

Tobacco update, HWBB

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July 2022

Tobacco update

- Tobacco Alliance
- Stop Smoking Service contract
- E-cigarettes / Vaping
- NHS ICS Pilot
- Khan review

Tobacco Alliance update

- New personnel, capacity, structures and direction

Plan to:

- Refresh the Smoking JSNA
- Informally map current approaches to Tobacco Control among partners and any recent changes, developments or innovation
- Agree shared priorities and agenda in line with local ICP/ICS group and plans with a systematic application of evidence base across the system

Tobacco Alliance

The purpose of the Group is to co-ordinate strategic smoke-free and tobacco control activities across the health and wellbeing system on behalf of the HWBB for individuals, families and communities, with a particular focus on addressing health inequalities:

- a. Target smokers
 - i. in routine & manual roles;
 - ii. with a mental illness
 - iii. of child-bearing age
 - iv. in social housing
- b. Reduce the uptake of smoking among under 35 year olds
- c. Increase the number of quit attempts
- d. Increase the number of successful quits
- e. Support our workforces to be smoke-free and respond and create environments which promote Making Every Contact Count

Stop Smoking Service update

- New Service Manager: Donna Mason
- The service adapted its model of delivery during COVID and feedback from service users has been positive
- Telephone/social media
- Contract extended until March 2024 (+1yr available)
- Exploring the use of e-cigarettes (further slide)
- Review the current modes of delivery as part of a small-scale review (e.g., access/clinics, CO monitoring)

E-Cigarettes/ Vaping

- Exploring *Stop & Swap* provision by Stop Smoking Service
- Promote as a quit aid alternative alongside support from the Stop Smoking Service
- Visibility among young people high: explore interventions in schools (Working closely with Healthy schools to look at this via Healthy Schools programme)
- Continue to work with Trading Standards (geek bars)

NHS ICS pilot: hospital workforce

- NENC ICS approached by the NHSE Nov 21 to be an NHS funded pilot site
- Using employment in the NHS as a vehicle for delivery of intervention, focusing on smoking cessation.... role models, promote health, MECC, brief intervention
- Hospital-site... access to pregnant smokers, a key target group
- NHS as an employer: accessing routine & manual workers in the workplace... encourage & support quits
- NHS waiting well initiative

Khan review

Smoking is the biggest cause of premature death and inequalities

- In 2019, the government set an objective for England to be smokefree by 2030, meaning only 5% of the population would smoke by then
- Without further action, England will miss the smokefree 2030 target by at least 7 years, and the poorest areas in society will not meet it until 2044
- The four key recommendations to come out of the review are:
 - 1. Increased investment**
 - 2. Increase the age of sale**
 - 3. Promote vaping**
 - 4. Improve prevention in the NHS**