



# smokefree *alliance*

Progress Report 2024 **DEVON**

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## Introduction

Tobacco is the number one cause of preventable mortality, resulting in 64,000 deaths in England each year. Total costs of smoking are over £17 billion – with £14 billion lost to smoking-related loss of earning, unemployment and premature death and £3 billion for NHS and social care costs.

In 2019, the UK Government announced their ambition for the first [Smokefree Generation](#) by 2030 (an adult smoking prevalence of 5% or less) and as such, have made a commitment to provide an additional £70 million per year (for the next five years) to Local Authority Public Health teams, for expansion of Smoking Cessation support and services for their local residents. In addition to this, over the next five years, £15 million per year has been pledged for national smokefree marketing and £30 million per year for enforcement agencies.

This new programme and funding is additional to the national '[Swap-to-Stop](#)' programme (whereby smokers are offered a vape starter kit and behavioural support to help them quit) and financial incentives used for stopping smoking in pregnancy (such as vouchers).

The new UK Labour Government announced their commitment to continue the Smokefree Generation programme. The King's recent speech (July 2024) announced the new Tobacco and Vapes Bill which will:

- Make it an offence to sell tobacco products to those born on or after 1<sup>st</sup> January 2009 – this means that those who are 15 years old or younger in 2024, will never be sold tobacco products legally. This will therefore phase out the sale of tobacco products, but will not stop current legal smokers from purchasing products.
- Make it an offence for those aged 18 or over to purchase tobacco products on behalf of those born on or after 1<sup>st</sup> January 2009.
- Impose new measures for retailers to update the age of sale notices (including warnings) to read: '*It is illegal to sell tobacco products to anyone born on or after 1 January 2009*'.
- Ban single use vapes for environmental and health protection.

[The Smokefree Devon Alliance](#) (SFDA) – a partnership of organisations committed to reducing the prevalence of smoking in Devon and Torbay, will sit at the core of this impactful work. Partnership work takes place across Public Health, the NHS, Trading Standards, Environmental Health, schools, youth settings, fire and police services, housing, community safety and the voluntary sector. To achieve a smokefree Devon, a [five-year strategy](#) (2023-2028) was developed, focusing on three strategic priorities and five key objectives (outlined on page 4). This collaboratively written report details the progress made in the first year of this strategy, on-going pieces of work and uncovers areas for future action. [The Smokefree Devon Alliance data report](#) presents key indicators to assess smoking cessation need and can be used to benchmark against other areas.

# Summary of the Smokefree Devon Alliance Strategy 2023 – 2028

## Vision:

Our vision is to create a ‘Smokefree Generation’ in Devon, where people are protected from the harms caused by tobacco and second-hand smoke.

## Aim:

The aim of this five-year strategy is to significantly improve the health of Devon’s population; reducing the prevalence of smoking and exposure to second-hand smoke, as well as reducing health inequalities and smoking-related illnesses and deaths. Therefore, to achieve our ambition, we are focusing on the following three strategic priorities:

### Priority 1

**Protect children and young people from the harms of tobacco and de-normalise tobacco use to help prevent uptake.**

### Priority 2

**Reduce health inequalities caused by smoking; supporting high quality evidence-based interventions, with a focus on achieving equity and fairness.**

### Priority 3

**Ensure cross-sector, strategic collaboration around tobacco control and support the development of a smoke-free culture within key organisations.**

The Smokefree Devon Alliance set out the following five objectives to work towards, in order to achieve the aims of the strategy by 2028:

## Objective 1

- There is a sustained reduction in smoking prevalence compared to the baseline data, as shown in the indicators below in the following Table 1:

	Most recent figure at time of writing (April 2023)			Indicator Last Updated
	Devon	Torbay	Plymouth	
Smoking Status at Time of Delivery	11.6%	11.5%	11.5%	2021/22
Smoking prevalence in adults with a long-term mental health condition (18+) - current smokers (GPPS)	24.7%	33.3%	28.3%	2020/21
Smoking prevalence in adults in routine and manual occupations (18-64) - current smokers (APS)	23.7%	22.7%	28.6%	2020

Table 1 Baseline indicators: Source Tobacco Control Profiles (OHID, 2023)

## Objective 2

- There is good collaborative working across the Integrated Care System (ICS), which enables a joined-up approach to smoking cessation, consistency and equity in delivery. The Smokefree Devon Alliance, the Integrated Care Board (ICB), Local Maternity and Neo-Natal Services, Public Health, community Stop Smoking services and secondary care, are all connected and participating in discussions in partnership, and reporting structures are in place and working effectively.

## Objective 3

- The Smokefree Devon Alliance has prioritised supporting smoking cessation services to reach and support people with mental health conditions and pregnant women and people to quit each year across Devon and Torbay. This information is regularly collected and monitored, to allow measurement of progress towards this objective and for services to regularly evolve and improve.

#### **Objective 4**

- The sale and supply of illegal tobacco in Devon is disrupted. Activity is measured by the quantity of illegal tobacco products (including vapes) seized by Trading Standards, the number of enforcement measures taken against suppliers and ultimately, by a reduction of complaints, also by the number of 'cease and desist' letters sent to illegal tobacco sellers.

#### **Objective 5**

- Data on smoking and vaping prevalence amongst children and young people in Devon and Torbay is routinely collected, enabling the actions of the Smokefree Devon Alliance to be informed by intelligence.

Finally, there are three guiding principles in place, that will help shape behaviour and decision making, as we work collaboratively to achieve our ambition:

**Principle 1:** This is a shared vision, to which we are all committed.

**Principle 2:** We will: work together, be brave, innovative and utilise the power of collective action and leadership

**Principle 3:** We will draw on the best available evidence, insight, and intelligence. We will share good practice and listen to residents, communities, service users and service providers.

# Progress Towards Priority One

**Priority 1:** Protect children and young people from the harms of tobacco and de-normalise tobacco use to help prevent uptake.

## Relevant Objectives:

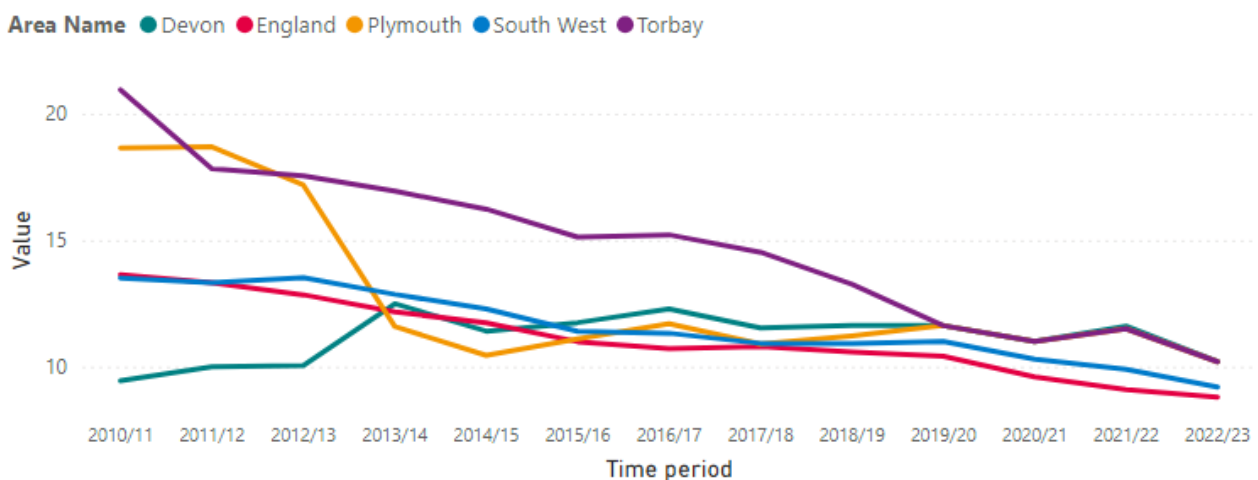
<b>Objective 3:</b>	The Smokefree Devon Alliance has prioritised supporting smoking cessation services to reach and support people with mental health conditions and pregnant women and people to quit each year across Devon and Torbay. This information is regularly collected and monitored, to allow measurement of progress towards this objective and for services to regularly evolve and improve.
<b>Objective 5:</b>	Data on smoking and vaping prevalence amongst children and young people in Devon and Torbay is routinely collected, enabling the actions of the Smokefree Devon Alliance to be informed by intelligence.
<b>Objective 4:</b>	The sale and supply of illegal tobacco in Devon is disrupted. Activity is measured by the quantity of illegal tobacco products (including vapes) seized by Trading Standards, the number of enforcement measures taken against suppliers and ultimately by a reduction of complaints. Also, by the number of 'cease and desist' letters sent to illegal tobacco sellers.

There is a sustained reduction in smoking prevalence compared to the baseline data below:

Smoking At Time of Delivery	Devon	Torbay	Plymouth
<b>2023 figures</b>	11.6%	11.5%	11.5%
<b>England average</b>	8.8%		

Table 2: SATOD Source: Tobacco Control Profiles (OHID, 2023)

## Update on Data Indicators:



Graph 1: Smoking at Time of Delivery  
(Go to [Smokefree Devon Alliance Data Dashboard](#) for more data and information)

## Smoking and Vaping Among Children and Young People

### Smoking

Locally in Devon, the Schools Health and Education Unit (SHEU) is completed every two years by primary and secondary school pupils. The last conducted survey was in 2021. The following Table 2 below shows that 100% of year 6 girls and 99% of year 6 boys reported to have never tried smoking in 2021.

**Primary School pupil smoking prevalence  
Year 6 (ages 10-11):**

	2019		2021	
	Girls	Boys	Girls	Boys
<b>Have never tried smoking</b>	99%	98%	100%	99%

Table 2: Primary School Pupil Smoking Prevalence: Source: SHEU

Table 3 below a slight decrease in smoking prevalence in young people from 2019 to 2021; in 2021 3% of secondary school aged pupils in year 8 had tried smoking, which increased to 9% (boys) and 12% (girls) by year 10. Although table 3 shows that 0% of pupils were smoking regularly by year 8, this rises to 3% for boys and 4% for girls for year 10 respondents. This suggests girls are more likely to both try and currently smoke than boys.

**Secondary School pupil smoking prevalence  
Years 8 and 10 (ages 11-12 and 14-15):**

		Year 8	Year 8	Year 10	Year 10
		2019	2021	2019	2021
<b>Never smoked</b>	<b>Boys</b>	94%	96%	81%	83%
	<b>Girls</b>	97%	95%	75%	75%
<b>Tried smoking</b>	<b>Boys</b>	5%	3%	12%	9%
	<b>Girls</b>	2%	3%	14%	12%
<b>Smoke &amp; don't want to quit</b>	<b>Boys</b>	0%	0%	4%	3%
	<b>Girls</b>	0%	0%	5%	4%

Table 3: Secondary School Pupil Smoking Prevalence: Source: SHEU

### Vaping

Nationally each spring, Action on Smoking and Health (ASH), conduct a Smokefree survey among children and young people in Great Britain (ASH Smokefree GB Youth Survey). Their recent survey highlights how vaping among 11-17-year-olds more than doubled between 2021 (3.2%) and 2022 (6.9%), but has somewhat plateaued in 2024 at 7.2% [ASH \(2024\)](#). Furthermore, 72% reported exposure to vaping-related promotion, most notably from inside shops (55%) and via online platforms (29%).

Locally in Devon, the 2021 SHEU survey found that by year 6, up to 3% of year 6 pupils have tried an e-cigarette. When compared with table 2's smoking data, this suggests year 6 pupils are more likely to try vaping than smoking.

**Primary School pupil vaping  
Year 6 (ages 10-11):**

	2019	2021
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	Girls	Boys	Girls	Boys
<b>Have tried an e-cigarette</b>	3%	3%	1%	3%

Table 4: Primary School Pupil Smoking Prevalence: Source: SHEU

Table 5 below shows that when compared to table 3's smoking figures, pupils in both year 8 and year 10 are more likely to try vaping when compared to smoking and are also more likely to be currently vaping when compared to currently smoking. Furthermore, when comparing against age groups, the number of boys trying and currently vaping more than doubles to 17% between year 8 and year 10, and for girls, the number trying and currently vaping more than triples to 20%. Similarly to smoking, it implies girls are more likely to currently vape when compared to boys.

**Secondary School pupil vaping  
Years 8 and 10 (ages 11-12 and 14-15):**

		Year 8 2019	Year 8 2021	Year 10 2019	Year 10 2021
<b>Never tried vaping</b>	<b>Boys</b>	79%	82%	66%	69%
	<b>Girls</b>	82%	81%	65%	61%
<b>Tried vaping</b>	<b>Boys</b>	8%	8%	20%	17%
	<b>Girls</b>	5%	6%	22%	20%
<b>Vape &amp; don't want to quit</b>	<b>Boys</b>	2%	2%	5%	5%
	<b>Girls</b>	0%	1%	3%	9%

Table 5: Secondary School Pupil Smoking Prevalence: Source: SHEU

Finally, Devon's drug and alcohol service for under 18's - Youth - Substance Misuse, Advice, Recovery, Treatment (Y-SMART), shares how 63% of their service users currently vape.

The decrease in smoking prevalence in young people is likely partly as a result of decreasing smoking prevalence in adults. However, it must also be considered that some of this decrease could be attributed to the increased prevalence of vaping; young people who would have once smoked could now be choosing to vape instead. Although this presents a significant harm reduction benefit for those young people, it is important the Alliance collectively continues to monitor vaping prevalence in young people and work collaboratively to continue to develop approaches which prevents uptake of vaping in this demographic.

### Supporting Young People to Stop Vaping – Stop for Life Devon

Stop for Life Devon are holding a young person's focus groups to discuss the thoughts of young people who currently or have previously vaped. They will be guiding conversation to discuss the reasons behind vaping, sources for supplies and what support plan would appeal to them as young people. Stop for Life Devon plan to use this to inform the development of a young persons' 'Stop Vaping' pathway for those living in the Devon County Council area - this will be led by behavioural change coaches. Insights from the focus group will be fed back to wider teams.

### Vape Education and Prevention – Torbay

Our Torbay Healthy Learning website provides content and resources to support teachers and staff to promote vape prevention within Schools. Content and resources are suitable for use within PHSE lessons and are available to both primary and secondary schools. This information was updated in June 2024 to provide more information about illicit vapes containing synthetic substances and links between child exploitation and vape use.

### Smokefree Playgrounds



In 2023, an arts competition took place in some schools across Torbay, where children were encouraged to design signs that could be placed around playparks in Devon and Torbay to discourage individuals from smoking - "*please don't smoke where we play*". Torbay and Devon Public Health teams, Devon Schools Games Partnership and Healthy Lifestyle services collaborated for this innovative project. The three chosen signs were developed for printing and were placed at parks across Devon and Torbay in areas with a high smoking prevalence and which had a high footfall.

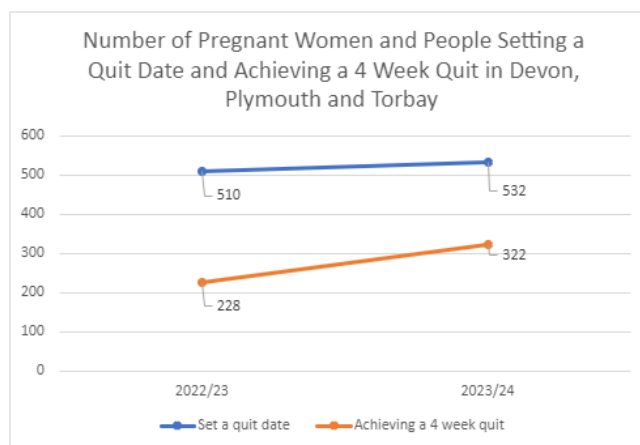


## Treating Tobacco Dependency (TTD) During Pregnancy

The [NHS Long Term Plan](#) set out commitments to provide NHS-funded treating tobacco dependence services to anyone admitted overnight to hospital who smokes, is pregnant (and members of their household) and long-term users of specialist mental health services, by 2023/24.

This pathway is now fully implemented in Devon and Torbay, with the in-house tobacco dependency advisors providing a highly effective service on an opt-out basis. The updates from Devon Alliance members below detail more local information.

Graph two shows a significant increase in the number of pregnant smokers setting and achieving a 4-week quit between 2022-23 and 2023-24. In 2022-23, 510 pregnant smokers set a quit date, of which 44.7% achieved a 4-week quit, whereas in 2023-24 532 set a quit date and 60.5% achieved their 4-week quit. This highlights the significant impact and benefit of implementing in-house TTD maternity services and pathways since its inception 2022-2023.



Graph 2: Pregnant smokers setting and achieving a 4-week quit date \*data does not include UHP **Torbay and South Devon NHS Foundation Trust (TSDFT) TTD Maternity Service**

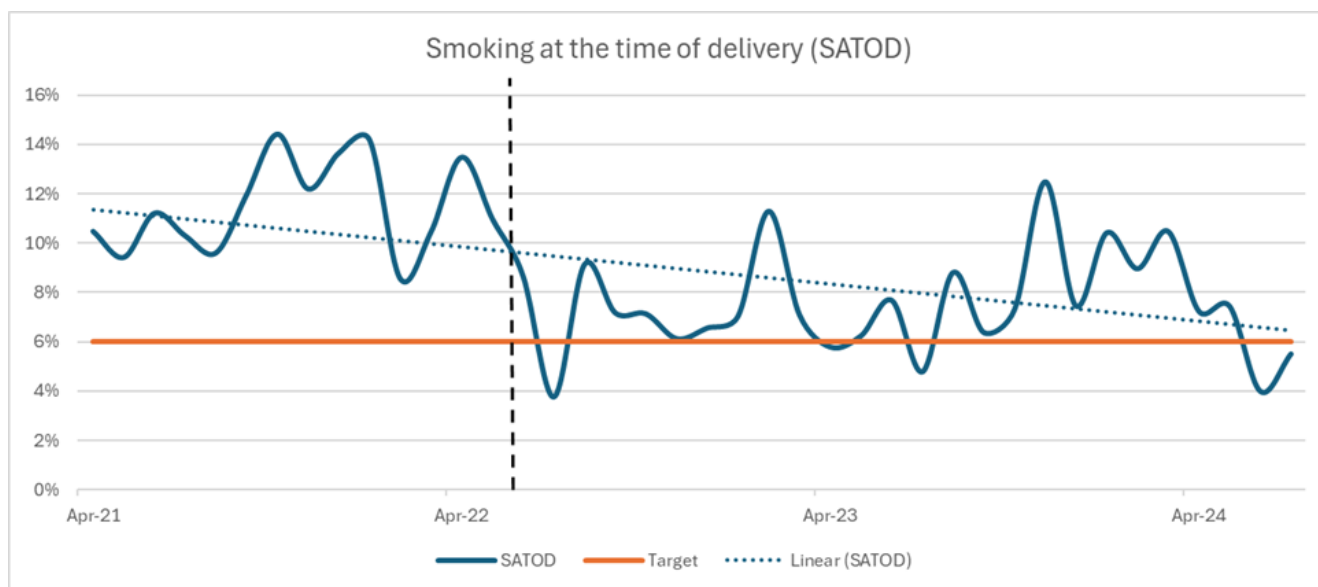
TSDFT has had a fully implemented TTD pathway since June 2022. It delivers a smoke-free pregnancy pathway that: identifies women who smoke as early as possible in pregnancy, assesses tobacco dependence throughout pregnancy, offers opt-out referral to our in-house treating tobacco dependency service and removes barriers to this process. Patients are supported by specialist smoking cessation staff, alongside Nicotine Replacement Therapy (NRT) and vapes to support quit attempts.

We provide training to all maternity staff on an annual basis, ensuring that smoking in pregnancy is met with the same attitude and referral process right across the pregnancy journey. By accomplishing this vision, we will be compliant with the Saving Babies Lives Care Bundle Version 3, element 1 and will hope to achieve the national aim of a Smoking At Time Of Delivery (SATOD) rate of 6% - set by NHS England.

Holistic support is offered to women and their partners if they are also smokers, as we know that those families who continue to smoke in pregnancy are almost always impacted by multiple disadvantages. In the UK, people are six times more likely to smoke if they live in the most deprived boroughs. In 2019, Torbay was ranked as the 48th most deprived local authority out of 317 English Local Authorities by the Index of Multiple Deprivation (IMD). The 2021 Census found that 66% of Paignton households are suffering from deprivation.

Over 90% of smokers accept referral into the pathway at booking. Since 2022, the service has supported 202 pregnant women and people to quit smoking, with 87% verified by expired carbon monoxide reading. The service has also supported 26 partners to quit smoking.

The following graph below shows the SATOD data from April 2021 - June 2024. The solid blue line shows the SATOD over time and the dotted blue line shows the downward trend of SATOD over the last 3 years. The national target for SATOD is to get under 6% and as of June 2024, we are under that figure. The dotted black line shows the implementation of the TTD programme, which suggests a correlation between implementation and the decline in SATOD.



Graph 3: SATOD at TSDFT

### Royal Devon University Healthcare NHS Foundation Trust (RDUH) TTD Maternity Service

Similar to TSDFT, all pregnant women and people accessing maternity services at both our Eastern and Northern sites are now provided with an opt-out referral into the in-house treating tobacco dependence service, where they can access free NRT or vapes to assist their quit attempt. Furthermore, we recently won an Unsung Hero award in the East; reflecting the hard work, commitment and passion the team have displayed.

#### Eastern site:

This change in pathway has seen enormous success, with 474 engaging with the East Maternity TTD service since November 2022. The opt-out referral rate has grown considerably, with 93% of smokers referred to the service and 67% of those set a quit date. We have supported 245 women to be smoke free at 12-weeks and 179 women to be smokefree at birth. In 2023-2024 our smoking at booking rate was 10.6% and SATOD was 5.4%. We have also utilized the Swap-to-Stop initiative to provide free vape kits for partners and household members.

## Maternity Service User Feedback

I haven't touched a cigarette since the afternoon of Saturday the 17th. I'm getting on very well with the vape which arrived on the Saturday morning. I've not used the patches as I haven't needed them. My partner has also switched to using a vape which has made it much easier for us both to quit smoking.

I just wanted to say a massive thank you, I've smoked for nearly 20 years and I've found the switch to using a vape incredibly easy. I've tried vaping in the past and I've never got along with it. The vape you have supplied me with and the brand of juices have been fantastic!!

Thank you so much. I am over the moon and so grateful to you and your team.

The TTD Maternity model was implemented November 2023 and we currently have a 1.0 full time Maternity Smoking Cessation Advisor, who works all over the maternity service and is able to support people virtually or within the hospital or midwifery hubs. All pregnant people who smoke or have recently quit are provided with an opt-out referral to the maternity smoke cessation team and a contact is made - This is made at the first contact with maternity services, which provides an opportunity to enter a quit attempt before their booking appointment.

To date, 75 people have been supported by the team, of which 37 quit dates were set. Our smoking at the time of booking in June 24 was 10.1% and in July 24 was 15.1% which highlights what a changeable demographic this can be. The SATOD in June 24 was 7.1% and July 24 was 9.2%. We introduced the Swap-to-Stop vape provision as an aid to quit in May 2024, and have seen a positive uptake in engagement with the service due to this offer. We have also been able to offer Swap-to-Stop to household contacts since May-24, which not only improves the safety and health of the family, but also increases a quit attempt if the household is supported too.

The team have run Very Brief Advice workshops to Midwives and Obstetricians following facilitator training with BabyClear/IPIP and received very positive feedback from these interactive workshops. The team also presented on one of the mandatory study days, which all midwives and maternity support workers attend. The maternity smoke cessation team were a part of Health Winter Pregnancy drop-in events over Autumn of 2023 with the vaccination and infant feeding teams, and were able to provide information, support, CO breath tests and NRT at these events. We are excited to be working with Public Health Devon to pilot a trial, which will focus on those who currently do not engage and to focus on health inequalities for this cohort. We are also excited to participate in the training for Risk Perception so that this is a service that can be offered across RDUH.

We received feedback from a service user - a mother whose partner engaged in a conversation with the team during a Healthy Winter drop-in event, who went on to quit smoking:

## Maternity Service User Feedback

**“My husband spoke with them whilst I was still in hospital and they were amazing! He hasn’t smoked since baby boy’s birth day”**

### **Holistic Maternity Trial:**

The RDUH maternity teams are currently working with Public Health Devon to implement an exploratory trial, to create a different offer for those who do not engage with the current referral pathway, using Smokefree Generation funding. Understanding people’s contexts and experiences and why they decline support from services is essential to reduce health inequalities. From existing data and insight, we know that women and people who do not stop smoking during pregnancy, and who decline support from stop smoking services are often more vulnerable, with complex and challenging circumstances. Research evidence also supports this, with factors such as: living alone, lower educational attainment, low health literacy and unplanned pregnancy being associated with continuation of smoking during pregnancy.

This trial seeks to support pregnant women and people beyond smoking cessation and offer a broader, more holistic range of support, tailored to the needs and preferences of the individual - taking an approach that is more person-centered and recognises the challenges people may be facing, could encourage engagement and build resilience - enabling someone to make a quit attempt and have greater health and well-being benefits.

The results of this trial will be shared broadly with the Smokefree Devon Alliance to contribute to shared learning in this priority area.

## Local Maternity and Neonatal System (LMNS)

There is a strategic approach to TTD in pregnancy at organisational level, but there is currently no oversight or reporting link of this workstream via the LMNS preprogramme routes.

Monitoring of interventions in the LMNS footprint (all maternity services in Devon, Plymouth and Torbay), is done via the [Saving babies' lives: version 3: A care bundle for reducing perinatal mortality](#):

- Element 1: Reducing smoking in pregnancy  
Reducing smoking in pregnancy by identifying smokers with the assistance of carbon monoxide (CO) testing and ensuring in-house treatment from a trained tobacco dependence adviser is offered to all pregnant women who smoke, using an opt-out referral process.

The creation of this report has therefore unveiled the following **point for action**:

- Review the LMNS pre-programme routes to understand if a better reporting link is required between the LMNS and the Smokefree Devon Alliance, in order to help further our objectives.

## Smokefree Homes

### Torbay:

Our Health Visiting service has undertaken a benchmarking exercise against the OHID Maternity/Health Visitor SLI guidance (published 2022). In response, additional CO monitors have been supplied to Health Visitors to improve identification of exposure to CO in the home and encourage people into smoking cessation support where applicable.

### Devon:

Conversations are currently underway to inject funding into the Public Health Nursing service in Devon, to carry out a similar exercise as recently completed in Torbay and to develop an action plan as a result of the benchmarking exercise to increase the number of households with children being smokefree.

# Progress Towards Priority Two

## Priority 2:

Reduce health inequalities caused by smoking, by supporting high quality evidence-based interventions, with a focus on achieving equity and fairness.

### Relevant Objectives:

<b>Objective 3:</b>	<b>The Smokefree Devon Alliance has prioritised supporting smoking cessation services to reach and support people with mental health conditions and pregnant women and people to quit each year across Devon and Torbay. This information is regularly collected and monitored, to allow measurement of progress towards this objective and for services to regularly evolve and improve.</b>
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There is a sustained reduction in smoking prevalence compared to the baseline data below:

2023 figures	Devon	Torbay	Plymouth
<b>Smoking prevalence in adults with a long-term mental health condition (18+) - current smokers (GPPS)</b>	24.7%	33.3%	28.3%
<b>Smoking prevalence in adults in routine and manual occupations (18-64) - current smokers (APS)</b>	23.7%	22.7%	28.6%

Tobacco Control Profiles (OHID, 2023)

### Update on Data Indicators:

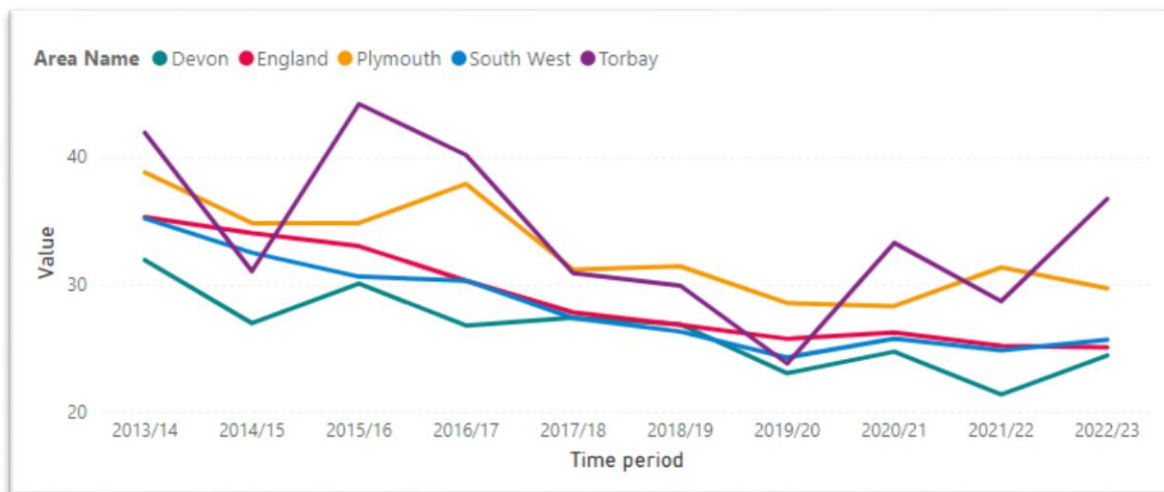
#### Smoking Prevalence and Mental Health

The smoking prevalence among those with a mental health condition (including anxiety, depression or schizophrenia) remain higher than the general population. The association between smoking rates and mental health conditions have shown to become stronger in relation to the severity of the mental health condition (e.g. bipolar disorder) – for example psychiatric in-patients are more likely to smoke compared to all other mental health conditions ([ASH, 2019](#)).

[ASH \(2019\) report](#) that more than 40% of smokers in the UK have a serious mental health condition. Moreover, those with poor mental health are more likely to live in socio-economic deprivation ([PHE, 2020](#)). Smoking also exacerbates early mortality in those with a mental health condition; smokers with a mental health condition die 10-20 years earlier than smokers without mental health conditions ([NHS, 2024](#)). Consequently, the [NHS Long Term Plan](#) commits to offering NHS-funded tobacco treatment services to all inpatients, including mental health and high-risk outpatients.

The following graph 3 below shares the smoking prevalence of adults with a long-term mental health condition in Devon, Plymouth and Torbay - there is a downward trend for Devon figures, which remain below the South-West (25.7%) and England average (25.1%). There is also a downward trend for Plymouth, though this remains above the South-West and England average at

29.7%. Similarly, the prevalence in Torbay is also above the South-West and England average, and remains the highest in the county at 36.7%.



Graph 3: Smoking prevalence of adults with a long-term mental health condition: Source: Devon Alliance Smokefree Data Report

Furthermore, the following graph 4 below indicates the local areas with highest smoking prevalence in adults with a long-term mental health condition (above the England average) to be: Torbay, Torrridge, Exeter, Torrridge, North Devon and Plymouth.

**Point for action unveiled:** This insight will inform future pieces of targeted work.

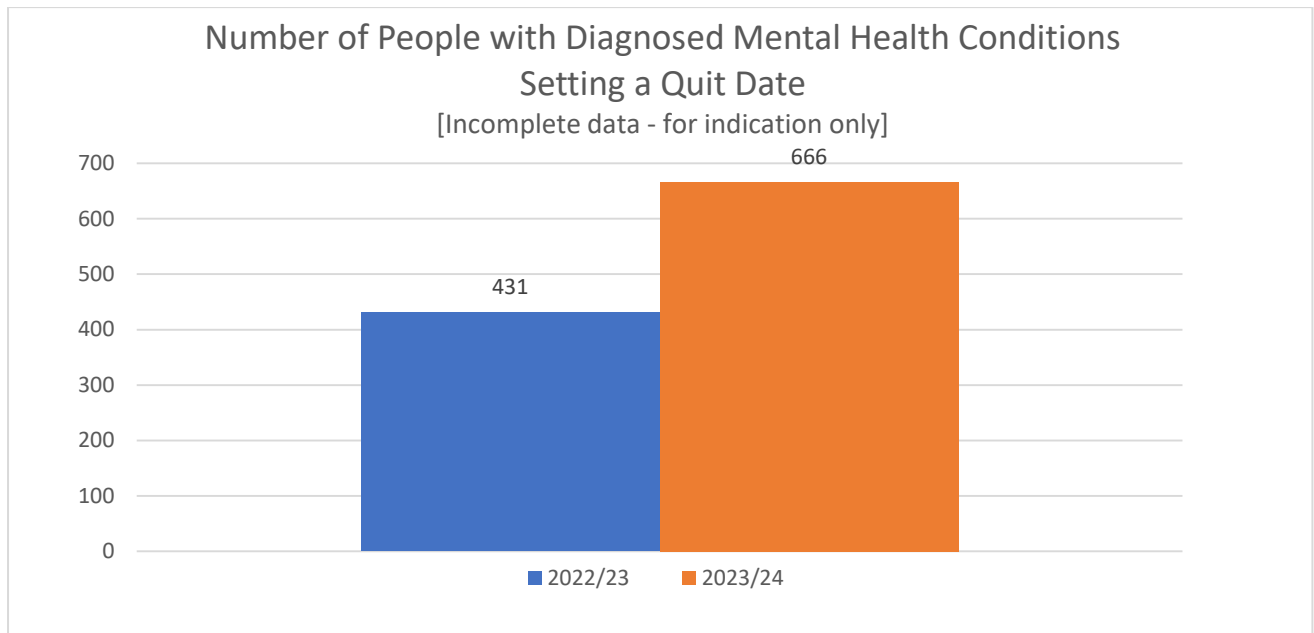


Graph 4: Local areas with the highest smoking prevalence in adults with a long-term mental health condition. Source: Devon Alliance Smokefree Data Report

### How many people with diagnosed mental health conditions are being supported by local stop smoking services?

As a result of objective three, partners in the system agreed to start collecting data on the number of people with mental health conditions being supported to stop smoking. This is still in development

and so the data below is not an accurate representation, but is presented here to show the increase in people with a diagnosed mental health condition accessing tobacco dependence services increasing from 2022/23 to 2023/24.



**Point for action unveiled:** More work needs to be done to ensure this information is routinely collected by services, including the number of people with mental health conditions who successfully quit at four weeks.

## Update From Smokefree Devon Alliance Members:

### Devon Partnership Trust (DPT)

DPT went smoke free in 2018, including the introduction of a vape as an additional option to NRT, which was supported by a Smoke Free Policy. Recognising the challenges faced in meeting this policy and supporting our in-patient population in the best possible way, the policy was updated in October 2023.

Alongside our Smoke Free Policy has also been work on Treating Tobacco Dependence (TTD). The Treating Tobacco Dependence funding which came down as part of the NHS Long Term Plan is now fully implemented. New admissions are screened for smoking status as part of their medication reconciliation and sign-posted to treatment options, including: behavioural support, NRT, vapes and support on discharge.

As part of co-production on this work, we identified the vape offering was not meeting the needs of people using it; we have been working on procuring an alternative to vapes, as a way to further and better support people to make the switch from tobacco. We are also piloting vapes under the national 'Swap-to-Stop' scheme, as another means to give people in our care access to a vape.

### Together Devon - Substance Misuse Service

Together Devon - Drug and Alcohol Service provides support, advice, and signposting for service users around the smoking of tobacco or vaping. We have made links with Stop for Life (Devon Smoking Cessation Service) and we are about to launch the Swap-to-Stop scheme with our client



group. The Together premises are smoke-free, as supported by organisational policy. Furthermore, to reduce risks associated with intravenous drug use, the Together service encourages the use of smoking substances that are normally taken intravenously; however, we do not encourage the use of tobacco.

The following table 6 below shows data over the last 12 months on the tobacco usage of the treatment population and whether they reduce tobacco use or achieve abstinence.

OtherDrug	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Apr-24	May-24
Other Drug - Abstinence Achieved	86.2%	86.2%	87.5%	87.5%	85.3%	82.4%	83.3%	81.8%	78.1%	75.0%	78.4%	74.4%	75.0%
Other Drug - Use Reduced	3.4%	6.9%	6.3%	6.3%	8.8%	11.8%	11.1%	12.1%	15.6%	19.4%	18.9%	20.5%	17.5%
<b>Total</b>	<b>89.7%</b>	<b>93.1%</b>	<b>93.8%</b>	<b>93.8%</b>	<b>94.1%</b>	<b>94.1%</b>	<b>94.4%</b>	<b>93.9%</b>	<b>93.8%</b>	<b>94.4%</b>	<b>97.3%</b>	<b>94.9%</b>	<b>92.5%</b>
<b>Tobacco</b>													
Tobacco - Abstinence Achieved	42.9%	43.3%	41.8%	43.6%	44.8%	48.8%	48.3%	47.1%	46.8%	48.0%	50.0%	50.9%	50.3%
Tobacco - Use Reduced	4.2%	5.5%	6.2%	6.1%	6.3%	6.0%	4.6%	4.7%	4.6%	4.6%	4.3%	5.0%	3.8%
<b>Total</b>	<b>47.0%</b>	<b>48.8%</b>	<b>48.0%</b>	<b>49.7%</b>	<b>51.1%</b>	<b>54.8%</b>	<b>52.9%</b>	<b>51.7%</b>	<b>51.4%</b>	<b>52.6%</b>	<b>54.3%</b>	<b>55.9%</b>	<b>54.1%</b>

## Stop for Life Devon (SFLD) – Specialist Stop Smoking Service Update

SFLD has achieved 763 quits this year so far, with a 75% quit rate - the majority of referrals fall into our priority groups.

Our coaches are trained with a trauma informed approach to coaching, behavioural science training, motivational interviewing training, regular vape awareness refresher training, suicide awareness training, mental health awareness training, training in specific areas depending on pathways, such as training around having health focused conversations with cancer patients and oral hygiene training.

Additional funding has been allocated to growing the team, with additional coaching hours and a Swap-to-Stop co-ordinator as part of the Smokefree Generation funding. There is also an additional focus on marketing and community engagement to drive referrals. Our community engagement lead is based within our communities' hot spots - building relationships throughout the week with services and the public directly to increase service and brand awareness.

SFLD works closely with existing teams attending Devon-wide events alongside vaccination teams, mental health teams and PCN's to add value to community input. SFLD has also developed a new rapid access pathway to support cancer patients with a 7-day assess and prescribe period for newly diagnosed cancer patients, to improve efficacy of treatment and recovery.

### **Drug and Alcohol Services:**

We have good relationships with drug and alcohol services e.g. Together and Y-SMART, to ensure teams are aware of clear referral pathways. We provide referral resources e.g. leaflet, posters, flyers when needed. We have also discussed the possibility of some drug and alcohol awareness training to upskill the team.

### **Training:**

SFLD are holding three training sessions to community providers, centred around very brief advice training, as well as vape awareness sessions. Two of these sessions have already been delivered to DPT Champions Network and another to the vaccination teams. A third has been scheduled with the Fern Centre cancer support worker teams. A fourth online specific vape awareness session has

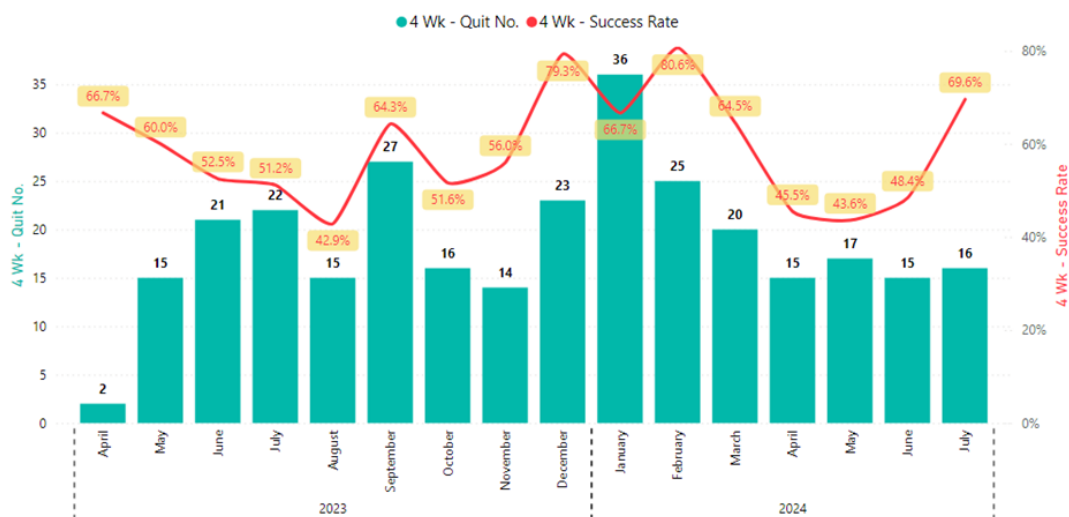
been circulated with our current training dates to GPs, pharmacies and community and voluntary services.

**Swap to Stop:**

SFLD has moved to a new provider – EVAPO, which offers 12-weeks of vape codes, as opposed to 4-week codes. We have our swap to stop coordinator in place which means that any organisation can sign up to provide free vape vouchers to clients, even if the individuals do not want to access structured behavioural support from SFLD. We will be working closely with external providers to co-ordinate codes with clients and monitor outcomes. We will also be embedding the free vape offer in our community events.

**Your Health Torbay – Specialist Stop Smoking Service Update**

Since the service commenced in April 2023, the service has received 1000 referrals, with 833 people attending an initial appointment and 696 setting a quit date. At the time of reporting, the number of people who have successfully achieved a 4-week quit is 299. 216 were reported to have not quit and the remainder are awaiting outcomes.



Graph 4: Your Health Torbay Quit Rates

The service has been commissioned to focus on supporting several priority groups where smoking rates are highest and who experience disproportionate impacts. This includes those working in routine and manual occupations, those with a mental health condition and those living in areas of deprivation. Referral data shows that 79.5% of referrals are from the 40% most deprived communities in Torbay. The highest proportion of referrals have been for those long-term unemployed or have been unable to return to work as a result of sickness or disability.

**Swap to Stop and access to Nicotine Replacement therapy:**

Vapes are now available as a quit aid as part of the Swap-to-Stop Scheme through the service. In addition, the service is moving to direct supply of NRT in Autumn 2024 to improve the speed of access to quit aids for clients.

The service is currently working with GP practices to do case finding to drive referrals into the service, as well as offering brief advice training to the voluntary and community services to aid quality conversations around smoking cessation and referrals to service providers.



# Progress Towards Priority Three

## **Priority 3: Ensure cross-sector, strategic collaboration around tobacco control and support the development of a smoke-free culture within key organisations**

### Relevant Objectives:

<b>Objective 2:</b>	There is good collaborative working across the Integrated Care System (ICS), which enables a joined-up approach to smoking cessation, consistency and equity in delivery. The Smoke-free Devon Alliance, the Integrated Care Board (ICB), Local Maternity and Neo-Natal Services, Public Health, community Stop Smoking services and secondary care, are all connected and participating in discussions in partnership, and reporting structures are in place and working effectively.
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### Update From Smokefree Devon Alliance Members and Workstreams:

#### E-cigarettes, Vapes and Swap-to-Stop:

The national Swap to Stop programme, co-ordinated by the Office for Health Improvement and Disparities (OHID), offers the opportunity to provide free vape starter packs to people looking to stop smoking, either through the standard treatment programme, or through a 'light-touch' approach. This has required significant collaboration, working towards parity of offer across Devon and attempting to maximise the opportunities. Free vapes are now available in all specialist services and light touch offers are available in both Devon and Plymouth - Devon are looking to expand this programme over the next six months and hope to work with large organisations to promote this offer across the county.

Alongside this programme of work, it has been important to keep up to date with the latest evidence around vapes, including around their safety and their effectiveness, which has been regularly shared with the Devon Alliance members.

#### Treating Tobacco Dependence (TTD) for Acute Inpatients and the Smokefree NHS Steering Group:

In addition to the aforementioned maternity and mental health pathways, all Devon acute trusts now have an inpatient TTD pathway, with tobacco dependence advisors available to support people on admission with access to pharmacotherapy, support to quit or abstain from tobacco use and onward referral to specialist stop smoking services on discharge. However, the TTD funding does not provide enough capacity to ensure all inpatients who smoke have access to these services and the Devon-wide steering group have come across broader barriers to successful implementation of the full TTD programme ambition. This has consequently led to the TTD Steering Group morphing into a more general "Smokefree NHS Steering Group" in August 2024, supported by the Smokefree Devon Alliance and chaired by Devon ICB.

#### Creation of the Smokefree NHS Steering Group:

The purpose of this evolved group is to provide a monthly forum for NHS Trust organisations (Devon Partnership NHS Trust; Livewell Southwest; Royal Devon University Healthcare; University

Hospitals Plymouth; Torbay and South Devon NHS Foundation Trust), along with other stakeholders (including: Public Health leads; Stop Smoking Service leads and ICB) across Devon, Plymouth and Torbay, to work collaboratively on developing a Smokefree NHS across the county, which supports the TTD programme and goes further to embed positive smokefree culture within the trusts.

### Smokefree NHS Steering Group: CLear Workshop:

In August 2024, the Smokefree NHS Steering Group conducted a light touch CLear workshop (an evidence-based approach to tobacco control that every local authority and tobacco control alliance can use), to help the group to develop clear actions and objectives which will meet the needs of the trusts, supporting key areas of development identified through this process. The same [CLear improvement model](#) was used as in 2021, to enable comparison demonstrate progress made to date. CLear represents three key focus areas of the model:

- **Challenge:** existing tobacco control services, based on evidence of the most effective tobacco control methods, as outlined in NICE Guidance and 'Towards a smoke-free generation: tobacco control plan for England'
- **Leadership:** for comprehensive action on tobacco control
- **Results:** demonstrated by the outcomes you have achieved, measured against national and local priorities.

The [summary report of the CLear workshop](#) identified collective areas of strength since the previous 2021 workshop, such as implementation of maternity and acute TTD pathways, removal of designated smoking zones and that all staff who deliver smoking cessation behavioural support, are trained by the National Centre for Smoking Cessation and Training (NCSCCT). It also identified collective improvements across communications, system, training and treatment. For example: establishing high level leadership, having increased focus and collaboration around smokefree communications, creation of Trust Smokefree Steering Groups and training all frontline staff in Very Brief Advice for smoking cessation as part of mandatory training. As a result, clear objectives and actions will be discussed and agreed by the Smokefree NHS Steering Group, ensuring continual improvement and success.

### NHS Targeted Lung Health Checks Programme:

The [NHS Targeted Lung Health Check](#) programme is a pilot screening programme that aims to detect lung cancer early. It invites current or previous smokers aged 55-74 years for a lung health check, which firstly consists of a telephone call, where the health professional carries out a brief assessment (based on health and lifestyle) and determines the participant's risk of lung cancer. If the person is assessed as high risk, they are invited for a lung health check and low dose chest CT scan, or referred to their local GP. This program is a referral pathway into local smoking services and has resulted in significant increases in demand for these services.

The programme, which will be available all across England by 2029, is currently taking place in Plymouth and links to the local One You Plymouth smoking cessation service. The programme is expanding to conduct lung health checks in Torbay and South Devon from October 2024 and as such, will also link with Your Health Torbay and Stop for Life Devon smoking cessation services. Furthermore, it will further expand in the future to also include East Devon (to be Devon-wide).

## Update on Public Health Smokefree Generation Programme Plans

### Context:

In October 2023, the UK Government announced new plans to reduce rates of smoking. In addition to proposed changes in legislation around the legal age of sale of tobacco, Local Authorities have been granted additional funding to reduce rates of smoking. Funding has been allocated for 2024/25 based on a rolling average of smoking prevalence figures. The funding is committed until 2029.

### **ICB Wide Capacity:**

Devon, Plymouth and Torbay have used some of the Smokefree Generation funding to appoint a new 1.0 full time Advanced Public Health Practitioner, who will focus on coordinating smokefree strategy and policy Devon-wide. The post will work with all NHS Trusts across Devon to ensure smoking cessation is a priority and will help to develop partnerships with organisations that work across all three areas; improving clarity of referral pathways and encouraging referral activity.

### **Devon County Council:**

The Smokefree Generation programme plan for Devon County Council is broadly made up of the following activities:

- Increasing our contract with Stop for Life Devon to:
  - Support more people to stop smoking
  - Enable partner organisations to provide free vape starter kits to their staff/service users
  - Increase training around smoking cessation and vapes
- Improving relationships with GP practices and pharmacies to increase stop smoking activity and carry out quality improvement
- Working with the Public Health Nursing service to introduce tobacco activity inc.:
  - Smokefree homes recommendation implementation (as per Alliance action plan)
  - Direct stop smoking support
- Insight development with key priority groups
- Working with RDUH to explore opportunities for:
  - Holistic maternity pathway for those who don't engage with current Treating Tobacco Dependence (TTD) offer
  - Direct delivery of tobacco dependence treatment to **outpatients** by trust-employed practitioners
  - Brief interventions and swap to stop in the Emergency Department
- Contributing to a South-West regional asset to support comms and marketing
- Exploring how to better support those with Serious Mental Illness to stop smoking
- Place-based working
  - Exploring a small grants programme for VCSE organisations to support priority groups with quit attempts
- Considering activities for vulnerable young people, including children in care, care experienced or those in Pupil Referral Units

## Torbay Council:

### *Service capacity building:*

The short-term priority for the Smokefree Generation funding has been to enhance the specialist stop-smoking service's capacity to support more clients. This capacity will ensure a responsive offer of support to those referred from the NHS Lung Health Check program and create new capacity to improve the reach of the service to the priority groups - those living in areas of deprivation, those living with mental health conditions and those working in routine and manual occupations. The additional capacity will also drive forward the development of a smoking cessation offer within Growth in Action - Torbay's Multiple Complex Needs Alliance.

The funding will also increase training capacity to support local organisations to deliver smoking cessation advice and insight development work to identify how services can be improved to support more people in the future. The needs and behaviours of those working in routine and manual occupations within coastal communities can be different when compared to rural or urban areas. Therefore, specific insight work is being developed to improve the understanding of smoking behaviours of those working in routine and manual occupations in Torbay, as well as understanding what types of support would be most helpful to inform longer term service development.

### *System building and innovation:*

We are also currently working to test and develop new initiatives to promote smoking cessation for those who would not routinely engage with specialist stop smoking services. This includes exploring how we can improve access to digital support and providing funding opportunities to incentivise smoking cessation support within community and voluntary sector organisations.

## Summary

This collaboratively written report highlights the excellent progress made in the first year of this strategy, such as:

- Treating Tobacco Dependence pathway fully implemented in Devon and Torbay, which has resulted in an increase in the number of pregnant smokers achieving a 4-week quit.
- Creation of the Smokefree NHS Steering Group, with representatives from every trust, which is planning to collaboratively drive energy into improving the conditions in which the TTD programme operates
- Resources and support for vaping education and prevention in young people
- Implementation of Swap-to-Stop scheme in Devon, Plymouth and Torbay
- Increased capacity at community smoking cessation services (advisors and appointments)
- Expansion of NHS Targeted Lung Health Checks across Devon, Plymouth and Torbay, in partnership with local stop smoking services
- Appointment of Advanced Public Health Practitioner, who will coordinate smokefree strategy and policy Devon-wide.

It has also uncovered areas for future action for the second year and beyond, including:

- Supporting and implementing smokefree policy across all Devon trusts
- Ensuring strategic join up across key organisations and partnerships continues, to further progress towards strategic priorities
- Monitoring vaping prevalence in young people and working collaboratively to prevent uptake
- Developing partnerships with organisations that work across Devon, Plymouth and Torbay - to encourage referral activity into community smoking cessation services.

- Targeted work for priority groups, such as adults with mental health conditions
- Targeted work in areas with high smoking prevalence, such as Torbay, Torridge and Exeter

The members of the Smokefree Devon Alliance look forward to continuing their impactful smokefree work and expanding its membership in its second year.

**With thanks to the following organisations for their contributions to this report:**

<b>Organisation</b>	<b>Description of organisation</b>
<b>Public Health Devon</b>	Local Authority Public Health Team
<b>Public Health Torbay</b>	Local Authority Public Health Team
<b>Torbay and South Devon NHS Trust</b>	Acute Trust
<b>Royal Devon and Exeter NHS Trust</b>	Acute Trust
<b>Devon Partnership Trust</b>	Mental Health Trust
<b>Together Devon</b>	Drug and Alcohol Service
<b>Stop for Life Devon</b>	Devon’s healthy lifestyle service commissioned by Public Health Devon
<b>Your Health Torbay</b>	Torbay’s healthy lifestyle service, commissioned by Public Health Torbay

**Useful Links:**

- [Smokefree Devon Alliance Data Dashboard](#)
- [Stopping the start: our new plan to create a smokefree generation - GOV.UK \(www.gov.uk\)](#)
- [The King's Speech 2024 - GOV.UK \(www.gov.uk\)](#)
- [About the Smokefree Devon Alliance - Smokefree Alliance Devon](#)
- [Use of Vapes Amongst Young People in Great Britain - ASH 2024](#)
- [ASH Factsheet on Smoking and Mental Health \(2019\)](#)
- [Health matters: smoking and mental health - GOV.UK \(www.gov.uk\)](#)
- [Stopping smoking for your mental health - NHS \(www.nhs.uk\)](#)
- [NHS Long Term Plan](#)
- [CLear local tobacco control assessment - GOV.UK \(www.gov.uk\)](#)
- [Targeted Lung Health Checks - Peninsula Cancer Alliance](#)