

# A smokefree generation

November 2023

# Recent history

- In 2019 announced an ambition to become **Smokefree by 2030** by reducing prevalence to 5% in the adult population.
- In 2022 The Khan Review found that ‘without **further action**, England will miss the smokefree target by at least 7 years, and the poorest areas will not meet it until 2024’.  
NB: This highlighted the need for targeting resources and provision of intensive support for priority groups
- The Khan Review recommendations included
  - vaping promoted to help smokers quit → funding for swap to stop pilots in place 2023/24
  - increasing the age of sale by one year every year

# Government announcements

- Oct 2023 Government proposals – significant positive step
  - Legislation for increasing age of sale & proxy purchases
  - Restricting vape flavours & regulating vape packaging
  - Restricting the sale of disposable vapes
  - All would require new enforcement powers for Local Authorities
  - Additional funding nationally: £70m stop smoking services; £5m this year then £15m thereafter for campaigns; £30m for enforcement agencies and introducing on the spot fines for underage sales of tobacco and vapes
- Consultation open until 6<sup>th</sup> December – consulting on:
  - the smokefree generation policy and its scope
  - several options to tackle youth vaping
  - the proposal to introduce new powers to issue fixed penalty notices re age of sale
- Oct / Nov 2023 Government announcements
  - Increase funding to Stop Smoking Services (5 yr commitment): £236,760 for Stockton-on-Tees (£70m nationally)
  - Tobacco and Vapes Bill announced in King's Speech 7th Nov.

# Next steps

- Preparation of a consultation response by the Smokefree Alliance on behalf of the HWB
  - **HWB asked to consider and approve response**
  - **Individual HWB member organisations asked to respond to consultation to support the proposals**
- Launch the Swap to Stop pilot (Nov 2023) and monitor the impact locally
- Plan the use of additional Stop Smoking monies to have the greatest impact on priority groups where smoking prevalence is higher than in the general population (13%)
  - Pregnant smokers (13%)
  - People with mental health conditions and serious mental illness (40%)
  - People with low income (routine & manual workers) (31.6%)
  - People in treatment for substance misuse: alcohol and non-opiates (87%)
  - People in treatment for substance misuse: opiates (82%)