

Health and Wellbeing Board

18 March 2025

**Making Smoking History in
County Durham**



Report of Michael Laing, Corporate Director of Adult and Health Services, DCC, and

Amanda Healy, Director of Public Health, DCC

Electoral division(s) affected:

Countywide

Purpose of the Report

- 1 The purpose of the report is to inform the Health and Wellbeing Board (HWB) of the forthcoming presentation on Making Smoking History in County Durham.

Executive Summary

- 2 Making Smoking History is a priority for the Health and Wellbeing Board, to reduce smoking rates and improve health and wellbeing in County Durham.
- 3 The Tobacco Control Alliance provides strategic co-ordination and leadership for the tobacco agenda across County Durham. It is also responsible for the engagement, consultation and involvement of people who use smoking cessation services to support the work of the Health and Wellbeing Board.
- 4 The presentation will be introduced by Rachel Osbaldeston, Public Health Strategic Manager and Catherine Laing, Public Health Advanced Practitioner. There will be an update on the data, the evidence base, the Tobacco and Vapes Bill, progress and challenges to date, and next steps, including insight and local voices.
- 5 The presentation will conclude with the next steps for the year ahead and a facilitated discussion on how the board can support the work.

Recommendations

6 The HWB is recommended to:

- (a) Endorse the County Durham Tobacco Control Priorities for 2025;
- (b) Support a system wide approach to meet the ambition of a smoke free generation;
- (c) Utilise the influence of the HWB to advocate for the prompt implementation and effective enforcement of the Bill across County Durham.

Background

- 7 Making Smoking History is a priority for the Health and Wellbeing Board. The Joint Local Health and Wellbeing Strategy (JLHWS) outlines the priorities for improvement:
 - All partners using an evidence-based approach to reducing smoking prevalence in County Durham;
 - Motivating and supporting smokers to stop and stay stopped including the use of vapes as a swap to stop approach;
 - Reducing the demand and supply of illegal tobacco products, increasing price and addressing the supply of tobacco to children.
- 8 Differences we can expect to see in these areas across the life of the JLHWS (2028):
 - Reduction in the number of people smoking to 5% by 2030;
 - Reduction in the number of hospital admission episodes for diseases related to smoking;
 - Continued reduction of smoking related deaths;
 - Reduction in the proportion of mothers smoking at time of delivery;
 - Significant move towards:
 - Being smoke free;
 - Age of sale increase;
 - Fairer access to stop smoking services to help those who need them, to use them;
 - A better understanding of youth vaping trends;
 - To review ways to impose stronger enforcement and regulations to limit the sale of e-cigarettes to underaged children pending the outcome of the national consultation on youth vaping.
- 9 This priority is driven by the ambition to achieve a tobacco-free generation and requires 28,342 fewer smokers in County Durham by 2030.
- 10 The Tobacco Control Alliance (TCA) provides strategic co-ordination and leadership for the tobacco agenda across County Durham and is accountable for the delivery of the Tobacco Control Action Plan.

Presentation Overview

- 11 The presentation will be introduced by Rachel Osbaldeston, Public Health Strategic Manager and Catherine Laing, Public Health Advanced Practitioner. There will be an update on the data, the evidence base, the Tobacco and Vapes Bill, progress and challenges to date and next steps, including insight and local voices.
- 12 The presentation will conclude with what are the steps for the year ahead including asking board members the following questions:
 - How can we work together more effectively to bring services closer to those who need them most?
 - What specific opportunities exist to address tobacco control through engaging service users and local residents in shaping solutions?
 - How can we align our efforts to maximise the impact of the Tobacco and Vapes Bill across County Durham?
 - What actions can we take as a system to ensure the momentum of the tobacco agenda continues into next year?

Conclusion

- 13 Work to reduce smoking prevalence and address tobacco dependency in County Durham is ongoing and remains a key priority. Significant progress has been made but challenges remain. The presentation highlights the collective impact of our actions so far and sets the foundation for continued focus in the year ahead.

Author

Catherine Laing, Public Health Advanced Practitioner

Appendix 1: Implications

Legal Implications

None.

Finance

None.

Consultation and Engagement

The consultation and engagement with local individuals, families and communities is a core principle for supporting any new system-wide developments, recommended by the County Durham Approach to Wellbeing. The use of co-production is a fundamental aim in developing any new pathways, or services for smoking cessation support and is encouraged throughout the work of the TCA.

Equality and Diversity / Public Sector Equality Duty

Equality and Diversity are at the heart of our vision and core values. We understand the wider benefits of improving everyone's quality of life and recognise that inequality continues to affect different people and communities in different ways. We are committed to creating and sustaining a modern and supportive offer for smoking cessation and tackling the inequalities, prejudice and discrimination affecting the diverse communities which we serve.

Climate Change

None identified.

Human Rights

No adverse implications.

Crime and Disorder

None identified.

Staffing

None identified.

Accommodation

None identified.

Risk

None identified.

Procurement

None.