

Health & Wellbeing Board, Local Declaration on Tobacco Control

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Local Picture of Tobacco in Kirklees

- Higher smoking prevalence is associated with almost every indicator of deprivation or marginalisation and is more common among people with a mental health condition, people with lower incomes, people who are experiencing homelessness, people in contact with the criminal justice system, people who live in social housing, people without qualifications, lone parents and LGBT people
- 12.1% of adults in Kirklees smoke (2020) – areas with the highest rates mirror areas of highest deprivation.
- Smoking costs Kirklees £121 million a year including NHS provision (ASH, ready reckoner)
- The average smoker in Kirklees spends £2000 a year on cigarettes.
- Smokers (on average) attend their GP 3 x more, and require social care 10 years earlier than a non-smoker.
- Smoking is Yorkshire's leading cause of preventable cancer and is responsible for 4500 new cases each year.
- Children who live with parents or siblings who smoke are up to three times more likely to become smokers themselves than children of non-smoking households.
- Smoking is a chronic relapsing medical condition not a lifestyle choice – most smokers say they want to quit!

Local Declaration on Tobacco Control

- A statement of a council's commitment to ensure tobacco control is part of mainstream public health work and commits councils to taking comprehensive action to address the harm from smoking.
- The declaration require us, as a Council to commit to:
 1. Act at a local level to reduce smoking prevalence and health inequalities to raise the profile of the harm caused by smoking to our communities and in so doing support delivery of the national smokefree 2030 ambition.
 2. Develop plans with our partners and local communities to address the causes and impacts of tobacco use.
 3. Participate in local and regional networks for support.

What's new in tobacco control in Kirklees?

In addition to the everyday service delivery, training and support we've been busy with other things including.

- January 2022- Appointment of Illicit Tobacco Education post within the WY Public Health Illicit Tobacco Partnership
- Oct 2022 - Vaping Device offer now available within Wellness Service and Auntie Pams.
- October 2022 – QUIT manager rolled out to providers for improved data collection and reporting
- Feb 2023 – Smokefree innovation fund to community orgs to deliver targeted interventions.
- March 2023 - Expanded to Employee Health service in March 2023
- April-June – Behavioural insights research undertaken with YP and parents in North Kirklees re attitudes to smoking and vaping (part of Core 20+5 to develop school intervention)
- June 2023 – Tobacco Control Alliance face to face development session and development of 1 page plan
- June 2023 - Kirklees LGBTQ+ smoking campaign and survey to increase awareness & improve access to support

In development - Place based working with Homes and Neighbourhoods – prioritising wards with the highest smoking prevalence

Smokefree Kirklees Tobacco Control Plan 2023 - 2030

Overall aim: To reduce smoking prevalence in the district by 5 % annually (in line with Breathe 2030 and national target)

Empower people to make safe and positive choices and ensure inclusive, accessible and high quality support is available across organisational boundaries and systems to provide person centred care.

Key Target Groups and Settings

People who smoke living in places with high smoking prevalence
People who smoke with an existing, or at risk of, a long term health condition
Pregnant women and their partners who smoke
Inpatients - Secondary Care and Mental Health
LGBTQ+
Workplaces, focusing on routine and manual workers
People who currently do not smoke including children and young people

Demonstrated by

Delivery of tobacco control activity is in line with the The Kirklees Health and Wellbeing Strategy (KHWS) 2022-2027
Development and delivery of plans to meet the needs of organisations, key geographical areas and target groups
Complemented by tobacco control activity at a regional and national footprint

Led and Delivered by

The Kirklees Tobacco Control Alliance a district wide collaborative partnership and operational local and regional sub groups
Taking a 'Tobacco Champions' approach within representing organisations, key geographical areas and target groups

Informed and Supported by

Public Health Intelligence
NICE Guidance, National Centre for Smoking Cessation and Training (NCSCT) recommendations and other emerging evidence
Local strategies and plans and related national and regional programmes
Making smoking obsolete - Khan Review.
NHS Long Term Plan
National Tobacco Plan (when published)
Core20PLUS5 (Adult, Children and Young People)

Framework for Kirklees Tobacco Control Alliance

We will work collaboratively to tackle health inequalities in the development and implementation of all tobacco control policies and interventions.

Supporting people who smoke to stop

Scaling up brief advice and brief intervention

Provide specialist support for people who want to quit smoking that is effective, high quality and accessible.

- o Increased access to treatment (including nicotine containing devices) as a quitting and /or harm reduction aid
- o Focus Areas (NHS Long Term Plan) – Secondary Care, Maternity, Mental Health and community pharmacy.

Workforce development to ensure delivery of effective interventions

Development of locality-based activities, taking a collaborative approach to increasing opportunities for quitting smoking

Preventing the uptake of smoking

Reduce the availability and supply of illicit and cheap tobacco:

- o Increased awareness and reporting of illicit tobacco.
- o Commission the NEMS Market Survey
- o Commission the enforcement activity and delivery of community education programme via the WY Tackling Illicit Tobacco Control Partnership

Reduce the number of underage sales of tobacco products including E cigarettes.

Focus on consistency of messaging in education settings for smoking and vaping.

Working with children and young people to understand and challenge social norms.

- o Core20PLUS5

Smokefree Kirklees

Ensure all partners demonstrate commitment to reducing smoking prevalence in line with:

- o Local Government Declaration on Tobacco Control
- o NHS Smokefree Pledge
- o Breathe 2030

Support partners to review and/ or implement smokefree policies.

Provision of smokefree spaces particularly where children and / or vulnerable people are present:

- o Smokefree homes and social housing
- o Smokefree educational settings
- o Smokefree events

The following indicators will be monitored as the Kirklees population and further analysed by target groups.

Main priorities: Increase quit attempts, increase quality of quit attempts, and stop people starting to smoke.

- Increase the number and proportion of people identified and recorded as a smoker and offered brief advice (in target populations of focus)
- Increase the number and proportion of people identified as a smoker who are referred or signposted to tobacco dependence services.
- Increase the number and proportion of people who access tobacco dependence services and are successfully quit at 4 weeks.

- Proportion of young people who are never smokers - Kirklees CYP Survey.
- Monitor the number of reports of illicit tobacco by area.
- Monitor the number of packets of illicit tobacco seized by area.
- Monitor the number of underage sales of tobacco products including e cigarettes by area.
- Monitor the update of illicit tobacco awareness sessions in target groups and settings.
- Interventions which support children and young people to remain smokefree.

- Increase number Breathe 2030 pledges.
- Increase the number of smokefree spaces particularly where children and / or vulnerable people are present:
 - o Smokefree homes and social housing
 - o Smokefree educational settings
 - o Smokefree family spaces and events

Local Declaration – sign off and next steps

- Signed off from Jacqui Gedman, Rachel Spencer-Henshall and Cllr Shabir Pandor.
- Launched to coincide with World No Tobacco Day on 31st May 2023.
- We ask that the Health and Wellbeing Board continue to support the tobacco agenda in your networks and conversations and that you advocate for tackling smoking related harms in our local communities.



Thank-you for your time