

TRAFFORD COUNCIL

Report to: Health & Wellbeing Board
Date: November 2024
Report for: Information
Report of: Director of Public Health

Report Title

Tobacco Deep Dive

Purpose

To provide information to the Health & Wellbeing Board Members on the progress of the Tobacco Health & Wellbeing Board Priority Actions and Trafford's Smoking Needs Assessment.

Recommendations

Our recommendation to health and wellbeing board members is to review the content of this paper and make recommendations for further developments to reduce tobacco related harm in Trafford.

Contact person for access to background papers and further information:

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Tobacco Deep Dive

This paper follows on from Trafford Council's Public Health Team presentation at the Health & Wellbeing Board (HWBB) in March 2024. This paper will outline Trafford's progress on implementing the Health & Wellbeing Board Priority Actions in relation to reducing tobacco harm and a review of tobacco related data identified within Trafford's most recent smoking needs assessment.

1.0 Tobacco Priority Actions Progress

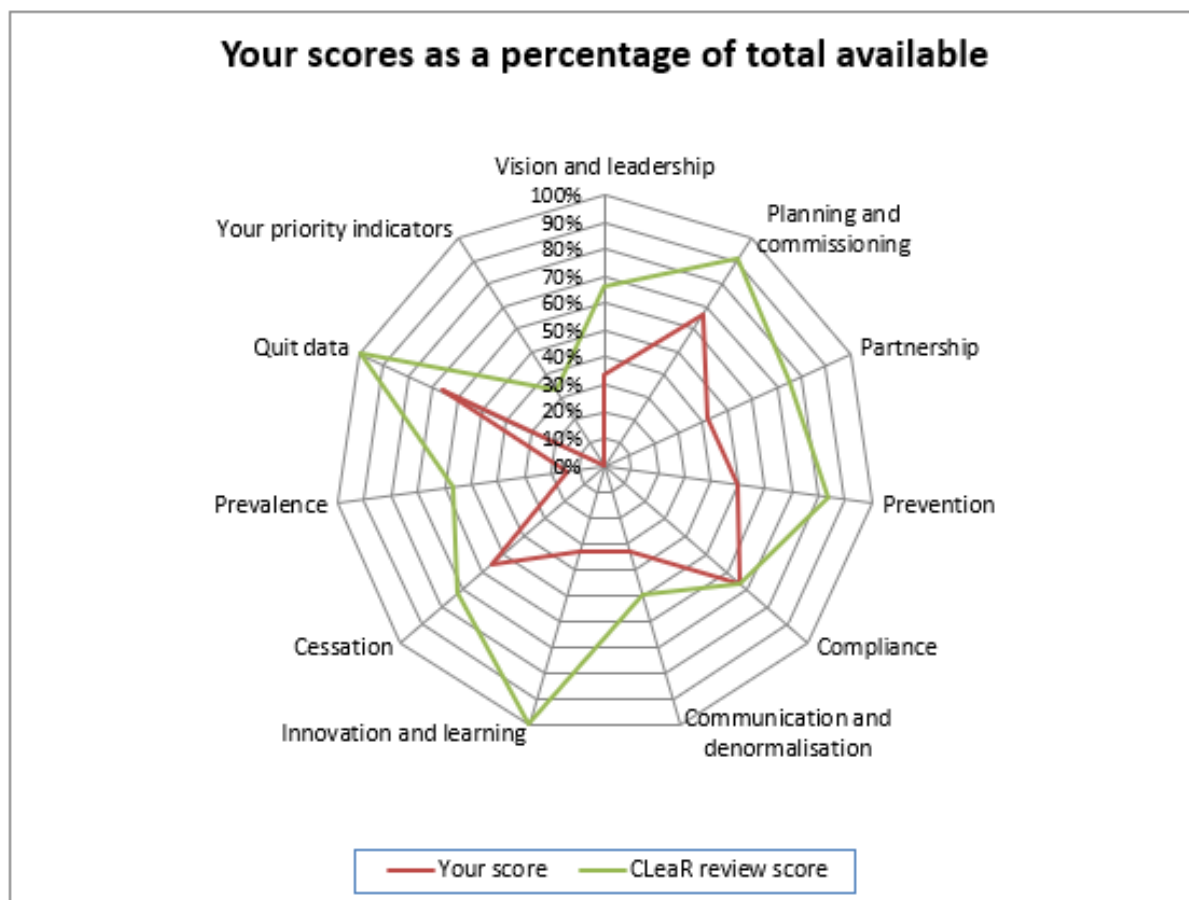
Action #1	Outcome Intended
To develop a Trafford Tobacco Alliance	To improve integrated working, develop a tobacco control action plan and monitor progress of agreed actions to reduce smoking prevalence in Trafford and improve tobacco support available to Trafford residents.

The Trafford Tobacco alliance first met in June 2023 and includes membership from across the system including the Greater Manchester Making Smoking History Team, OHID NW Tobacco Leads, existing Trafford smoking cessation service providers (such as Bluesci and Early Break), Trading Standards and wider services. The membership has grown in recent months with the expansion of VCSE services offering smoking cessation interventions, as presented to the HWBB back in May 2024.

Action #2	Outcome Intended
Undertake the CLear assessment tool to create an evidence-based approach to tobacco control.	To ensure there is appropriate leadership, evidence-based services and outcomes measured against national, regional and local priorities. This will indicate areas of strength, opportunities for development and improvements to local tobacco control.

The Trafford Public Health Team reviewed their clear assessment in June 2024, 12-months on from the initial assessment. The figure below compares Trafford's most recent results to the original assessment.

Figure 1: Trafford's 2024/25 Tobacco CLear Assessment Results (June 2024)



In the last 12-months, Trafford has improved our developments of tobacco control, with the exception of 'compliance' where this has remained the same.

Trafford Public Health Team commissions Trading Standards support to advance enforcement activity around illicit tobacco and illicit e-cigarettes. Although the Trading Standards Team have made progress in areas such as seizures, further developments are planned to increase intelligence from the general public or wider services to the Trading Standards Team.

To help with this, the Trading Standards Team have presented at the Trafford Tobacco Alliance so wider partners are aware of their service and how they can support this team with intelligence gathering. This is particularly important, given that the Tobacco & Vapes Bill, if passed through parliament, risks illicit e-cigarettes being more hidden and therefore the Trading Standards Team will require wider intelligence from partners. The compliance element also recommends greater understanding of the prevalence of niche tobacco. The Public Health Team have identified this as a gap within our previous smoking needs assessment and have included reporting on niche tobacco in the monitoring of the new VCSE smoking cessation services to help build a picture of local prevalence. As a result, it is expected that the compliance element of the CLear assessment to improve in future months.

The greater improvements were noticed in '*innovation and learning*'; this has resulted from the development of the Tobacco Alliance in bringing partners together to share intelligence and help shape Trafford's tobacco needs assessment and action plan.

Our priority indicators are focused on achieving:

1. An increase in the number of successful quits from smoking cessation interventions delivered by primary care.
2. An increase in smoking cessation provision across high priority groups.
3. A reduction in illicit tobacco and e-cigarettes across the borough.

Although there has been progress in these areas, particularly around provision for high priority groups, it is hoped that greater focus can be placed on these priorities in the coming months.

Action #3	Outcome Intended
Produce a multi-agency, comprehensive tobacco control plan.	To detail the actions required to address the areas for improvement in the CLEAR assessment tool, this plan will be monitored by the Tobacco Alliance with a clear framework to monitor outcomes.

The Trafford Tobacco Alliance have come together to develop an action plan which has four chapters, these include:

1. **Prevention and Reducing Risk** – This section focused on reducing smoking uptake and supporting the tobacco needs of children and young people, as well as making the general population aware of existing Trafford smoking cessation support services.
2. **Reduce Variations in Smoking Rates** – This focuses on the recommendations of the Trafford smoking needs assessment to identify priority groups for smoking cessation support and develop a programme of work to target priority groups with higher smoking prevalence.
3. **Effective Enforcement** – To improve reporting of suspected underage sale and illicit tobacco products. Trafford Council Public Health Team currently invest in additional resources in the trading standards team to support this area of work.
4. **Protect the Environment** – To reduce the environmental harms of disposable e-cigarettes and increase the uptake of smokefree spaces.

Each Tobacco Alliance meeting focusses on one of these priorities, allowing discussion and planning to progress these actions further.

Action #4	Outcome Intended
To develop a comprehensive communications calendar	For tobacco alliance members and wider partners to utilise the communications calendar, and this to be owned by all local partners engaged in tobacco control.

The Trafford Tobacco Alliance have utilised support from Trafford’s Communications Lead in Adult Social Care and Public Health to develop promotional information to spread awareness of the smoking cessation offer and support in Trafford. The Communications Lead met with Trafford’s Tobacco Alliance Members to ensure the messaging and pitch was appropriate.

Below is an example of the materials due to be shared across the borough:

Figure 2: Trafford Smoking Cessation Communications – Promotion of Services.



Trafford Public Health resource will be used to distribute these posters / promotional materials across Trafford borough in community centres, GPs, pharmacies etc. These images will also be promoted across social media by the communications team and partners.

Additionally, some of Trafford's smoking grant has been used to pay GP practices across the borough to send texts out to patients promoting the smoking cessation support available in Trafford. Public Health is currently exploring the concept of running smoking cessation awareness days through primary care.

After consulting with the Tobacco Alliance, a focus has been given to develop smoke-free and vape-free communications across schools and parks where children and young people congregate. This was done through this a poster competition, designed by children and young people, these have been printed and are ready to be put up across Trafford schools and parks. Below is a picture of the winning design:

Figure 3: Trafford Smoking Cessation Communication– Smoke & Vape-Free Signage Competition Winner, Jake Age 9 Years.



To further support our environmental priorities, the Public Health team are mapping vape disposal sites across the borough which will appear on the Trafford website.

2.0 Trafford's Smoking Needs Assessment

Additional Progress	Outcome Intended
To update Trafford's Smoking Needs Assessment.	To bring together information and evidence on local services, needs and stakeholder views to inform the planning and commissioning of the best services, appropriate to needs, for our population.

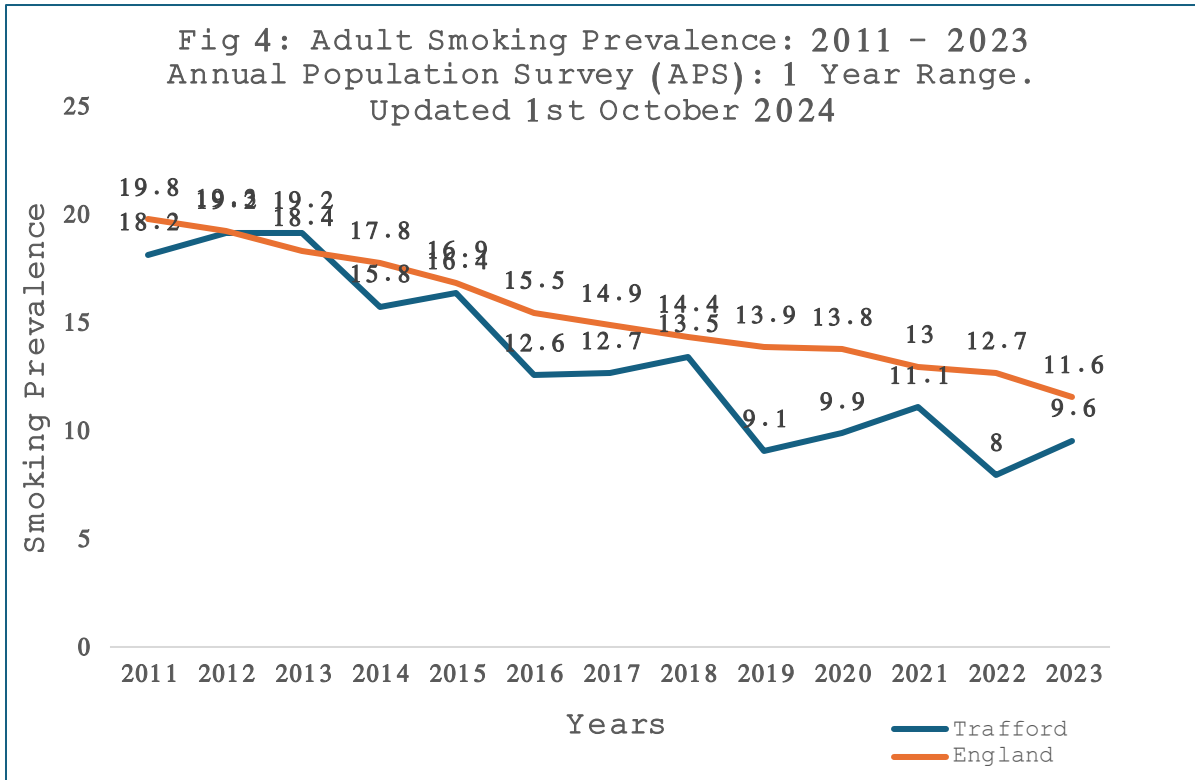
In August 2024, Trafford refreshed the Smoking Needs Assessment (Appendix 1).

On reflection from the 2023 needs assessment presented to the HWBB in July 2023, the data and evidence has been used to inform commissioning decisions. This has resulted in us expanding the smoking cessation offer across high priority groups with higher smoking prevalence utilising our smoking grant, details of which have previously been shared with the HWBB.

The Office for Health Improvement and Disparities (OHID) provides two ways of measuring smoking prevalence: Annual Population Survey (APS) and General Practice Patient Survey (GPPS). Both of these use different approaches to measuring smoking prevalence, but are equally valid.

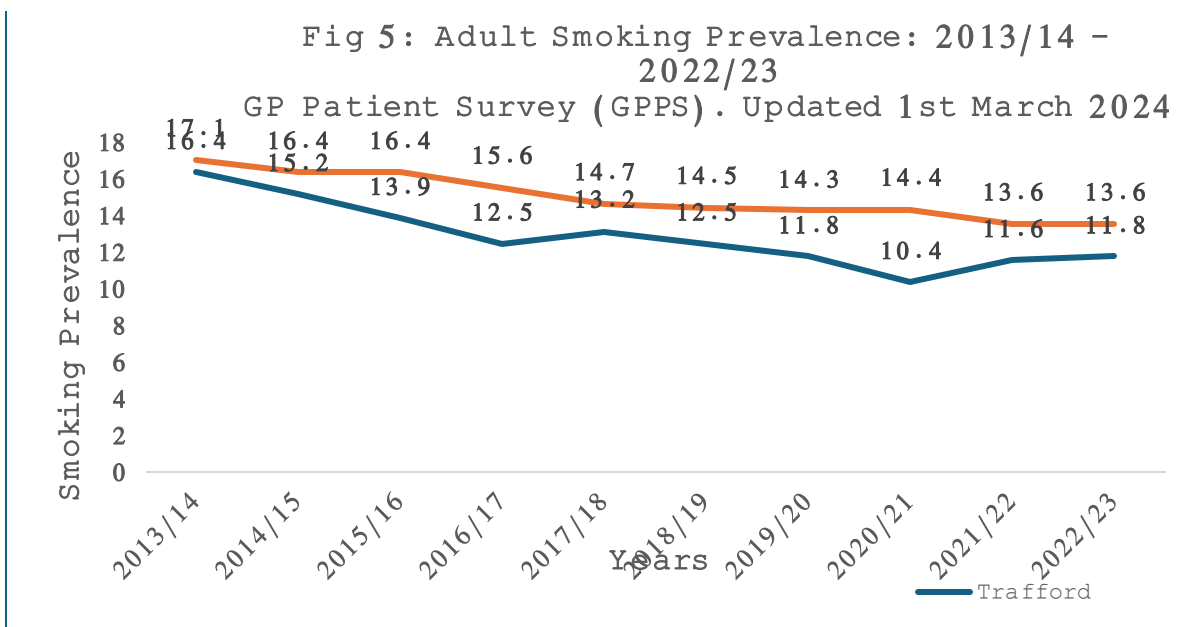
Smoking prevalence data provided by APS is based upon a large household sample survey. Smoking prevalence is calculated by dividing the weighted number of self-reported smokers aged 18+ by the total number of people who took part in the survey (with a valid smoking status) aged 18+, expressed as a percentage. This produces an estimate of the total number of smokers within each locality. APS is a sample survey, so it provides estimates of population characteristics rather than exact measures.

APS has produced the most recent smoking prevalence data for Trafford, updated in October 2024, and this is shown below (see Fig 4).



Smoking prevalence data provided by GPPS is based upon an England-wide independent survey run by Ipsos on behalf of NHS England. The survey is sent out to over two million people across England. The survey draws upon the experience of patients and is standardised for age and sex across the country. The results are weighted in that they take account of differences between all patients at GP practices, and the sub-set of patients who actually took part in the survey.

Smoking prevalence data for GPPS is shown below (see Fig 5).

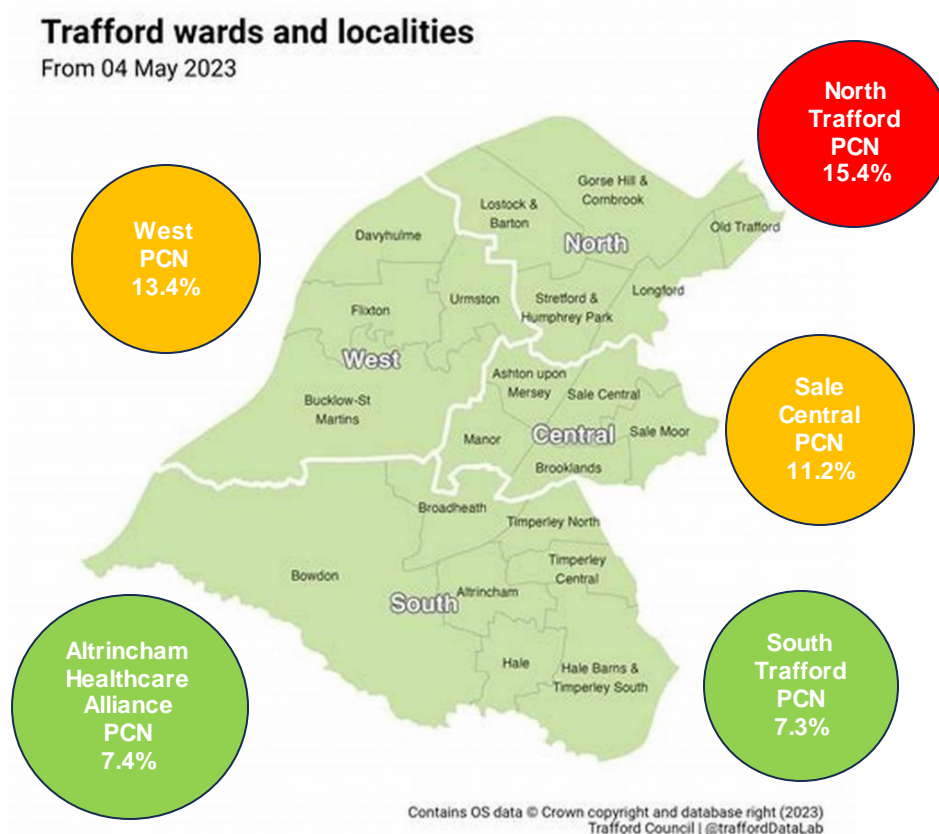


The above charts from both APS and GPPS highlight the following:

- Adult smoking prevalence across England and Trafford has shown a consistent decline in recent years
- Smoking prevalence in Trafford remains consistently below the England rate
- There is little difference in adult smoking prevalence in Trafford as measured by APS and GPPS
- While both charts suggest that there may have been a marginal rise in smoking prevalence in 2023, there has not been a statistically significant rise.

In 2024/25 the smoking needs assessment was used to place stronger focus on the general population and inequalities that existing within the borough. From analysing Quality Outcomes Framework (QOF) data, a greater understanding can be gained of the smoking prevalence across the five primary care networks (PCNs) as shown in figure 6 below:

Figure 6: Smoking Prevalence in England, Trafford & Trafford Primary Care Networks



The overall Trafford smoking prevalence from QOF data estimates this as 11.2%, and 13.9% across England. The pattern of differences in smoking prevalence is revealed across Trafford PCNs, where people living in more socially disadvantaged neighbourhoods (e.g. North Trafford PCN) have much higher smoking prevalence than PCNs located in less socially disadvantaged neighbourhoods (i.e. Altrincham Health Alliance PCN and South Trafford PCN). South Trafford PCN has statistically

significantly lower smoking prevalence than both North Trafford PCN and England (see Fig 7 below).

Fig 7: Inequalities in Smoking Prevalence within Trafford PCNs	
Area (QOF Data)	Smoking Prevalence Rate (2023)
Trafford	11.2%
England	13.9%
North Trafford PCN	15.4%
Trafford West PCN	13.4%
Sale Central PCN	11.2%
Altrincham Healthcare Alliance PCN	7.4%
South Trafford PCN	7.3%

For Trafford residents accessing smoking cessation support from their general practice, over 50% are lost to follow-up, meaning the outcomes of either a successful quit or an unsuccessful quit are unknown. From the 60 pharmacies in Trafford, only 18 signed onto the Trafford Locally Commissioned Service for NRT or E-Cigarette Smoking Cessation in 2023/24. Of these, only 59 smoking quit attempts were reported over the 2023/24 year, with a 93% failed quit rate.

A deep dive into the data in primary care has been completed. With new capacity in the Public Health team for community and partner engagement around smoking, engagement is planned with pharmacies and GPs directly to improve uptake and follow-up rates. The findings of our deep dive will be taken to GP Board to discuss how delivery and outcomes can be improved for the primary care smoking cessation service.

Certain groups within the Trafford population have been identified as having considerably higher smoking prevalence than found within the general population. Since the announcement of the government's '*Stopping the Start: The Government's Plan to Create a Smokefree Generation*', other population groups within Trafford have also been identified as having higher smoking prevalence than the general population. Evidence has been gathered regarding best practice in promoting smoking cessation among these groups, and this is reported in the updated smoking needs assessment. Trafford's ambition is to deliver support to these population groups at some point in the future.

Fig 8 below identifies further groups with higher smoking prevalence, and a numerical estimate of the number of smokers within each of these groups in Trafford where possible.

Fig 8: Populations with higher smoking prevalence	Estimate of the number of smokers in Trafford from within each population group
People who are experiencing homelessness	701
People who have experience of the criminal justice system	There are approximately 14,800 people on probation in Greater Manchester, and it is estimated that 80% of them are

	smokers, which suggests 11,840 smokers
People admitted to treatment due to substance misuse (alcohol) in 2019/20	81
People admitted to treatment due to substance misuse (alcohol) in 2019/20	55
Gypsy Roma Travellers	180 people in 2021 census. Estimated that 26.8% smoke

3.0 Health & Wellbeing Board Members Recommendations

Thank you for taking the time to review this report. Our recommendation to health and wellbeing board members is to review the content of this paper and make recommendations for further developments to reduce tobacco related harm in Trafford.

4.0 Appendix



Smoking Needs
Assessment 2024 (3).