients to the area's specialised clinics that may help them quit smoking, such as the NHS Stop Smoking Services. These programs give smokers access to extra assistance, counselling and medication choices.

7.0 Conclusion

Smoking is an evident problem in Bromley Borough. The report has provided a brief demographic of the borough. It went on to discuss the health and social care data. It has briefly delineated the prevalence of adult smoking in Bromley, the UK and in the world with suitable data. It has provided a correlation between these statistical data. The report has very deeply discussed various determinants, inequalities and barriers to health. It has provided statistical as well as scientific evidence to support the findings. The identified determinants of health were employment rate and education. The identified inequalities in health were socioeconomic status, gender inequality and ethnicity. The recognised barriers to health were lack of knowledge, nicotine dependence and addiction, socio-economic variables as well as mental health conditions. In addition to these, the report has reviewed the existing service provision to reduce and stop smoking in Bromley. Moreover, it has elaborately discussed the role of the nurse in health promotion and screening. In the end, based on all the findings of the report, three pertinent recommendations have been made.

8.0 Recommendations

Recommendation 1: Implementation of community-based programs to stop smoking

Establishment of nurse-led, community-based smoking cessation programs in Bromley Borough in cooperation with neighbourhood health clinics, civic associations and support networks. As per as study, nurses can play a crucial role in anti-smoking programs (Alsaad, 2022). In order to assist people in quitting smoking, these programs can offer them access to medication, support groups, counselling and education.

Recommendation 2: Enhancement of the nurse's role in smoking cessation

Integration of smoking cessation training and interventions into their areas of practice will increase the engagement of nurses in smoking cessation initiatives. According to a study, nurses can be extremely important in anti-smoking cessation initiatives (Lee *et al.*, 2023). Empowerment of nurses by providing specialised training in evidence-based pharmacotherapy, motivational interviewing and smoking cessation methods. Authorisation of nurses to advise smokers, administer quick interventions and do follow-ups.

Recommendation 3: Promotion of smoke-free settings and regulations

As per a study, a smoke-free environment can motivate smokers to quit smoking (Harris *et al.*, 2022). Promotion of the adoption and enforcement of smoke-free rules in public areas, workplaces, as well as residential structures. This can create settings that are supportive of quitting smoking.

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