

HILLINGDON TOBACCO CONTROL: IMPLEMENTING SMOKEFREE 2030

Relevant Board Member(s)	Councillor Jane Palmer Kelly O'Neill Interim DPH
Organisation	London Borough of Hillingdon
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Papers with report	The Hillingdon Tobacco Control Strategic plan

HEADLINE INFORMATION

Summary	This report provides an update on: 1. The renewed commitment from the Government on Tobacco Control. 2. The Hillingdon Tobacco Control Strategic plan 2023 – 2026. 3. A call for action in Hillingdon to refocus and prioritise stop smoking to reduce the long-term morbidity and smoking related mortality inequalities. 4. To agree the Hillingdon Tobacco Control Strategy and Plan.
Contribution to plans and strategies	The Joint Health and Wellbeing Strategy HHCP Delivery and Health Protection Boards
Financial Cost	N/A
Ward(s) affected	All

RECOMMENDATIONS

That the Health and Wellbeing Board notes:

1. **Stopping smoking is the single most effective modifiable health intervention to reduce disparities in health across populations and has a societal and economic impact.**
2. **The ASH data tool states that the adult smokers in Hillingdon generate a cost pressure of £107.1 million pounds annually on the economy that equates to a cost pressure of £7.6M on health services, productivity, £94.0M, social care, £3.9M and house fires, £1.6M.**
3. **That the evidenced based review led by Dr Javed Khan (published June 2022) identifies 4 critical interventions to deliver a Smokefree 2030; a target that fewer than 5% of the population will smoke by that date.**
4. **That Health and Wellbeing Board Members, Hillingdon's Health and Care leaders work with Public Health to ensure that stop smoking as a health inequalities intervention is prioritised and agree the Tobacco Control Plan and support implementation.**

INFORMATION

Tobacco smoking remains the leading cause of preventable illness and premature death in England¹. Almost 7 million people still smoke in England and smoking is one of the largest drivers of health disparities and disproportionately impacts our most disadvantaged families and

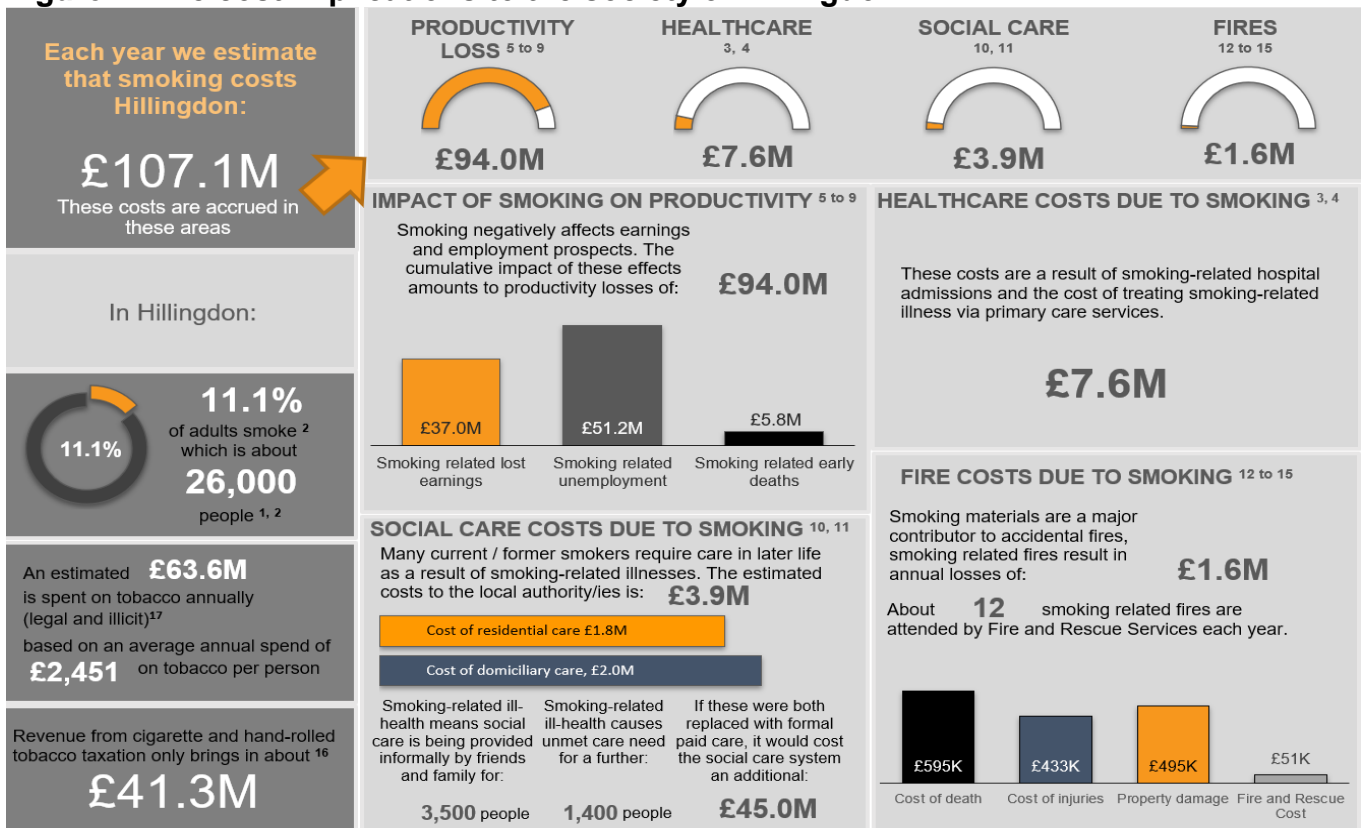
communities².

Tobacco control is an internationally recognised, evidence-based intervention to tackle the harm caused by tobacco³. Comprehensive tobacco control is more than just providing local stop smoking services or enforcing smokefree legislation; it's about reducing the burden of disease, disability and death related to tobacco use⁴.

The harmful effects of tobacco on the health of an individual and those around them are widely acknowledged⁵. However, there is reduced awareness of the significant impact and cost to the local economy that further aggravates the burden imposed by tobacco use.

The ASH data tool⁶ shown in the figure 1 below – May 2023, states that the adult smokers in Hillingdon generate a cost pressure of £107.1 million pounds annually on the economy e.g. (Healthcare – £7.6M, productivity - £94.0M, social care - £3.9M, House fires - £1.6M).

Figure 1: The cost implications to the society of Hillingdon



Source: Action on Smoking and Health

The independent, evidenced based review led by Dr Javed Khan, published on 9th June 2022⁷ assessed the government's current tobacco control policies⁸ and identified the most impactful interventions for tackling the health disparities associated with tobacco use. The Review recommended 15 actions (4 of which critical) for the Government to include in the new Tobacco Control plan to deliver a Smokefree 2030, the target that only 5% of the population will smoke by that date.

Khan review, 4 Critical Recommendations nationally are to:

1. Urgently invest an additional £125 million per year into a comprehensive Smokefree 2030 programme. A tobacco industry Levy is a preferred option to generate funds.

2. Raise the age of sale of tobacco from 18, and raise this by one year, every year until no one can buy tobacco products in this country (similar to the New Zealand model).
3. Offer vaping as a substitute for adults who smoke, alongside training all healthcare professionals to provide accurate information on the benefits of switching, prevent uptake by young people, reduce the attractiveness of branding, packaging, and flavouring.
4. Embed prevention as part of the NHS' DNA. To reduce the £2.4 billion that smoking costs the NHS every year, the NHS must deliver on its commitments in the Long-Term Plan by doing more, offering smokers advice and support to quit at every interaction they have with health services, through GPs, hospitals, psychiatrists, midwives, pharmacists, dentists or optometrists. The NHS should invest to save, committing resource for this purpose.

Ministerial speech: Achieving Smokefree 2030: Cutting Smoking and Stopping young people Vaping.

Following the Khan Review, on 11th April 2023, the Public Health Minister⁹, confirmed Government would be:

- Rolling out a national “Swap to Stop” scheme to support 1 million adult smokers to quit smoking by switching from cigarette smoking to vaping. This scheme will initially target at-risk and high smoking prevalence groups.
- Offering financial incentives to all pregnant women who smoke by the end of 2024.
- Investing £3m in a comprehensive enforcement package to tackle illicit tobacco and underage (below 18 years of age) vape sales including:
 - A commitment to close a loophole that allows retailers to give free samples of vapes to children¹⁰.
 - Reviewing rules around the sale of nicotine free vapes to under 18s and fines for shops selling illicit vapes.
 - Increasing education and dedicated school police liaison officers to keep illegal vapes out of schools.
- Opening a call for evidence on youth vaping.
- Announcing that at a minimum, all mental health practitioners will be able to signpost to specially developed digital resources to support people with mental health problems to quit smoking.
- Backing joined up working between the NHS and local authorities to support smokers to quit, facilitated by Integrated Care Boards.
- Consulting on the introduction of mandatory pack inserts with messages and information to help smokers quit.

NOTE: A study¹¹ from King’s College London demonstrated that standardising e-cigarette (vape) packaging, by removing brand imagery, is associated with a decrease in vapes appeal among teenagers without reducing appeal to adults. This is a vital difference, as it means that vapes can still appeal to adult smokers as a tool to stop smoking. Currently e-cigarette packaging has eye catching, colourful and enticing designs.

The Hillingdon Tobacco Control Strategic plan document (attached)

This plan sets out an ambition to work towards a ‘smokefree’ Borough by 2030. Through collaboration and local partnerships and requires a shared commitment to deliver this plan and focus on tobacco control in an effort to make Hillingdon a healthier and safer place to live.

The plan is in 3 sections:

SECTION 1: The smokefree strategy and delivery plan:

This provides a comprehensive review of the health risks of cigarettes and different products, making recommendations for how collectively Hillingdon Health and Care Partnership (HHCP) implement the recommendations, weighting resources to those groups most vulnerable to the health risks of smoking, to improve health outcomes and reduce the burden of ill-health and associated health and care costs associated with smoking.

The recommendations are to:

- Reduce overall smoking prevalence.
- Reduce exposure to second-hand smoke.
- Tackle illicit tobacco sales.
- Tackle the underage sale of cigarettes and e-cigarettes to reduce the risk of young people smoking at a younger age.
- Target groups that are more vulnerable to the health risks from smoking.
- Reduce the promotion of tobacco that results from communication and marketing.
- Contribute to the national challenge of health risk incurred at every stage of the tobacco supply chain; the environmental consequences, deforestation, use of fossil fuels and the illegal disposal of waste products into the natural environment; post consumption, cigarette butt littering that represents a public nuisance and exerts hazardous and toxic effects on the environment and ecosystems.

NOTE: The long-term risks of vaping are not yet understood, consequently whilst the use of e-cigarettes is agreed by public health experts as an effective harm-reduction intervention, it is indicated for use **ONLY** for those adults **ALREADY** smoking and who wish to stop smoking. E-cigarettes must not be seen as an alternative to smoking for people, especially non-smokers under the age of 18.

SECTION 2: Tobacco control strategy for Hillingdon:

The strategy focuses on the implementation of evidence-based activities to reduce overall smoking prevalence inspiring a smoke free generation by 2030.

The vision is to reduce tobacco related harms and protect health across the resident population, focusing on those groups who are most vulnerable.

The objectives are to reduce uptake of tobacco, and tackle the smoking-related health inequalities in the Borough by reducing smoking prevalence amongst:

- Children and young people under 18 years.
- Pregnant women, targeting support after childbirth, for new mothers and their partners.
- Residents with mental ill-health including those people with substance misuse needs.
- Residents with disabilities and long-term conditions.
- Residents employed in routine and manual occupations.

Comprehensive Tobacco Control requires strategic decision-making support from a wide range of partners with varied expertise to collaborate and engage at different levels.

SECTION 3: Setting up the Hillingdon Tobacco Control Alliance:

The formation of the Tobacco Control Alliance in Hillingdon will be the means through which we bring together agencies as a whole systems partnership approach to address tobacco control,

smoking prevention and cessation. The Alliance will oversee the Hillingdon Tobacco Control Strategy and annual action plans in line with local, regional and national policy. The Alliance terms of reference includes actions that reduce:

- Illicit tobacco.
- Second Hand Smoke.
- Smoking and mental Health.
- Smoking in Pregnancy.
- Smokeless and Niche Tobacco Products such as E-Cigarettes, Shisha and smokeless tobacco.
- Smoking Cessation Service.

The overall objective is to ensure that education is delivered, and legislation is being followed and leads to an increase in uptake into the stop smoking service from the priority groups.

Summary

The strategic delivery plan demonstrates that we need to build on the commitment of statutory and voluntary sector organisations in Hillingdon to work together to achieve these ambitions for improving health in the borough and tackling the single biggest health disparity. By implementing smokefree 2030 the outcome is that smoking no longer affects the health of our population, and together we tackle the inequalities in healthy life expectancy caused by smoking.

THERE ARE CURRENTLY NO FINANCIAL IMPLICATIONS

BACKGROUND PAPERS

- Joint Health and Wellbeing Strategy, 2022 – 2025
- Hillingdon Tobacco Control Strategic plan, 2023 - 2026

References:

¹ NHS Digital - Statistics on Smoking, England 2020 – NHS - <https://digital.nhs.uk/data-and-information/publications/statistical/statistics-on-smoking/statistics-on-smoking-england-2020>

² The health of people from ethnic minority groups in England | The King's Fund (kingsfund.org.uk)

³ PDF download: A Comprehensive Guide to Achieving Effective Local Tobacco Control: Evidence, Support & Publications Developed by the Tobacco Control National Support Team.

⁴ PDF download: Healthy Lives, Healthy People: A Tobacco Control Plan for England

⁵ <https://www.gov.uk/government/publications/smoking-and-tobacco-applying-all-our-health/smoking-and-tobacco-applying-all-our-health>

⁶ <https://ash.org.uk/resources/view/ash-ready-reckoner>

⁷ <https://www.gov.uk/government/publications/the-khan-review-making-smoking-obsolete>

⁸ <https://www.gov.uk/government/publications/towards-a-smoke-free-generation-tobacco-control-plan-for-england>

⁹ <https://www.gov.uk/government/speeches/minister-neil-obrien-speech-on-achieving-smokefree-2030-cutting-smoking-and-stopping-kids-vaping>

¹⁰ <https://www.gov.uk/government/news/no-more-free-vapes-for-kids>

¹¹ <https://www.kcl.ac.uk/news/standardised-packaging-on-vapes-reduces-appeal-to-teenagers>