

TELFORD & WREKIN COUNCIL HEALTH & WELLBEING BOARD

9TH SEPTEMBER 2015

SMOKE FREE AMBITION UPDATE

REPORT OF:

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Stacey Norwood, Public Health Commissioner, Telford & Wrekin Council

LEAD CABINET MEMBER – Cllr Richard Overton

PART A) – SUMMARY REPORT

1. SUMMARY OF MAIN PROPOSALS

- Although smoking has declined, it still remains the single biggest cause of preventable early death and illness nationwide, causing reduced life expectancy, ill health and inequalities resulting in a considerable impact on the public purse.
- Smoking Still Kills, a major new policy advice document for Government, recommends a renewed ambition to accelerate the further decline in smoking, including national action for legislation and regulation.
- The Telford & Wrekin Smoke Free Network is leading our local ambition ensuring, there is a well coordinated, evidence-based partnership approach.
- Although two local NHS Trusts are now totally smoke free, a universally shared, systematic approach to support the implementation of smoke free health and social care premises in Telford & Wrekin and Shropshire is required.
- New local Stop Smoking Services have extended the support offered to smokers. The numbers of smokers seeking support from services continues to decrease both nationally and locally. However, the reach and quality of services still remains significantly higher than nationally and maternal smoking seems to be decreasing.
- Electronic cigarette use has been increasing and recent national research indicates that quitters who combine e-cigarettes with local stop smoking services achieve exceptionally high success rates. Smokers who want to use e-cigarettes to quit smoking need to be fully supported by local stop smoking services. However, there is still uncertainty surrounding the safety of the products and the future cost implications for the Council need to be more clearly understood.

2. RECOMMENDATIONS

It is recommended that the Health & Wellbeing Board formally request:

- The Boards of Shrewsbury and Telford NHS Hospitals Trust and Shropshire Community Health Services NHS Trust review their smoking policies and work

towards becoming totally smoke free as soon as is practicably possible and that delegated authority is given to the Chairman of the Health and Wellbeing Board [[the Vice-Chairman of the Health and Wellbeing Board, [and the Director of Public Health]] to act as signatory/ies to the written request.

- All Local Authority and all NHS-funded organisations across Telford & Wrekin and Shropshire [as listed at paragraph 1.1.3 of this report] sign up to the NHS Tobacco Control Declaration and that delegated authority is given to the Chairman of the Health and Wellbeing Board [, the Vice-Chairman of the Health and Wellbeing Board [and the Director of Public Health]] to act as signatory/ies to the written request.
- Support in principle, subject to public consultation, the development of a local voluntary scheme for smoke free play areas in Telford & Wrekin.

3. IMPACT OF ACTION

- The Telford & Wrekin Smoke Free Ambition aims to further reduce the number of people who smoke, delivering a key priority of the HWBB. Our ambition is in line with the aspirations of the new national policy advisory report Smoking Still Kills.
- Reducing smoking prevalence will improve life expectancy and associated health inequalities and reduce ill health caused by smoking-related diseases, including: cancers, heart disease, dementia, respiratory disease, sight loss and premature birth and infant deaths. This in turn will reduce the burden on the NHS and social services.
- There are also wider impacts and costs of smoking to the local community beyond the NHS social care costs, including: increased sickness absence and lost productivity from smoking breaks at work, smoking-related fire damage and discarded cigarette filter litter. Family spending on tobacco contributes to child poverty and illicit tobacco fuels crime and disrupts community safety.

4. SUMMARY IMPACT ASSESSMENT

COMMUNITY IMPACT	Do these proposals contribute to a specific HWB Priority -	
	Yes	<ul style="list-style-type: none"> ➤ Improving life expectancy and reducing health inequalities ➤ Reducing the number of people who smoke
	Do these proposals contribute to specific Co-Operative Council priority objective(s)?	
	Yes	<ul style="list-style-type: none"> ➤ To improve the health and wellbeing of our communities and address health inequalities ➤ Protect and support our vulnerable children and adults ➤ Put our children and young people first
	Will the proposals impact on specific groups of people?	

	Yes	See equality and diversity section below
TARGET COMPLETION/ DELIVERY DATE		
FINANCIAL/VALUE FOR MONEY IMPACT	Yes	<p>All associated actions with the priorities highlighted below and involving Telford & Wrekin Council will be carried out within existing resources.</p> <p>The Council uses £562k of its Public Health Grant (£10.9m) to fund the smoking cessation contracts.</p> <p>The Government are currently consulting on a reduction to the Public Health grant nationally of £200m. The final figures for all Councils will be announced shortly. It is estimated that the reduction in grant for Telford & Wrekin will be in the region of £774k. A savings plan is currently being developed by reviewing all activities funded through the grant to enable the estimated shortfall to be addressed. The final proposals will need to be agreed by the Council's Cabinet and may include a reduction in spend on smoking cessation activities.</p>
LEGAL ISSUES	Yes	<p>The recommendations made at section 2 of this report comply with the statutory functions of local authorities as set out at section 2B of the National Health Services Act 2006 (as amended) which states that "Each local authority must take such steps as it considers appropriate for improving the health of the people in its area". Further it also supports the work being undertaken by the authority with its Stop Smoking Services referred to in paragraphs 1.3.5 et seq. These services form part of the authority's statutory responsibilities.</p> <p>Regarding other specific details in the report relating to reducing the effects of smoking on younger people, the provisions to ban smoking in private vehicles when a person under the age of 18 years is present in the vehicle is contained in the National Health Service Act 2006 (as amended by the Children and Families Act 2014). The Children and Families Act 2014 also introduces new provisions to address underage and proxy sales of tobacco products (including e-cigarettes). These provisions will be in force from 1st October 2015 and carry possible criminal liability for offenders.</p>

EQUALITY & DIVERSITY	Yes	<p>Smoking is a major cause of health inequalities, accounting nationally for half of the difference in mortality between the richest and poorest in our society. People who smoke are more likely to be from lower socio-economic groups and due to their increased risk of smoking-related diseases have a reduced life expectancy. Smoking is also a key risk factor in foetal growth restriction, low birth weight and sudden infant death syndrome. There is clear evidence that people from our most deprived communities are more likely to smoke. Local JSNA intelligence has helped to inform service provision, with data supporting the stop smoking providers to design and deliver their services. As part of the new smoking cessation services contracts providers are expected to recruit and support smokers from the following specific demographic subgroups:</p> <ul style="list-style-type: none"> ➤ Pregnant women ➤ People from Ethnic Minorities ➤ Unemployed people ➤ People living in deprived areas ➤ Young people under 25 years ➤ People with mental health problems ➤ People who are deaf, hard of hearing, blind or partially sighted <p>In 2014/15 almost 70% of people the Council supported to quit smoking lived in the 40% most deprived areas in the Borough.</p>
IMPACT ON SPECIFIC WARDS	Yes	Ward-level smoking quit rates are included within the new Ward Health Profiles.
PATIENTS & PUBLIC ENGAGEMENT	Yes	<ul style="list-style-type: none"> ➤ Smoking Cessation Services: All quit smoking clients are asked to complete satisfaction forms as they leave the service or at 4 and 12 weeks quit. In 2014/15 90% of users were sent a questionnaire, with a total of 36% return rate. All respondents reported a high level of satisfaction with the service they received. ➤ A Public Consultation is planned to more clearly understand our community views on increasing smoke free places, including totally smoke free NHS premises and play areas. ➤ The review of the Hospital Stop Smoking Service has included evaluation of patient experience and

		views of staff, stakeholders and service users.
OTHER IMPACTS, RISKS & OPPORTUNITIES	Yes	In June 2015 a national announcement was made to cut the Public Health grant by £200m in 2015-16, for Telford & Wrekin this is expected to be £774k.

PART B) – ADDITIONAL INFORMATION

1. INFORMATION

1.1. Introduction

While rates of smoking have progressively declined over the past twenty years, one in five adults still smoke. Smoking is the single biggest cause of preventable early death and illness nationwide, causing reduced life expectancy and health inequalities and considerable impact on the public purse. In Telford & Wrekin:

- The smoking prevalence in adults decreased to 21% in 2013 from 28% in 2001. This equates to circa 9,000 fewer smokers compared to 12 years ago, but an estimated 27,800 adults still smoke.
- Despite the decline, the smoking prevalence amongst adults is still estimated to be higher than the England average, 21% compared to 18.4%.
- Smoking in young people aged 11-15 years old has declined markedly over the past decade falling to 3.6% smoking at least one per week in 2013 from 11% in 2004. However, circa 400 11-15 year olds still regularly smoke.
- Each year there are 260 deaths and over 1,900 hospital admissions related to smoking, both mortality rates and hospital admission rates are significantly higher than the national average and rates continue to rise.

1.2. National Context - Smoking Still Kills

Smoking Still Kills¹, a major new policy document published by the Action on Smoking and Health (ASH) and funded by Cancer Research UK and the British Heart Foundation, advises the future policy direction for the Government and the national tobacco control plan for England. The report proposes a renewed ambition and new targets to accelerate the decline in smoking prevalence more rapidly. The 45 recommendations in the report, outline improvements required across the following areas:

- Strategy and data

¹ <http://www.ash.org.uk/smokingstillkills>

- The tobacco industry and the costs of tobacco control
- Helping smokers quit
- The affordability and sale of tobacco
- Mass media campaigns and social marketing
- Smoke free environments
- Smoking in films and the wider media

Many of the Smoking Still Kills recommendations call for national-level Government action, for example: a new annual levy on tobacco companies (the Tobacco Companies Obligation), tighter control of tobacco smuggling and the illicit trade, licensing schemes for tobacco retailers and wholesalers, regulation of e-cigarettes and consultation on legislative and non-legislative options on smoke free places.

The key recommendations which require local action by the Council and partners necessitate: well coordinated and publicised partnership action underpinned by local intelligence, proactive tackling of the local illicit tobacco trade, provision of high quality stop smoking services and action to increase local smoke free environments.

1.3. Local Context - Telford & Wrekin Smoke Free Ambition

1.3.1. Telford & Wrekin Smoke Free Network

The existing tobacco control partnership group re-launched as the Telford & Wrekin Smoke Free Network in early 2015, to work in a more virtual but interactive way. The network includes more than 20 members across a wide range of organisations, including the Shropshire Fire & Rescue Service, Shrewsbury & Telford Hospitals NHS Trust, Health Watch Telford & Wrekin, Stop Smoking service providers and the Council's Public Protection Team.

Since the transfer of public health responsibilities to the Council, the network approach has engaged a much wider group of partners and colleagues than the previous partnership. There is for example stronger joint working with Council teams such as Children, Family & Cohesion and Leisure Services, Public Protection Team and with local NHS Trusts.

1.3.2. Telford & Wrekin Smoke Free Plan

Key local priorities were discussed at a well attended smoke free ambition workshop held for network partners in February 2015. There was a clear shared ambition to work collectively to work towards a Smoke Free Telford & Wrekin. The network established six key priority themes for the ambition as follows:

- Prevention
- Better use of media and communications
- Helping people to quit through universal messages

- Training and support for public facing services
- Smoke free places
- Tackling illicit and counterfeit tobacco

The smoke free ambition infographic is shown in Appendix I. The smoke free plan has been underpinned by a series of national guidance and best practice documents from NICE and PHE, including Smoking Still Kills recommendations. Colleagues from the network have been working in partnership towards actions on the six priority themes over the past few months.

Key highlights in 2015 include:

- Discussions with Shrewsbury & Telford Hospitals NHS Trust (SaTH) on the development of a new smoking policy
- Service review of the SaTH hospital stop smoking service
- Work with local maternity services on the maternal smoking agenda
- Trading Standards Team leading the ongoing enforcement strategy to disrupt the supply of illegal tobacco and ensuring that legal tobacco retailers are complying with the law.

The priority during the next few months is the development of a smoke free marketing plan, including local promotion and awareness raising of the smoke free cars legislation which comes into effect on 1st October 2015.

1.3.3. Smoke Free Health and Social Care

Action to discourage and denormalise smoking by increasing the number of smoke free environments indoors and outdoors e.g. in prisons, theatres, cars, hospital grounds and parks is a key theme of Smoking Still Kills. A specific recommendation expects universal compliance with NICE guidance on a smoke free NHS and promotion of a smoke free estate, including: primary care, secondary care, maternity services and mental health services. There is an expectation on CCG as commissioners of health services to ensure all secondary care buildings and grounds are smoke-free.

The Council's Public Health Team has been working closely with leads in the local NHS Trusts to understand their policy position, aspiration and challenges for achieving smoke free premises. In summary the local position is:

- Robert Jones and Agnes Hunt NHS Trust are now entirely smoke free, including the grounds.
- South Staffordshire and Shropshire Healthcare NHS Foundation Trust (SSSFT) has had a policy in place to ensure staff and visitors do not smoke anywhere on Trust premises (including enclosed buildings, gardens or general grounds) for a number of years. The Trust has been working in a planned way towards becoming totally smoke free and from

1st October 2015 inpatients will no longer be able to smoke in the grounds. Stop smoking services are in place for both staff and patients to support the policy to work in practice.

- Smoking in the hospital grounds at Shrewsbury and Telford NHS Hospitals (SaTH) Trust premises is still common place and the Trust's policy dates back to 2008. There is however a clear level of aspiration for the Trust to work in partnership towards becoming totally smoke free. A SaTH smoke free strategy group, supported by public health colleagues from Telford & Wrekin and Shropshire Council, is planning a consultation exercise which will underpin the implementation of a new smoke free policy for the Trust.

Working towards the Telford & Wrekin Smoke Free Ambition, to further reduce the number of people who smoke, requires a systematic approach to support the implementation of smoke free health and social care premises. All NHS organisations are being encouraged to commit to their smoke free aspirations by signing up to the NHS Tobacco Control Declaration. Organisational smoke free policies will also contribute to compliance with the Smoke Free Regulations 2006 and the Health & Safety at Work Act ensuring employees, patients, visitors and contractors are not exposed to risk due to smoking, second hand smoke or associated risks of fire. The next steps will be to:

- Define the scope of health and social care premises
- Conduct an audit across health and social care to review existing policies, working with NHS and local authority providers and Shropshire Council
- Develop a gold standard smoke free policy across the local healthcare economy to support providers deliver smoke free premises.
- Hold a period of local consultation to determine the public, patients and staff views on totally smoke free NHS premises.

It is recommended that the Health & Wellbeing Board formally request:

The Boards of Shrewsbury and Telford NHS Hospitals Trust and Shropshire Community Health Services NHS Trust review their smoking policies and work towards becoming totally smoke free by the end of 2016.

All Local Authority and all NHS-funded organisations across Telford & Wrekin and Shropshire sign up to the NHS Tobacco Control Declaration.

1.3.4. Smoke Free Play Areas

The Smoke Free Network colleagues aspire to put in a local voluntary scheme to support smoke free playgrounds and play areas. This would bring about many benefits:

- Decrease the opportunity for children to see adults smoking around them

- Create an environment in which smoking is not seen and potentially motivate smokers to cut down or to quit
- Protect the environment and save money by reducing tobacco-related litter
- Offer further protection from the harmful effects of secondhand smoke
- Reducing children's exposure to smoking and making it less socially acceptable means children are less likely to take up the habit themselves.

A period of consultation with local residents and the workforce will be carried out as a way to understand the support for such a development.

1.3.5. Stop Smoking Services Update

Local Stop Smoking Services have been re-commissioned, with new three year contracts commencing in April 2015. The core service now has additional clinics in a number of community settings, including: most GP practices, eight community pharmacies and workplace settings, for example Wrekin Housing Trust. Future developments will extend provision further to include supported housing providers and also bespoke work with young people on the effects of smoking. The providers will work with the Council as part of the smoke free ambition to deliver local stop smoking messages, in line with national campaigns.

As previously reported, the numbers of smokers seeking support from stop smoking services has been decreasing both nationally and locally. In 2014/15 local services supported smokers in Telford & Wrekin 1,075 to quit (4-week quitters), compared to 1,360 in 2013/14. However, despite the decline in numbers the quality and reach of our local services remains high. Quit rates per head of populations are significantly better than the England average and as successful quitter rates - 59% smokers quit at 4 weeks compared to 51% nationally. (Figures 1 & 2 Appendix II). In terms of staying quit longer term, 632 people were recorded as 12 week quitters in 2014/15, which equates to 40% of smokers setting a date remaining quit after three months.

A review of the Hospital Stop Smoking service in SaTH will be completed by end of September 2015. The review evaluates quality of the service, user satisfaction and value for money.

1.3.6. Smoking in Pregnancy Update

Maternal smoking rates in Telford & Wrekin have been historically high for the last decade. Although the proportion of women still smoking at delivery in 2014/15 remained higher than the national average (21% compared to 11% in England as a whole) the number of women receiving support has progressively increased in the past three years. A total of 120 pregnant women were supported to give up smoking in 2014/15. This was a record number of

pregnant women quitting for the third year running. Local provisional data indicate a promising decline in the overall prevalence maternal smoking at delivery. Key recent local action on maternal smoking includes the following:

- A maternal public health group has been established – one of the priorities of this group is to reduce the number of women smoking at the time of delivery
- Midwives are implementing CO readings at the 28 week home visit – this is providing a further opportunity to: raise the issue of smoking during pregnancy, provide brief advice and signpost to stop smoking services. Referrals and outcomes are being monitored closely.
- 130 midwives and health visitors across Shropshire, Telford and Wrekin attended a public health study day, which included presentations from specialists in maternal obesity, small babies, smoking, perinatal mental health and behavioural change. Midwives have also recently completed a programme of brief advice training for smoking cessation.
- An information sharing agreement is now in place between the Council and SaTH. The outcome will be timely data and an enhanced data set enabling more effective targeting of resources and improved intelligence to inform service and pathway developments.

1.3.7. E-cigarette and Vaping Update

Electronic cigarette use has become prevalent in the UK as in many countries. In the past 15 years e-cigarette use in England amongst smokers and recent ex-smokers has increased from less than 5% in 2011 to over 20% in 2015. A national survey indicates that more than a fifth (22%) of 11 to 15 year olds have used e-cigarettes at least once, and the majority (88%) have heard of them.²

Recent research, funded by PHE, found that e-cigarettes are the most popular form of quitting in England, whilst local stop smoking services provide the most effective support. Nationally in the past year, quitters who have combined e-cigarettes with local stop smoking services have experienced exceptionally high success at quitting. PHE are now advising stop smoking services actively seek their local smokers who want to use e-cigarettes to quit smoking with a view to supporting their quit attempt. The expectation is that local services should accept e-cigarettes as one of the things quitters might choose to include as part of their quit attempt.

Smoking Still Kills makes the following recommendations regarding e-cigarettes:

² Health & Social Care Information Centre <http://www.hscic.gov.uk/catalogue/PUB17879/smok-drin-drug-youn-peop-eng-2014-rep.pdf>

- Regulation for the market for electronic cigarettes and other non-tobacco nicotine-inhaling products to maximise their value to smokers and minimise the risk of uptake by non-smokers
- Ensure that Stop Smoking Services and all health professionals are equipped to provide accurate, high quality information and advice to smokers about the relative risks of nicotine and all nicotine containing products.

PHE advises smokers who want to use e-cigarettes to quit smoking to seek out their local stop smoking services where they can get evidence based behavioural support and pharmacotherapies. In some areas, for example the North East of England, stop smoking providers are being commissioned to provide support for people using e-cigs to stop smoking. However, there is still uncertainty surrounding the safety of these products and the cost implications for the Council need to be understood before local commissioning decisions are made.

2. IMPACT ASSESSMENT – ADDITIONAL INFORMATION

No additional information.

3. PREVIOUS MINUTES

- Health & Wellbeing Board - Living Well Update, 10th December 2014.
- Health & Wellbeing Board - Local Authority Tobacco Control Declaration, 22nd January 2014.
- Health & Wellbeing Board - Priority Update: Reduce the number of people who smoke, 18th September 2013.
- Health & Wellbeing Board - Priority Position Statement: Reduce the number of people who smoke, May 2013.

4. BACKGROUND PAPERS

None



Telford & Wrekin's Smoke Free Ambition

February 2015. All of our partners got together to discuss how we can help Telford & Wrekin to become smoke free. This is what we thought. This is our starting point.

Have your say by emailing public.health@telford.gov.uk



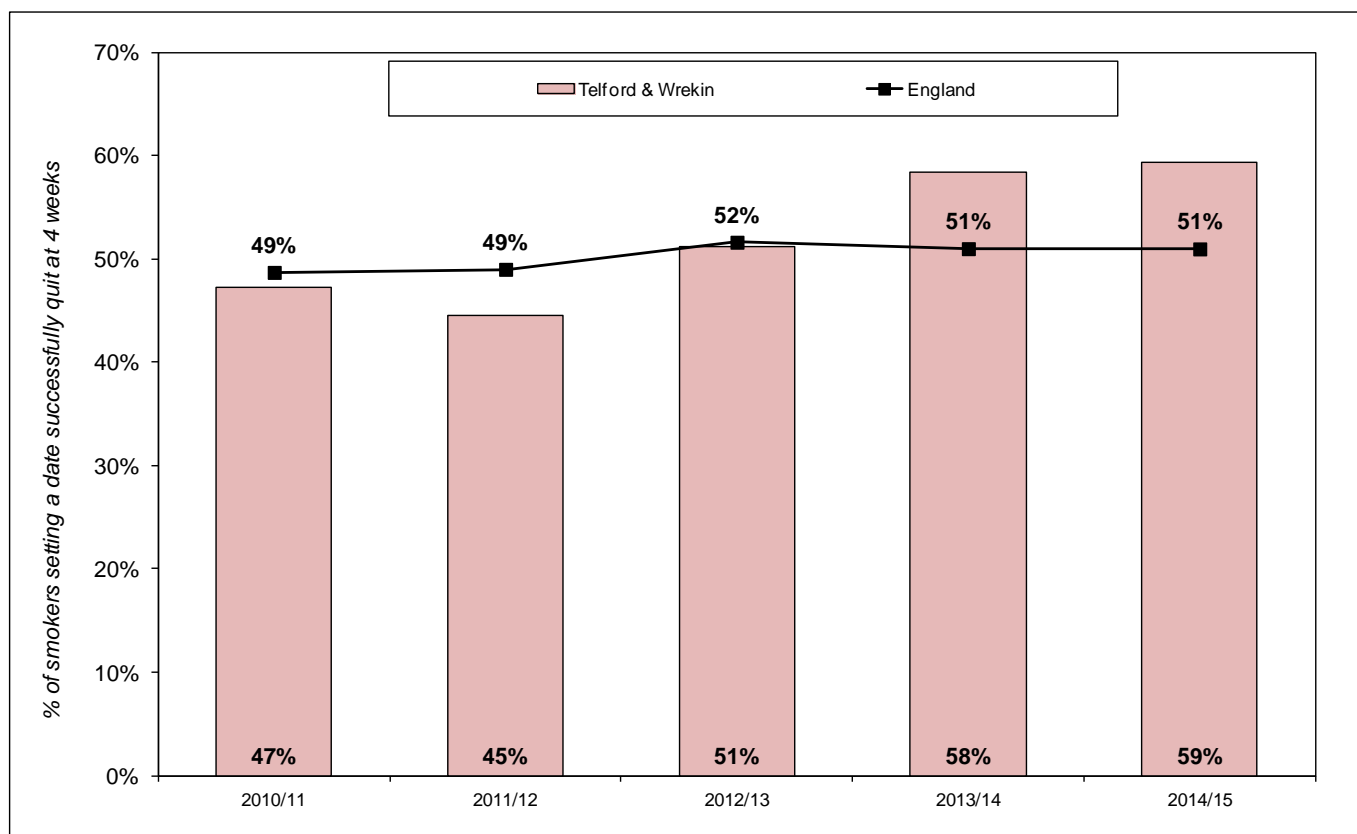
Working in conjunction with:
Healthwatch Telford and Wrekin / Quit 51 / Pharmacy The Heart of our Community / Shropshire Community Health NHS Trust / Shropshire Fire and Rescue Service / Stop4Me / Telford and Wrekin Clinical Commissioning Group / Telford & Wrekin Council's Stop Smoking Service / Telford Crisis Support / The Shrewsbury and Telford Hospital NHS Trust



Figure 1 Trends in Smoking Quitters



Figure 2 Trends in Successful Quit Rates



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