

# Making Smoking History

18 March 2025



Better for everyone

# Welcome and Introduction

- Progress on "making smoking history"
- Insights from the youth vaping survey
- Updates on new legislation and initiatives



# Making Smoking History

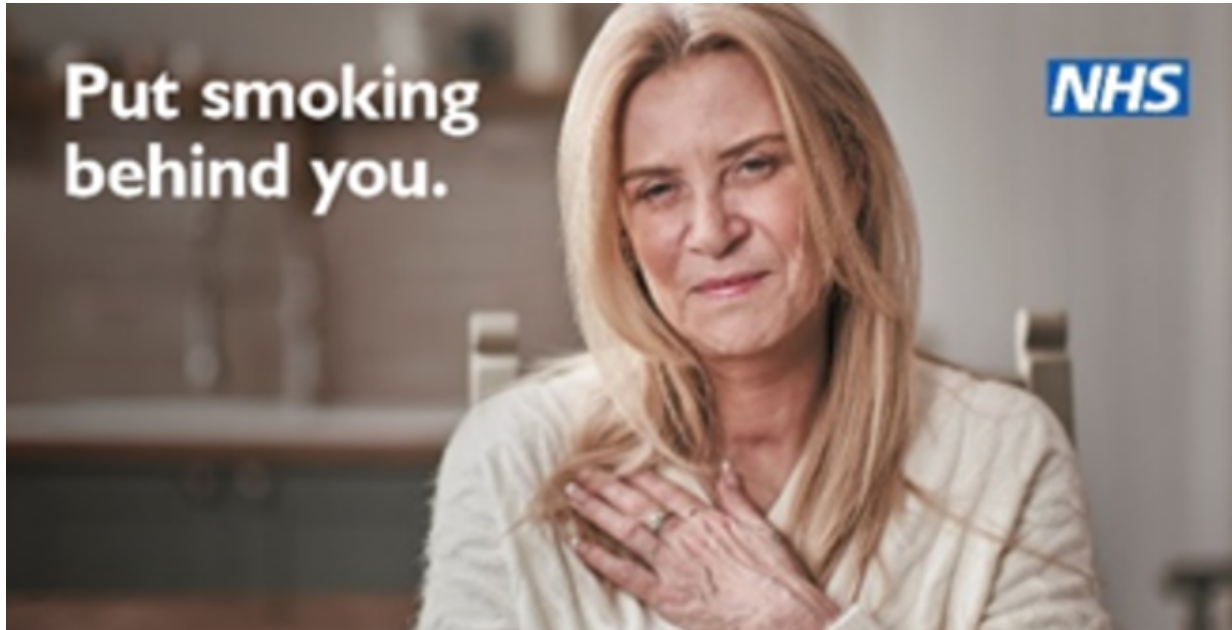
- Largest cause of preventable deaths and one of the largest causes of health inequalities in England
- Despite the fall in rates County Durham just above the England average
- Wider determinants of health affect smoking rates
- Smoking in pregnancy rates remain high- equity analysis to understand more and to identify inequalities across the county

# The Tobacco Control Alliance

- The Tobacco Control Alliance is a multi-disciplinary meeting made up of partners from different agencies, including FRESH, who come together to work to reduce the rate of smoking in County Durham
- Has an ambition to reduce smoking prevalence in the county to 5% or less by 2030
- Has a seven-point action plan which is monitored on a quarterly basis and refreshed annually



# Smoking Survivor Testimonial: A Personal Story



# Smoking Prevalence, Progress Update, and New Initiatives

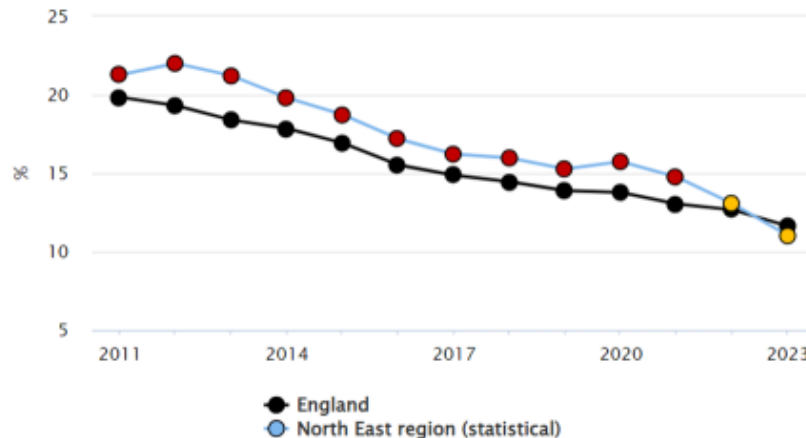
## The North East:

- In 2023, **11.0%** smoking prevalence, compared to the 11.6% England average
- Down from **13.1%** prevalence in 2022

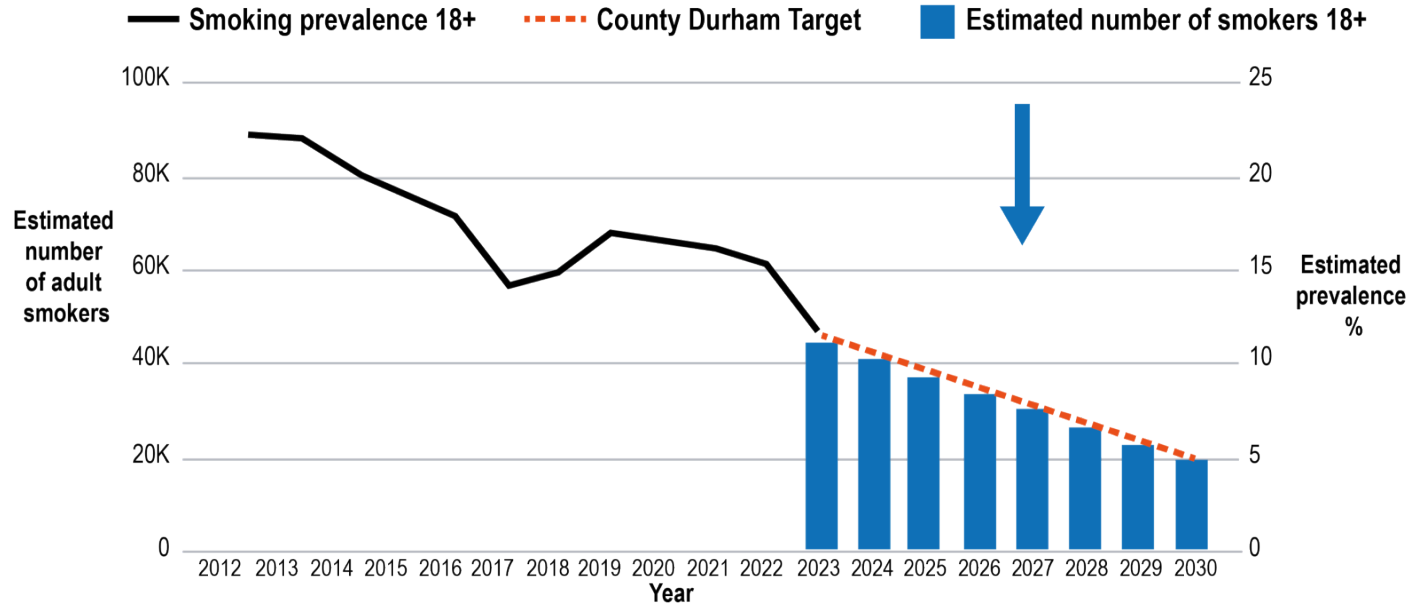
## County Durham:

- In 2023, an **11.7%** smoking prevalence, which is very close to the England average. Compared to 15.4% in 2022
- Around **894** people die in County Durham each year from causes linked to smoking which could have been prevented
- **1 in 9** (11.7%) adults smoke and around **1 in 10** (12%) mothers smoke during pregnancy

North East Smoking Prevalence in adults 2011- 2023



In County Durham we want to reduce the number of people smoking to 5% by 2030...



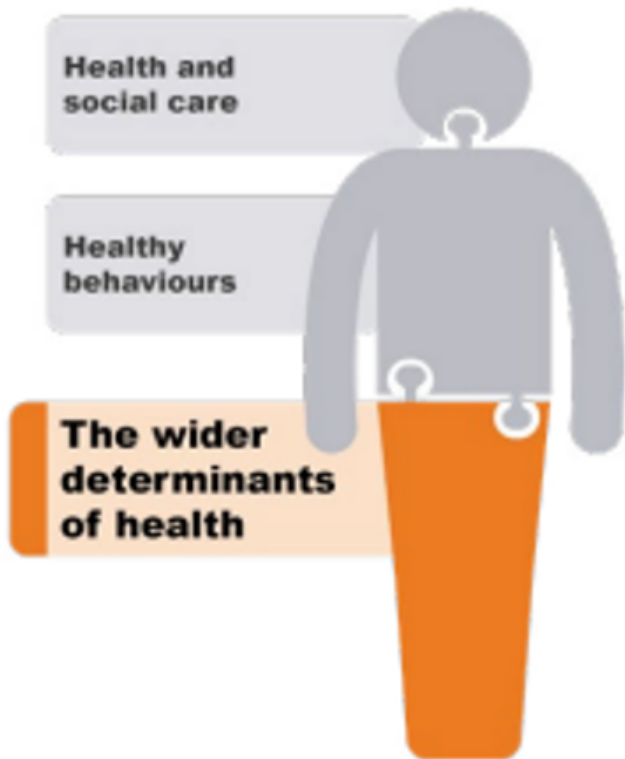
**49,492**  
No. of smokers 2023

**21,150**  
No. of smokers 2030

**28,342**  
Fewer smokers by 2030



# Smoking and Health Inequalities in County Durham



## Occupation

- Those in routine and manual occupations are nearly 5 times more likely to smoke (21.6%) than those in managerial and professional roles (4.5%)

## Housing Tenure

- Renters from local authorities or housing associations are over 3 times more likely to smoke (27.1%) than homeowners (8%)

## Mental Health

- Around 1 in 2 adults (40.9%) with severe mental illness (SMI) are smokers
- Around 1 in 4 adults (23.2%) of those with a long-term mental health condition smoke

## Substance Misuse

- Smoking prevalence is around 50% of people accessing recovery services



# New Initiatives in 2024/25

- Development of comprehensive dashboard for ongoing data monitoring
- Three specialist advisor posts within the Stop Smoking Service (SSS) targeting Housing, Social Care and Routine and Manual Workers
- Financial incentive schemes for on routine and manual workers and unemployed
- Three specialist advisor posts embedded within Family Hubs in areas of high disadvantage
- SSS outreach clinics within GP practice, targeted proactive text message contact to registered smokers
- Enhanced SSS offer to SMI clients & collaborative work with TEWV
- Stop Smoking campaigns as part of the Better Health at Work Award (BHAWA) R&M clinics within Amazon & Meadowfield depot
- Collaboration with Specialist Service within CDDFT to enhance community support on discharge and close links with Midwifery Matron addressing health inequalities to support TDiP
- Development of Voluntary and Community Sector (VCS) led community projects
- Extended Swap to Stop scheme to supply vapes as a quit aid



# Youth Vaping

**Gap Identified:** In March 2024, the Joint Health and Wellbeing Board highlighted a gap in knowledge on youth vaping prevalence and how schools access/utilise evidence-based messages.

## Local Insights:

- Two surveys conducted: One with school staff, and one with young people.
- CYP Survey: 1,930 responses; majority of young people choose not to vape, aligning with national data.

## Action:

- Localised Smokefree Sheffield and ASH resources for schools.
- Vaping Sub-Group of the Tobacco Control Alliance established to lead this workstream.
- Further Data Collection: Quantitative data from SSS and partners such as school nurses, education colleagues to be reported to the sub-group to compare with survey findings.
- Collaboration with enforcement partners on Operation Nightstar to tackle sale of adulterated vapes and underage vape sales.

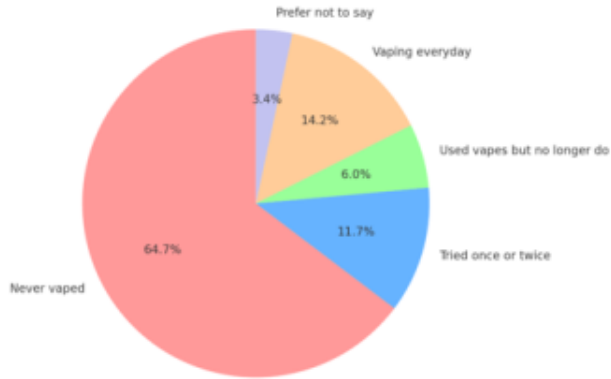
## Next Steps:

- Planned Qualitative Research: Focus groups with young people to further explore insights.
- Scoping work to understand regional and national support for CYP to stop vaping.



# Young People Vaping Survey Results

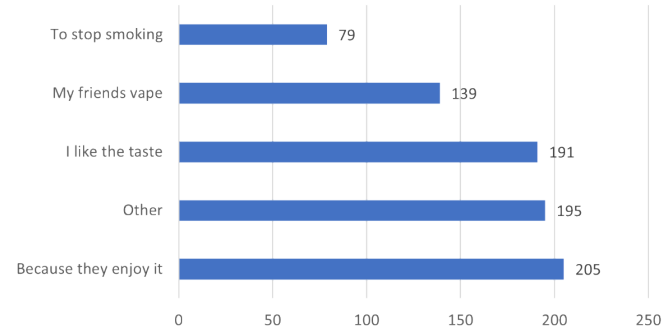
Vaping Habits Among Respondents



## Of those vaping every day:

- 17 were aged 11-15 years
- 236 aged 16-18 years
- 6 aged 19-25 years

Reasons for Vaping



## Other Headlines:

- 221 wanted to stop vaping.
- Majority were getting their vapes from a shop (256) or friends (238).
- 1148 think a health professional (GP or School Nurse) would be the best place to get helpful info.
- 53% thought there was enough info/advice/support for YP to help stop vaping 47% did not.



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# Tobacco and Vapes Bill

- The new Tobacco and Vapes Bill passed its first vote in the Commons with a large majority
- **At second reading of 27 North East MPs 21 Aye Votes, Zero Noe Votes and 6 Did not vote.**
- Bill committee members have been announced including MP Mary Kelly Foy (Durham City).
- Committee stage is now underway before it goes to the House of Lords.
- In addition to this the ban on sale of single use vapes will come into force in June 2025.

The Bill outlines these key areas:

- Phase out sale of tobacco to anyone born in or after 2009 and creating a smoke-free generation
- Strengthening the existing ban on smoking in public places to reduce the harms of passive smoking in certain outdoor settings particularly for children and vulnerable people and powers to prohibit vaping in smokefree places
- Extending regulations to zero nicotine vapes and other nicotine products like pouches
- Increase powers to create a retail licensing regime for the sale of tobacco and vapes
- Prohibit branding on vapes appealing to children, such as sweet names and bright colours
- Regulate vape contents, flavours, product design, displays and promotion in shops
- Ban on vape advertising and sponsorship and vending machines
- Strengthening enforcement activity to support the implementation of the above measures

# Focus for the Year Ahead

- **Focus on Reducing Health Inequalities:** Continue to prioritise efforts that address the needs of disadvantaged communities, ensuring equity in access to stop smoking support
- **Collaborative Approaches:** Enhance partnerships to bring services directly to people, making support more accessible and user-centred.
- **Strengthening the Tobacco Control Agenda:** Work through the Tobacco Control Alliance to identify new opportunities, develop innovative initiatives, and implement actions aligned with the Tobacco and Vapes Bill.

## Discussion

1. How can we work together more effectively to bring services closer to those who need them most?
2. What specific opportunities exist to address tobacco control through engaging service users and local residents in shaping solutions?
3. How can we align our efforts to maximise the impact of the Tobacco and Vapes Bill across County Durham?
4. What actions can we take as a system to ensure the momentum of the tobacco agenda continues into next year?

