

Report of Amanda Healy, Director of Public Health, Durham County Council

Councillor Lucy Hovvels, Cabinet Portfolio Holder for Adults and Health Services

Electoral division(s) affected:

Countywide

Purpose of the Report

- 1 To update the Health and Wellbeing Board on developments in Tobacco Control for the financial year 2018/19.

Executive summary

- 2 Smoking prevalence has reduced to 14.3% in County Durham which is, for the first time, below the England average. This means there are just over 60,000 smokers remaining in County Durham many of whom live in the more deprived areas of the County and who will experience adverse effects of continued smoking.
- 3 Partners across the Tobacco Control Alliance network continue to focus their effort on tobacco with excellent results through the year on illicit tobacco, high profile campaigns such as Quit-16 and Stoptober and supporting smokers to quit.
- 4 Tobacco Control Plans for 2019/20 include undertaking a Challenge, Leadership, Results (CLear) self-assessment, recommissioning stop smoking support, Smokefree NHS Trust status for County Durham and Darlington Foundation Trust (CDDFT), working towards smokefree homes, continuing powerful advertising and lobbying through Fresh as well as undertaking a pilot with Vape Shops to support people to quit smoking.

Recommendations

- 5 Members of the Health and Wellbeing Board are recommended to:
- (a) Note the contents of the report;
 - (b) Maintain Health and Wellbeing Board support for Tobacco Control;
 - (c) Ensure organisational representation at the Tobacco Control Alliance;
 - (d) Ensure organisational support and implementation of communications campaigns led by Fresh;
 - (e) Support the CleaR self-assessment and the implementation of any recommendations which may result.

Background

- 6 Smoking remains the single largest cause of preventable deaths and one of the largest causes of health inequalities in England. Despite reductions in prevalence, there are still approximately 7.3 million adult smokers and more than 200 people a day die from smoking related illness, which could have been prevented.
- 7 Smoking prevalence across all target groups has dropped. This is a huge achievement, but these headline numbers disguise the fact that smoking and its associated harms continue to fall hardest on some of the poorest and most vulnerable people in our society. The difference in life expectancy between the poorest and the richest can be as much as nine years. Smoking accounts for approximately half of this difference. This is an injustice which must be addressed.
- 8 As well as dying prematurely, smokers also suffer many years in poor health. Many of the conditions caused by smoking are chronic illnesses which can be debilitating for the sufferer and make it difficult to carry out day to day tasks and engage with society and the economy. Smokers proportionately are less likely to be in work.

Partners engaged in the County Durham Tobacco Control Alliance have an ambition to reduce smoking prevalence in the County to 5% or less by 2030. This ambition is driven by a vision to achieve a tobacco-free generation:

“The tobacco-free generation is a vision well worth striving for – that a child born now in any part of County Durham will reach adulthood breathing smokefree air, being free from tobacco addiction and living in a community where to smoke is unusual. We owe it to our children to

make this happen” (Adapted with kind permission from ASH Scotland - 2013)

9 To achieve this ambition, the Tobacco Control Alliance has an eight-point action plan which is monitored on a quarterly basis and refreshed annually:

- Developing infrastructure, skills and capacity at local level and influencing national action;
- Reducing exposure to second hand smoke;
- Helping smokers to quit;
- Media communications and social marketing;
- Reducing the availability of tobacco products and reducing supply of tobacco;
- Reducing the promotion of tobacco;
- Tobacco Regulation; and
- Research, Monitoring and evaluation.

Local Tobacco Control Profile

10 Smoking prevalence in County Durham is 15% which is lower than the regional prevalence and is similar to the rest of England. Whilst prevalence is decreasing there remain approximately 63,000 people in County Durham who continue to smoke.

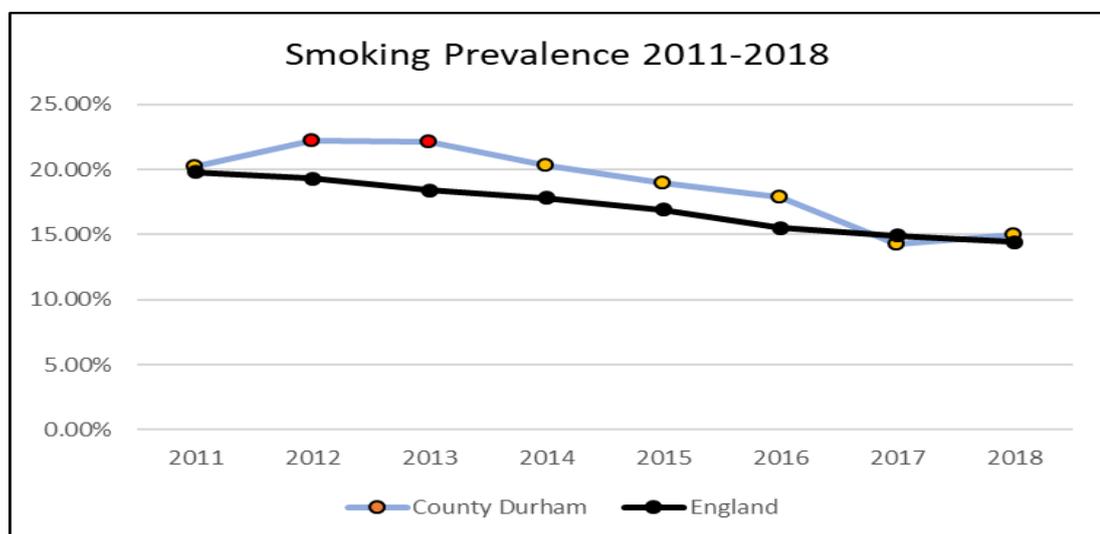


Figure 1: Smoking Prevalence County Durham v England 2011-2018

11 Deaths from smoking attributable conditions including heart disease, stroke, lung cancer and chronic obstructive pulmonary disease (COPD) remain statistically worse than England with over 13,000 years of life lost in County Durham alone. In 2017/18 there were over 6,500 smoking attributable hospital admissions for County Durham residents.

- 12 According to the 2018 Tobacco Control Profile, County Durham remains above average for the number of people setting a quit date, quitting at 4 weeks and Carbon Monoxide (CO) monitoring validated quits.

Cost of smoking

- 13 Action on Smoking and Health (ASH) estimate the costs to County Durham due to smoking at £121.9m per year. This is made up of costs to the NHS (largely borne by primary care and ambulatory services), the local economy (through lost productivity and absenteeism at work), social care, fire and rescue and littering.
- 14 Smokers in County Durham are estimated to spend £157.5m per year on tobacco products contributing to approximately 1 in 3 households with a smoker falling below the poverty line. If the money spent on tobacco was put back into the household, almost 7,000 households in County Durham would be elevated out of poverty.

2018/19 Highlights

Fresh

- 15 In 2018 Fresh have been instrumental in developing campaigns to support the Tobacco Control agenda in County Durham. The “Quit 16” campaign used the real-life stories of Maggie and Tony who shared their personal account of being diagnosed with a smoking-related cancer. The campaign featured on TV adverts and was amplified through partners support with displaying posters and distributing the images via social media. The campaign ran throughout October 2018.
- 16 A second wave of 'Quit16' launched in early March 2019 was on air for 4 weeks. The campaign generated thousands of social media responses and coverage went global, including Mail Online.



Maggie Bratton's life was turned upside down when she was diagnosed with mouth cancer at just 45. She had to have surgery to remove her palate



- 17 Fresh supported County Durham in the local delivery of the national Stoptober campaign which ran through September and October 2018 with interviews and quitter case studies. As quit attempts got underway in October, there was ongoing media coverage and a series of boosted

Facebook posts, encouraging quits attempts. Our Specialist Stop Smoking Service reported an increase in people contacting the service throughout this time.



- 18 Fresh supported the Public Health England (PHE) New Year health harms campaign with PR activity which gained coverage on both ITV Tyne Tees and BBC Look North. At the same time, they ran a social media campaign around vaping with videos of North East GP Dr Chris Tasker and Ailsa Rutter giving advice to smokers.
- 19 The 'Keep it out' campaign <https://keep-it-out.co.uk/> around illicit tobacco ran for three weeks in November 2018 advertising on radio, digital, social media, PR and materials to local teams. This campaign generated significant levels of intelligence and provided to relevant local Trading Standards.

Smokefree Life County Durham

- 20 In 2018/19 the Stop Smoking Service engaged with 6,314 people which is 10.5% of the current smoking population. Of those people, 61% (3,855) went on to set a quit date with 2,313 people being successfully quit at 4 weeks – almost 90% of these quits were CO validated.
- 21 Smokefree Life County Durham provide training and infrastructure for organisations who provide support to people to stop smoking. Recently, a school nurse, Mary, has been praised for supporting young people to stop smoking. The school nursing team offer clinics in schools supporting young people who wish to stop smoking and offering them advice on the risks associated with smoking. As well as advice and support, the team also provides the young people with vouchers for nicotine replacement therapies – including patches and mouth spray.

Enforcement

- 22 Durham County Council's Trading Standards department continues to prioritise tackling illicit tobacco and have had significant success over the 2018/19 period which was detailed in a report to Durham County Council's Cabinet on 3rd April 2019.
- 23 As a result of intelligence led targeted operations in 2018/2019, trading standards in County Durham seized a total of:
- 24,400 cigarettes
 - 129.24 kg of Hand Rolling Tobacco
- 24 Locally, we received 120 intelligence reports via the anonymous reporting "Keep It Out" hotline during 2018/2019, 50 of these were following the refresh of the campaign in November 2018.

NHS Smokefree

- 25 Building on the innovative work undertaken by Tees, Esk and Wear Valley (TEWV) NHS Foundation Trust in achieving Smokefree status; County Durham and Darlington NHS Foundation Trust has identified 1 October 2019 as their target for becoming a Smokefree NHS Trust. The Tobacco Dependency Policy has been developed to ensure that everyone who is identified as a smoker will be offered Nicotine Replacement Therapy on admission and throughout the duration of their hospital stay.

Stop Smoking Support in Primary Care

- 26 During 2018/19 the Clinical Commissioning Groups have established a Stop Smoking Support in Primary Care Task and Finish Group. As a result:
- A CCG Strategic Clinical Lead has been identified for tobacco control;
 - Stop Smoking Champions have been identified in GPs surgeries and will promote and advise on good practice with other practices;
 - Exploration of automated referrals into stop smoking services from clinical systems has begun;
 - Dispelling of myths surrounding e-cigarettes with health care staff;
 - Training of all staff in Very Brief Advice;
 - Support for regional Fresh campaigns within GP surgeries in conjunction with the Cancer Champions based in each practice
 - A feedback loop from the specialist stop smoking service to primary care in relation to successful quits is being developed.

Plans for 2019/20

- 27 The Tobacco Control Alliance will be repeating the CLear Self-Assessment. CLear is an improvement tool which enables a comprehensive review of local action to tackle tobacco against the latest evidence-based practice. The CLear process will identify areas of strength and weakness of our approach to tobacco control and will form the basis for improvement plans. It covers three areas:
 - (a) **Challenging services** – local innovation and learning
 - (b) **Leadership** – local vision, planning and commissioning and partnerships
 - (c) **Results** – local outcomes and local priorities
- 28 The Alliance will be progressing work on Smokefree homes linking with housing providers to take forward the Action on Smoking and Health (ASH) recommendations around Smokefree Homes.
- 29 CDDFT will be launching their smokefree Trust status on 1 October 2019 which will ensure all smokers are identified on admission, treated for their tobacco dependency while they are in hospital and referred to local stop smoking services on discharge.
- 30 Durham County Council will be reviewing their No Smoking Policy in the year to support employees to stop smoking. There will also be an alignment with Making Every Contact Count (MECC) to ensure there are tobacco specific messages in key settings.
- 31 As Vaping emerges as the leading choice to quit smoking, we will be piloting a vape shops project to examine how independent vape shops can support people to quit smoking. The stop smoking service and trading standards will provide training to the shops. The pilot will be evaluated. We will also be undertaking work to better understand the vaping population.
- 32 The contract for Solutions 4 Health provision of the Specialist Stop Smoking Service finishes on 31 March 2020. The options for potential re-procurement are currently being considered.
- 33 Reducing tobacco dependency in pregnancy remains a key priority for Tobacco Control. Partners within the Alliance will continue to support the work Local Maternity Services (LMS) to achieve the national target reductions for smoking in pregnancy to 6% or less by 2022.
- 34 Fresh will continue to advocate policy changes for tobacco control as well as implementing powerful communication campaigns designed to motivate people to quit smoking.

Conclusion

- 35 Members of the Health and Wellbeing Board are recommended to note the recommendations in the report and the developments that have taken place to address tobacco control during 2018-19.

Background papers

- None

Other useful documents

- EHCP Annual Enforcement Plan

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Appendix 1: Implications

Legal Implications

None

Finance

None

Consultation

None

Equality and Diversity / Public Sector Equality Duty

Resources are focused on groups of people, such as routine and manual workers, Gypsy Roma Travellers, people with mental ill-health, pregnant women and people who live in the more deprived areas of County Durham who are more likely to smoke.

Human Rights

No adverse implications

Crime and Disorder

A continued focus on illicit tobacco will have a positive impact on crime and disorder in local communities.

Staffing

No adverse implications

Accommodation

None

Risk

None

Procurement

None