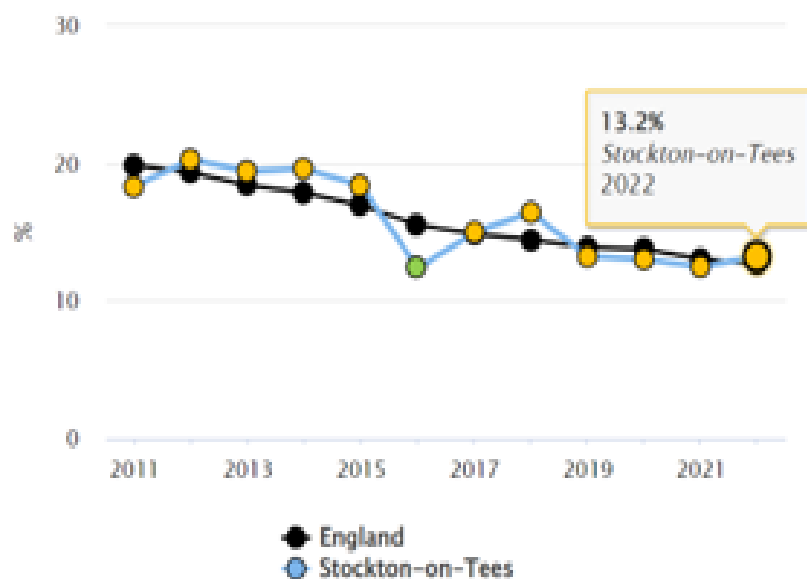


Smoking in Stockton-on-Tees

Mandy MacKinnon, June 2024

Smoking prevalence in Stockton-on-Tees



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 (31.6%)
- People in treatment for substance misuse: alcohol and non-opiates (87%)
- People in treatment for substance misuse: opiates (82%)

Smoking remains the single biggest cause of preventable illness and early death (cancer, CVD, respiratory illness).

Context

- **Smokefree Alliance** partners across the system to tackle smoking. System partner roles include:
 - Maternity: prevent impact on unborn child and child & family
 - Education Improvement: targeting school community and stopping the start
 - Specialist Service: 12yrs+ quit support & NRT
 - Trading Standards: illicit trade & counterfeits
 - Primary care & Social care: morbidities / chronic disease management
 - Fairer Stockton: low-income communities
 - TEWW: people with severe mental ill-health
 - Regional support through FRESH (tobacco control office) (shared good practice, large comms campaigns, upstream policy influencing etc.) and regional tobacco leads network

Priorities include:

Working with communities to identify approaches to supporting a quit

Working with workforce to identify opportunities to encourage a quit e.g. social care, housing

Looking at vaping, particularly in relation to young people

Stop smoking service (SSS), Stockton-on-Tees

Population offer: open to all 12yrs+ (phone and in-person support, primary care or self-referral)

Targeted offer: reaching priority groups e.g. homeless via hostels; people with mental ill health through TEWV

- Approx 1400 people set a quit date each year of whom 40% are successful in quitting (lower than 54% nationally).
- 50% of people engaging with the SSS are from the most deprived communities in Stockton-on-Tees (2020-24)

In addition:

Pharmacies offer brief intervention and advice

Stop smoking support / brief intervention is also part of the local Making Every Contact Count (MECC) approach.

Government funding announced

Additional funding	Purpose	Value & Term (national)	Stockton-on-Tees
New funding for LA stop smoking support	To increase support for people who smoke to quit	£70 million from 2024/25 committed for 5 years	£236k pa
New enforcement funding	Address illicit products, largely through national agencies	£30 million from 2024/25 for 5 years	National provision
New national mass marketing campaigns	To motivate quitting	£15 million from 2024/25 for 5 years	National provision
National financial incentive scheme for pregnant women	To increase quitting in pregnancy and among partners	£30 million from 2023/24 for 2 years	NTHFT year one complete (42.4% maintained quit at 4 wks post-partum compared to 30.1% in 2022/23 without incentive)
Swap to stop scheme	Give LA led bids access to free vapes to support quitting	£45 million from 2023/24 for two years	Began 1st November 2023 214 people have participated in the first 6 months (29.3% of patients)

Stop smoking service support grant 2024/25

- **Engaging people with mental illness:** an outreach team working with TEWV
- **Support to new Mums:** extended post-natal incentive scheme
- **Reduced inequalities in access to NRT:** free nicotine replacement therapy for all service users
- **Expand group work offer:** greater variety of approaches
- **Regional work:** workforce development; evaluation

TOTAL £236,760 (2024/25)

Smokefree Alliance

Current work

- Response from system partners to consultation on Tobacco and Vapes Bill
- Adoption of Health Needs Assessment recommendations for planning future activities
 - ➔ Action plan with measures of success in development

HNA recommendations have led to activities being planned to:

- Reduce inequalities in access to free NRT
- Support new mothers in their smokefree journey
- Mimic the Tobacco Dependency in-hospital offer for Mental Health Services

Next steps

Next update to Board to focus on:

- Action plan resulting from needs assessment
- Use of new grant to further develop offer for and with target groups, addressing inequalities

Board asked to:

- Continue to support the agenda
- Support release of workforce for brief intervention training / embedding in roles