

Title: Devon Smokefree Alliance Strategy (2023-2028)

Wards Affected: All wards

To: Health & Wellbeing Board **On:** 22nd June 2023

Contact: Claire Tatton, Public Health Practitioner,
Mark Richards, Public Health Specialist

Email: Claire.tatton@torbay.gov.uk
Mark.richards@torbay.gov.uk

1. Purpose

To present the Devon Smokefree Alliance Strategy 2023-28.

2. Recommendation

Members are asked to note the new strategy and priority areas.

3. Supporting Information

Smoking in Torbay

Despite a continuing decline in the prevalence of smoking over recent years, smoking remains the leading cause of illness and premature mortality in the UK. Additionally, smoking is one of the largest contributors to health inequalities with some of the highest incidence rates and harm concentrated to disadvantaged groups and communities.

In Torbay, prevalence of adult smokers (18+) is 15.4% which is higher than the England value. Smoking at time of delivery and smoking attributable hospital admissions are both significantly higher than the England values and smoking in manual and routine occupations is similar to the England value. The proportion of 15 year olds who are regular smokers is around 5% (2018 data) with 84% of 11 – 15-year olds reporting they have never smoked.

Devon Smokefree Alliance

The Devon Smokefree Alliance is a partnership across Public Health teams, the NHS, Trading Standards, Environmental Health, children's centres, schools, youth settings, fire services, police, housing, Community Safety Partnerships, and the voluntary sector. The Alliance is committed to reducing the prevalence of smoking in Devon and is a member of the Smokefree Action Coalition.

The Alliance strategy and plans are based on the national Tobacco Control Plan for England and are informed by local need through the Joint Strategic Needs Assessments.

Progress under the last strategy (2018-2023)

A summary of progress made under the priority areas of the previous strategy is provided below:

Protect children and young people from tobacco and encourage smokefree pregnancies.

- The Treating Tobacco Dependence maternity pathway (delivered by Torbay and South Devon NHS Foundation Trust) launched in June 2022 and has supported 39 pregnant women to stop smoking to date.
- Torbay Council Public Health and Health Visitors in Torbay contributed to a regional sector level improvement group tasked with creating a set of recommendations to help achieve smokefree homes via the health visiting and midwifery pathways. In Torbay, the 0-19 service has benchmarked provision against the recommendations. An action plan has been created and changes to practice will be embedded by September 2023 to achieve minimum requirements of the recommendations.
- Joint working across the stop smoking services, Community and Leisure Teams, Public Health, and primary schools to develop Smokefree Play Parks – the main aspect being new pupil designed signage for the park entrances. The design is currently being finalised and signs will be produced over the summer.
- Ongoing work by Trading Standards conducting underage sale test purchases and handling complaints of underage sales both in relation to cigarettes and vapes.
- Partners across the Alliance collated and circulated information and guidance for Schools utilising content from Action on Smoking and Health (ASH) with a covering letter from the Director of Public Health.
- Working with Public Health colleagues across the region, and the Office for Health Improvement and Disparities, created a position statement on vaping from the Association of Directors of Public Health Southwest. This is currently being finalised.

Reduce health inequalities caused by smoking and support vulnerable groups to be Smokefree.

- Development of the mental health Treating Tobacco Dependence pathway across Devon through Devon Partnership Trust.
- Stoptober events were held in Job Centres in Torbay to offer support to those not in employment. Joint working with Job Centres and other organisations is being built upon by the recommissioned Torbay Healthy Behaviours Service (Your Health Torbay) both in relation to future Stoptober events and routine service delivery.

- Ongoing work by Trading Standards to reduce illegal and illicit tobacco and vapes including seizing over 600 illegal vapes in Torbay.
- Delivered a vape pilot to residents of Leonard Stocks Centre during the COVID-19 lockdown period to reduce tobacco use and sharing of tobacco products. Three clients quit using tobacco and switched to vaping and one client reduced their tobacco consumption by only smoking occasionally. 11 clients signed up to receive further support from the Healthy Lifestyles Team.
- Worked with colleagues in Plymouth to apply for funding from the National Institute for Health Research (NIHR) to pilot and evaluate a vape programme to support homeless people and those in drug and alcohol services to stop smoking. Application has passed first stage and outcome of stage two awaited.

Create and support Smokefree organisations, particularly NHS organisations.

- Development of the NHS Long Term plan Treating Tobacco Dependence programmes across acute hospitals in Devon and Devon Partnership NHS Trust.
- Provided evidence-based and up to date information about e-cigarettes to support the update of organisational smokefree policies.
- Reviewed the Devon Formulary to standardise availability and use of medication and nicotine replacement therapy products across the ICB footprint.

Priorities and areas for action for 2023-2028

A summary of the priorities and areas for action are provided below. To view the full strategy, please see Appendix.

Protect children and young people from the harms of tobacco and de-normalise tobacco use to help prevent uptake.

Areas for action include supporting smokefree pregnancies and smokefree homes, monitoring vape use in young people, working with schools to ensure young people understand the risks of vaping and enforcement of underage sales of vapes.

Reduce health inequalities caused by smoking.

Areas for action include prioritising smoking cessation support to those in vulnerable groups through partnership working across sectors, Public Health commissioned services and Treating Tobacco Dependence programme delivery.

Ensure cross-sector, strategic collaboration around tobacco control, and support the development of a smokefree culture within key organisations.

Areas for action include connecting organisations across the integrated care system to ensure continued prioritisation, advocacy, collaboration, and action and to embed smokefree policies and stop smoking support in key organisations, particularly health and social care systems.

4. Relationship to Joint Strategic Needs Assessment

The priorities of the Smokefree Alliance strategy have been informed by the Joint Strategic Needs Assessment regarding smoking rates in the local population and the identification of groups at greatest risk.

5. Relationship to Joint Health and Wellbeing Strategy

The priorities of the Smokefree Alliance Strategy will support Priority 2 - a good start to life and the overarching themes of environmental sustainability and health inequalities.

6. Implications for future iterations of the Joint Strategic Needs Assessment and/or Joint Health and Wellbeing Strategy

No implications at this point.

Appendices



Smokefree%20Devo
n%20Alliance%20Stra

Background Papers:

The following documents/files were used to compile this report:

[Smoking and tobacco: applying All Our Health - GOV.UK \(www.gov.uk\)](http://www.gov.uk)

[Local Tobacco Control Profiles - Data - OHID \(phe.org.uk\)](http://phe.org.uk)

[TORBAY Joint Strategic Needs Assessment 2022/23 \(southdevonandtorbay.info\)](http://southdevonandtorbay.info)

[Smokefree Devon Alliance Strategy 2018-23 - Smokefree Alliance Devon](#)