

National Institute for Health and Care Excellence

Stakeholder comments proforma – engagement exercise for quality standard on Smoking: Harm reduction

Please enter the name of your registered stakeholder organisation below. NICE is unable to accept comments from non-registered organisation or individuals. If you wish your comments to be considered please register via the NICE website or contact the registered stakeholder organisation that most closely represents your interests and pass your comments to them.	
Stakeholder organisation:	The College of Optometrists The Local Optical Committee Support Unit (LOCSU) The Optical Confederation
Commenter name:	Jo Mullin
Job title:	Director of Policy and Strategy at the College of Optometrists
Address and postcode:	42 Craven Street, London, WC2N 5NG
Email address:	jo.mullin@college-optometrists.org
Telephone number:	+44 (0) 20 7839 6000
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Key area for quality improvement	Why is this important?	Why is this a key area for quality improvement?	Supporting information
Increasing awareness of the effect of smoking on Age-related Macular Degeneration (AMD) and cataracts	<p>The complex links between eye health and the broader public health agenda are strong and often overlooked.</p> <p>There is good evidence of the important causal relationship</p>	<p>Smokers have triple the incidence of Age-related Macular Degeneration¹ compared with non-smokers and smoking is strongly associated with cataracts².</p> <p>Eye disease is a significant morbidity burden in the UK expected to grow as society ages but</p>	<p>Please see:</p> <p>¹. Cong, R, et al (2008). Smoking and the risk of age-related macular degeneration: a meta-analysis. <i>Ann Epidemiol</i>; 18:647-656.</p>

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	<p>between smoking, sight loss and blindness. Smoking accelerates the likelihood of Age-related Macular Degeneration (AMD) and cataracts.</p> <p>Optometrists have a major and influential role (sight being the sense people of all ages fear losing most). Many eye health consultations already include advising and counselling of smokers on their increased risk, the benefits of stopping and, where appropriate, referral to a local stop smoking service.</p>	<p>which could be significantly mitigated through better prevention, earlier identification and early intervention. AMD is the biggest cause of sight loss in the UK and thought to be responsible for 32 disability-adjusted life years per 100,000, up from 21 in 1990³. Smoking cessation can reduce morbidity⁴.</p> <p>Research elsewhere suggest the public have little awareness that smoking increases the risk of sight loss and that such campaigns can be effective⁵; especially among vulnerable group like teenagers who are more scared of losing sight than of lung or heart disease⁶.</p> <p>Because people are concerned about sight loss, there is considerable potential for using eye health messages to reinforce broader health promotion campaign. A warning that smoking causes blindness will be included on cigarette packets across the EU⁷ and already exists in Australia⁸.</p> <p>Australia is also leading the way on plain packaging which we would very much like the UK to follow.</p>	<p>2. Kelly, SP, et al (2004). Smoking and blindness: strong evidence for the link, but public awareness lags. <i>BMJ</i>; 328:537-8.</p> <p>3. Murray, et al (2013). UK health performance: findings of the Global Burden of Disease Study 2010, <i>Lancet</i>; 381: 997-1020.</p> <p>4. http://www.college-optometrists.org/filemanager/root/site_assets/guidance/amd_guidance_25_11_13.pdf</p> <p>5. Carroll, T, Rock, B. (2003). Generating Quitline calls during Australia's National Tobacco Campaign: effects of television advertisement execution and programme placement. <i>Tobacco Control</i>; 12(Suppl II): ii40-ii44.</p> <p>6. Moradi, P, et al (2007) Teenagers' perceptions of blindness related to smoking: a novel message to a vulnerable group. <i>Br J Ophthalmol</i>; 91:605-607.</p> <p>7. http://ec.europa.eu/health/tobacco/products/health-warnings/index_en.htm</p>

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			8. http://www.quitnow.gov.au/internet/quitnow/publishing.nsf/content/warnings-b-eye

Please email this form to: QStopicengagement@nice.org.uk

Closing date: 14th October 2014 5pm

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