

Title: Smokefree Devon Alliance Strategy (2023-28) – year 1 progress report

Wards Affected: All wards

To: Health & Wellbeing Board **On:** 26th September 2024

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1. Purpose

To present the Smokefree Devon Alliance Strategy 2023-28 - year 1 progress report.

2. Recommendation

This report is provided for information. Members are asked to note the highlights of the progress report presented.

3. Supporting Information

Smoking in Torbay - adults

Smoking remains the leading cause of illness and premature mortality in the UK. Additionally, smoking is one of the largest contributors to health inequalities with some of the highest incidence rates and harm concentrated to disadvantaged groups.

In Torbay, prevalence of adult smokers (18+) was 18.4% in 2022/23 (most recent data available). This is the first time rates in Torbay have been significantly higher than England since 2014. Rates had been declining significantly since 2014 but have risen over the last 2 years. Smoking at time of delivery is similar to the England value, smoking in manual and routine occupations and smoking attributable hospital admissions are all similar to the England values.

Smoking and vaping – young people

Nationally, the proportion of 15-year-olds who are regular smokers is 3.3% and who occasionally smoke is 5.5% (sample 2021 data). Both are the lowest rates since the survey began in 2004. The same survey indicates that 10% of 15-year-olds are regular e-cigarette users (often referred to as vapes). 61% of 15-year-olds reported never having used a vape.

Stopping the start: Smokefree Generation

In October 2024, the Conservative Government announced plans to reduce rates of smoking and create the first smokefree generation. The plans proposed to bring forward legislation to increase the legal age of sale for tobacco products and announced additional investment to increase smoking cessation support. The Tobacco and Vapes Bill was announced in the Kings Speech in August 2024, and we await further details as to what the legislation will cover. Additional investment to Local Authorities to increase smoking cessation support commenced in April 2024 and has been committed for 5 years.

4. Main report

Smokefree Devon Alliance

The Devon Smokefree Alliance is a partnership across Public Health teams, the NHS, Trading Standards, Environmental Health, children's centres, schools, youth settings, fire services, police, housing, Community Safety Partnerships, and the voluntary sector. The Alliance is committed to reducing the prevalence of smoking in Devon and is a member of the Smokefree Action Coalition. The Alliance strategy and plans are based on the national Tobacco Control Plan for England and are informed by local need through the Joint Strategic Needs Assessments.

Progress report

A summary of progress made under the three priority areas of the strategy is provided below. The full report is attached as an appendix.

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

- Torbay's Maternity Treating Tobacco Dependence pathway has supported 202 pregnant people to stop smoking since June 2022 with 90% of smokers accepting referral to the pathway at time of booking.
- Invested in additional Carbon Monoxide Monitors for use within the Heath Visiting Service to improve the identification of household carbon monoxide exposure and refer smokers to support where appropriate.
- Arts competition held across schools in Torbay for pupils to design signs to discourage people from smoking where children play. The winning designs have been printed and placed at parks across Devon and Torbay.
- New information and guidance provided to schools to prevent young people from taking up vapes and support the management of vapes in schools.

Priority 2 - Reduce health inequalities caused by smoking.

- Prioritisation of groups with higher levels of smoking within our specialist stop smoking service (Your Health Torbay). Since April 2023, 79.5% of referrals into the service were from the 40% most deprived deciles in Torbay. The highest proportion were for those who have been long-term unemployed, or who have been unable to return to work as a result of sickness or disability.

- Establishing pathways to ensure cessation support is offered to those attending NHS targeted lung health checks due to launch in Torbay from October 2024.
- Use of Smokefree Generation investment to build capacity and understanding of how we can improve cessation support for smokers with long-term mental health conditions, working in routine and manual occupations and with multiple complex needs.

Priority 3 - Ensure cross-sector, strategic collaboration around tobacco control, and support the development of a smokefree culture within key organisations.

- Collaborative work between Devon and Cornwall Police, Children's Services, Education, Public Health and Trading Standards on prevention of vaping amongst young people.
- Creation of Smokefree NHS Steering Group to support the Treating Tobacco Dependence programme and embed smokefree culture within NHS Trusts.
- Completion of tobacco control assessment (CLear) to benchmark progress since 2021 and inform priorities for the Smokefree NHS Steering Group.

5. Relationship to Joint Strategic Needs Assessment

The priorities of the Smokefree Alliance strategy have been informed by the Joint Strategic Needs Assessment regarding smoking rates in the local population and the identification of groups at greatest risk.

6. Relationship to Joint Health and Wellbeing Strategy

The priorities of the Smokefree Alliance Strategy will support Priority 2 - a good start to life and the overarching theme of health inequalities.

7. Implications for future iterations of the Joint Strategic Needs Assessment and/or Joint Health and Wellbeing Strategy

No implications at this point.

Appendices



Smokefree Devon
Alliance Progress Rep

Background Papers:

The following documents/files were used to compile this report:

[Joint Strategic Needs Assessment \(JSNA\) and Ward Profiles 2024/25](#)

[Smoking Profile | Fingertips | Department of Health and Social Care \(phe.org.uk\)](#)

[Stopping the start: our new plan to create a smokefree generation - GOV.UK \(www.gov.uk\)](#)

[Smokefree Devon Alliance Strategy 2023-28 - Smokefree Alliance Devon](#)