

Title:	Tobacco Control and Smoking Cessation Services
Report to:	Health and Wellbeing Board
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Purpose

This report provides the Board with an update on local arrangements for tobacco control and smoking cessation services.

Why it is important?

Smoking is the single biggest cause of preventable deaths in England. Nationally smoking causes more than 81,400 premature deaths each yearⁱ. The British Medical Journal has described this situation as 'death on an industrial scale'.

Smoking is implicated in the causation of, and survival from almost every disease process. It is the direct cause of many common illnesses, most of which only become apparent after many years of smoking. In England in 2009 smoking was responsible for:

- 35% of all deaths from respiratory diseases
- 29% of all deaths from cancers
- 14% of all deaths from circulatory diseases
- 6% of all deaths from diseases of the digestive system

Local Context

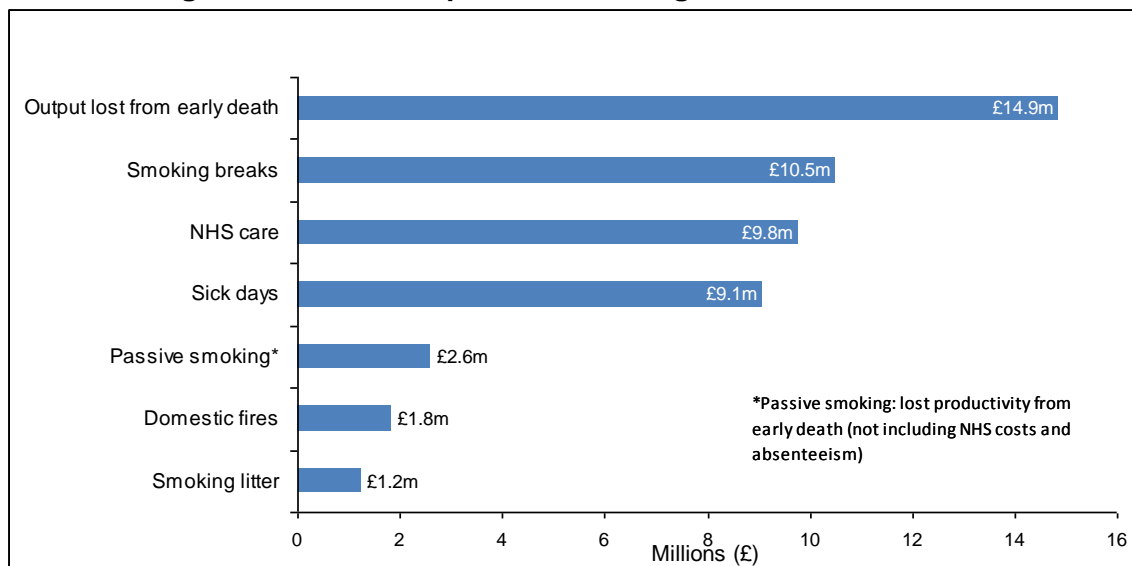
Intelligence from the Joint Strategic Needs Assessment indicates the following for Telford and Wrekin:

- Over a fifth (23.5%) of adults over 18 years (circa 32,000 people) were estimated to be smokers in 2010/11. This estimated smoking prevalence is statistically significantly higher than the England average (20%), but not statistically different from the West Midlands average (19.5%)
- Maternal smoking at time of delivery was 22.7% in 2011/12 (524 with women smoking during pregnancy). This rate is statistically significantly worse than both the average for England (13.2%) and the regional average for West Midlands (15.4%)
- There are an estimated 259 deaths due to smoking-related diseases every year. The smoking attributable mortality rate during 2008-10 was 238 per 100,000 population, which was statistically significantly worse than both the England average (211 per 100,000) and West Midlands average (209 per 100,000)

The national campaigning public health charity ASH (Action on Smoking and Health) has developed an economic modelⁱⁱ that provides estimates of the local economic impact of smoking on smokers, the NHS and the broader community. The model for Telford and Wrekin estimates the annual cost of tobacco products to local smokers is circa £56.6 million, with £43.1 million of that spend going to the exchequer.

The financial impact of smoking on the local community is estimated to be £49.9 million. Figure 1 shows the different elements of the estimated financial impact of smoking on the community in Telford and Wrekin.

Figure 1 Financial Impacts of Smoking in Telford and Wrekin



Tobacco Control and Smoking Cessation in Telford and Wrekin

There are two broad responses proposed to deliver improved tobacco control across Telford and Wrekin:

- The development of a Telford and Wrekin Tobacco Control Commissioning Partnership
- The provision of high quality smoking cessation services

The Tobacco Control Commissioning Partnership is a developing multi-agency partnership, which has proposed the following three areas of operation:

- An intelligence driven multi-agency partnership approach
- Coordination of strategic measures to ensure effective tobacco control across the partnership
- Facilitation of the tobacco control response across the partnership

Historically, the smoking cessation services commissioned by the PCT have produced impressive quit rates year-on-year. However, the uncapped nature of the Payment by Results tariff pilot has presented financial challenges.

From April 2013 local authorities will become responsible for commissioning tobacco control services, including smoking cessation services. Telford and Wrekin Council's procurement team are leading the tendering process for stop smoking services for 2013/14. The tendering process, which will start in March 2013, will award new contracts from 1st August 2013. The three lots are being tendered are outlined in Table 1, the value of the contract for stop smoking services will be circa £600k.

A contingency plan to ensure continued service delivery between March-July 2013 is being developed by the procurement team in the local authority and the public health commissioner for smoking.

Table 1: Stop Smoking Service Tender Outline

Lot number	General Description	Activity levels
1	Stop Smoking services for the general population (core service)	1500 x 4 week quits
2	Stop Smoking services for the general population (out of hours service)	500 x 4 week quits
3	Smoking in pregnancy – Midwifery and community	150 x 4 week quits

Planned next steps

Reducing the number of people who smoke is one of the ten strategy priorities agreed by the Telford and Wrekin Health and Wellbeing Board. The Tobacco Control Commissioning Partnership will manage and oversee the following in 2013/14:

- Further development of the commissioning partnership
- Contract monitoring of stop smoking services
- Development of a Telford and Wrekin Tobacco Control Strategy
- Asset mapping work for the smoking priority as part of the joint health and wellbeing strategy

Stakeholders participating in the local health and wellbeing engagement event held on 30th January identified preventative strategies and plans aimed at stopping young people starting to smoke as a key area for development.

In 2013/14 the Director of Public Health and her team will lead the development of a plan which will specifically target pregnant women who smoke. It is envisaged that a service will be actively developed and delivered within the local healthcare community. An effective partnership between the CCG, Maternity Services, Stop Smoking Services, Children and Family Centres and Community and Voluntary Services will be crucial to improving outcomes and reducing inequalities in this area. The CCG have recognised maternal smoking as a key local issue and have identified reducing the number of women who smoke at delivery as one of their three priorities for 2013/14.

For further information please contact Vicki.pike@nhs.net

ⁱ http://www.ash.org.uk/files/documents/ASH_107.pdf

ⁱⁱ <http://ash.org.uk/localtoolkit>