VALUE TO SOCIETY

Grace Accord Ltd has unequivocally put a statement on Modern Slavery as a clear sign to improve and add value and dignity to our society.

GAL also offers courses in health and education. These courses are above level 3 and are vocational and prepare students for work including hospitals in England. This brings both social and economic value to the area.

GAL is located in a Clean Air Zone operational 24 hours a day, 365 days a year and covers an area of the city centre within the A4540 Middleway. Over 300 road signs are in place to alert drives about Clean Air Zone. GAL supports the city council initiative in this area.

GAL supports the government and NHS’s initiatives to stop smoking hence the stop smoking signs in & around its premises. GLA also encourages people to use nicotine patches in line with NHS targets. In 2019 the Government pledged to make England smoke free and since then there has been significant progress in reducing smoking across the West Midlands.

However, despite this much needed progress, in the 1,053 days following this announcement the West Midlands has seen:

* Around 35,500 people die from smoking related illness
* 37,825 children start smoking
* Approx. £4.85bn spent on tobacco

In Birmingham and Solihull, around 10,200 people are admitted to hospital as result of smoking each year, with 4,000 deaths as result of smoking from 2017-19.

There is an appetite for things to change, with 75% of people in the region backing the Government’s ambition to reduce the amount of people smoking to less than 5% by 2030.

Public Health experts welcomed proposals to increase the age of sale. Most smokers start as children and two thirds of those trying just one cigarette go on to become addicted smokers, risking a lifetime of addiction and premature death, disease, and disability.

Smoking is the leading cause of preventable illness and premature death in England, with about half of all lifelong smokers dying prematurely, losing on average around 10 years of life. Smoking is linked to a wide range of disease and conditions including cancers, respiratory disease and cardiovascular disease. Smoking during pregnancy can cause also serious pregnancy related health problems, these include: complications during labour and an increased risk of miscarriage, premature birth, still birth, low birth-weight and sudden unexpected death in infancy. Smoking during pregnancy also increases the risk of infant mortality by an estimated 40 per cent.

Addressing the life expectancy gap in England is an ongoing challenge, that has been made worse by the impact of the pandemic. The biggest causes of premature mortality among adults persist to be cardiovascular diseases (CVD) and Cancers. Preventative approaches in both supporting people to shift to better health behaviours (such as stopping smoking and having healthier nutrition and weight) as well as engaging in preventative healthcare (such as cancer screening programmes) play key roles in creating the conditions that support healthier lives. The NHS are currently taking an active role in prevention services with smoking high on their agenda as part of NHS England’s Core 20 Plus 5 strategy to tackle health inequalities and Enhanced service specification for Primary Care. Therefore, there is a renewed focus on smoking utilising an evidence led process, in partnership with stakeholders.