

Trafford Health & Wellbeing Board

Stopping the Start: The Government's new ambition to create a smokefree generation



Trafford Progress Update
November 2024

Why smoking cessation matters.....

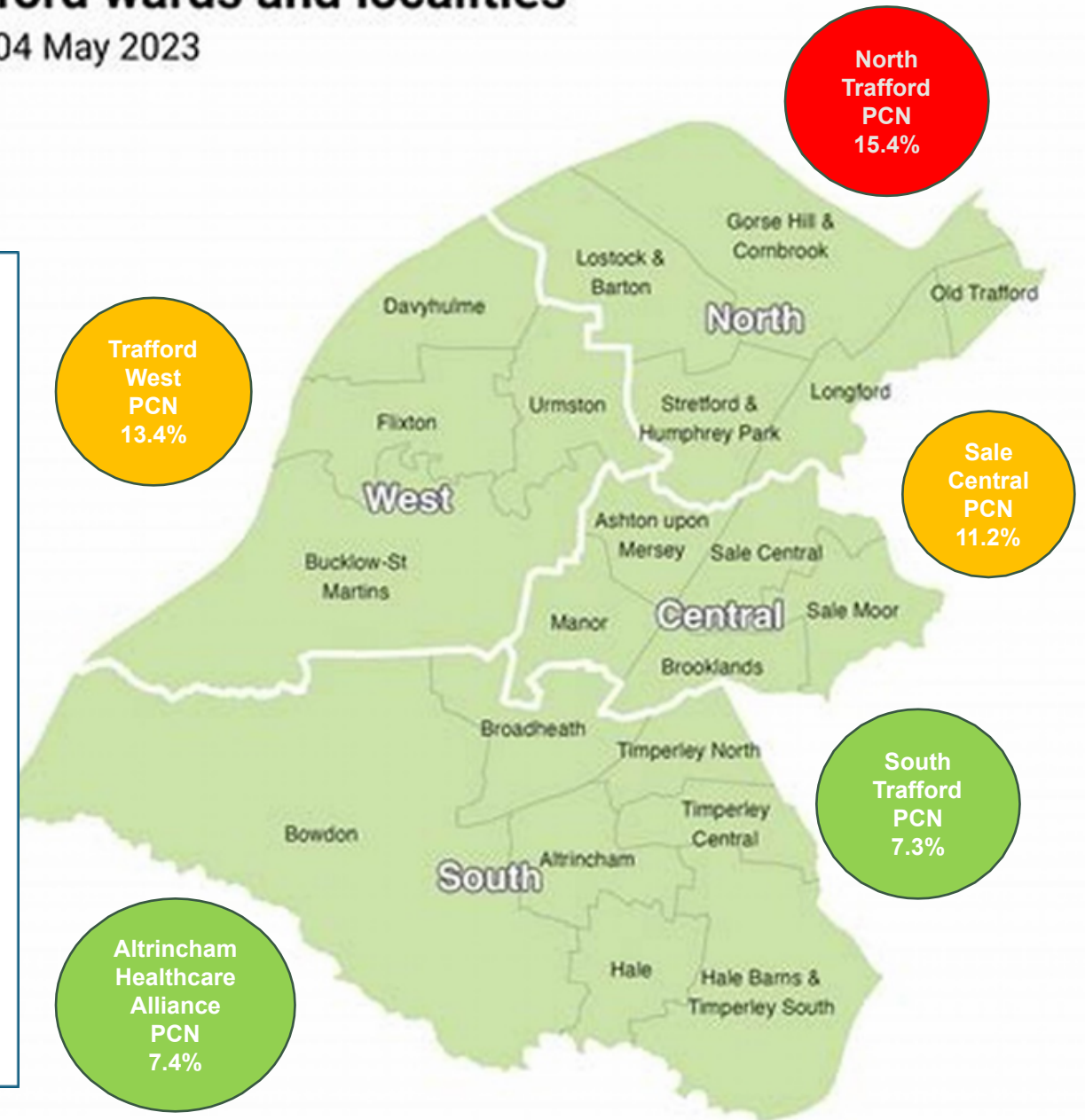
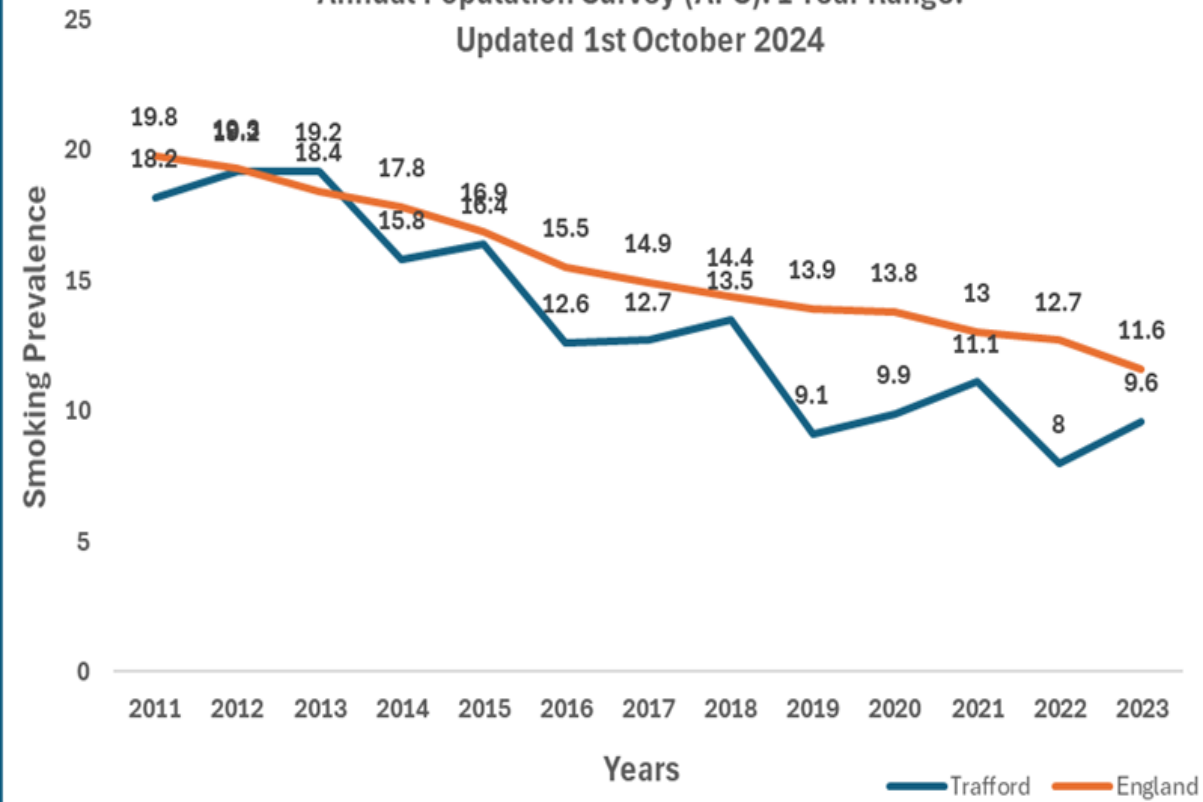
- About half of all lifelong smokers die prematurely, losing on average around 10 years of life.
- No other consumer product kills up to 2 in 3 users.
- Smoking is the primary cause of health inequalities, accounting for half the differences in life expectancy between the richest and poorest
- It accounts for over 1,300 hospital admissions a year in Trafford
- 9-12% of people in Trafford smoke and it is significantly higher if you have a manual job (16.8%), live in social housing (29.8%), have a substance dependence issue (36%), are homeless (77%), are a Gypsy/Traveller (26.8%) or have a serious mental illness (42.1%)

Smoking Needs Assessment 2024

Trafford wards and localities

From 04 May 2023

Fig 4: Adult Smoking Prevalence: 2011 - 2023
Annual Population Survey (APS): 1 Year Range.
Updated 1st October 2024



The Government has various proposals in the new Smoking and Vaping bill



A Smokefree Generation

The Smoking & Vaping Bill:

Making it an offence for anyone born 01.01.2009 to be sold tobacco products.

Powers to restrict vape flavours, packaging and point of sale displays.

Increased powers for Trading Standards efforts to tackle underage and illicit sales.

Outdoor smoking ban



Helping Smokers Quit

Trafford Council has received **£208,410** grant funding in 2024-2025 to help smokers quit.

Details of how Trafford Council has spent this funding to follow on the upcoming slides.

National tobacco awareness campaigns- £15m



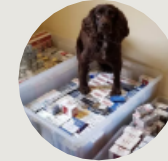
New Vaping Measures

Trafford responded to a national consultation on youth vaping in Dec 2023.

- Stop free vape samples
- Ban single use vapes

Trafford's Population Health Fellow and Healthwatch research.

- 6000 responses
- 5% young people vape regularly and 42% of these want to stop
- 81% young people never tried vaping
- Parents observe negative impacts



Supported by Enforcement

Public Health & Trading Standards are in the process of recruiting an enforcement officer.

2023/24 seizure activity:
40,855 illicit vapes
93,193 illicit cigarettes

| 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. |
| 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. |
| 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. |
| 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. |

Trafford's CLeaR Assessment Review

This will indicate areas of strength, opportunities for development and improvements to local tobacco control

Your scores as a percentage of total available



Trafford's Tobacco Alliance Plan

1. Effective enforcement
 - Enforcement post
 - Reporting
 - Mystery shopper volunteers



2. Protecting the environment

- smoke free, vape free school gates and playgrounds
- mapping vape recycling points in Trafford
- Fire and Rescue Service and Housing supporting smokefree homes

Trafford's Tobacco Alliance Plan

3. Prevention & reducing risk

- communications plan
- support for children and young people
- vaping survey and vaping guide

Concerned about a young person vaping or smoking?

Young people who regularly vape can get 1:1 support via our commissioned services in Trafford. Parents, young people, or professionals can make a referral to their school health team in the first instance. If a young person is using an unregulated vape, smoking tobacco, or other substances, their support will be transferred to Early Break for further support to change their habits.

- **Central** - mft.TraffordSchoolNurseTeamCentral@nhs.net or 0161 912 3395
- **West** - mft.WestSchoolNurses@nhs.net or 0161 549 6290
- **North** - mft.TraffordNorthAreaSchoolNursingTeam@nhs.net or 0161 549 6290
- **South** - mft.TraffordSchoolNurseTeamSouth@nhs.net or 0161 912 2340

Early Break: info@earlybreak.co.uk or 0161 723 3880



QUITTING SMOKING?

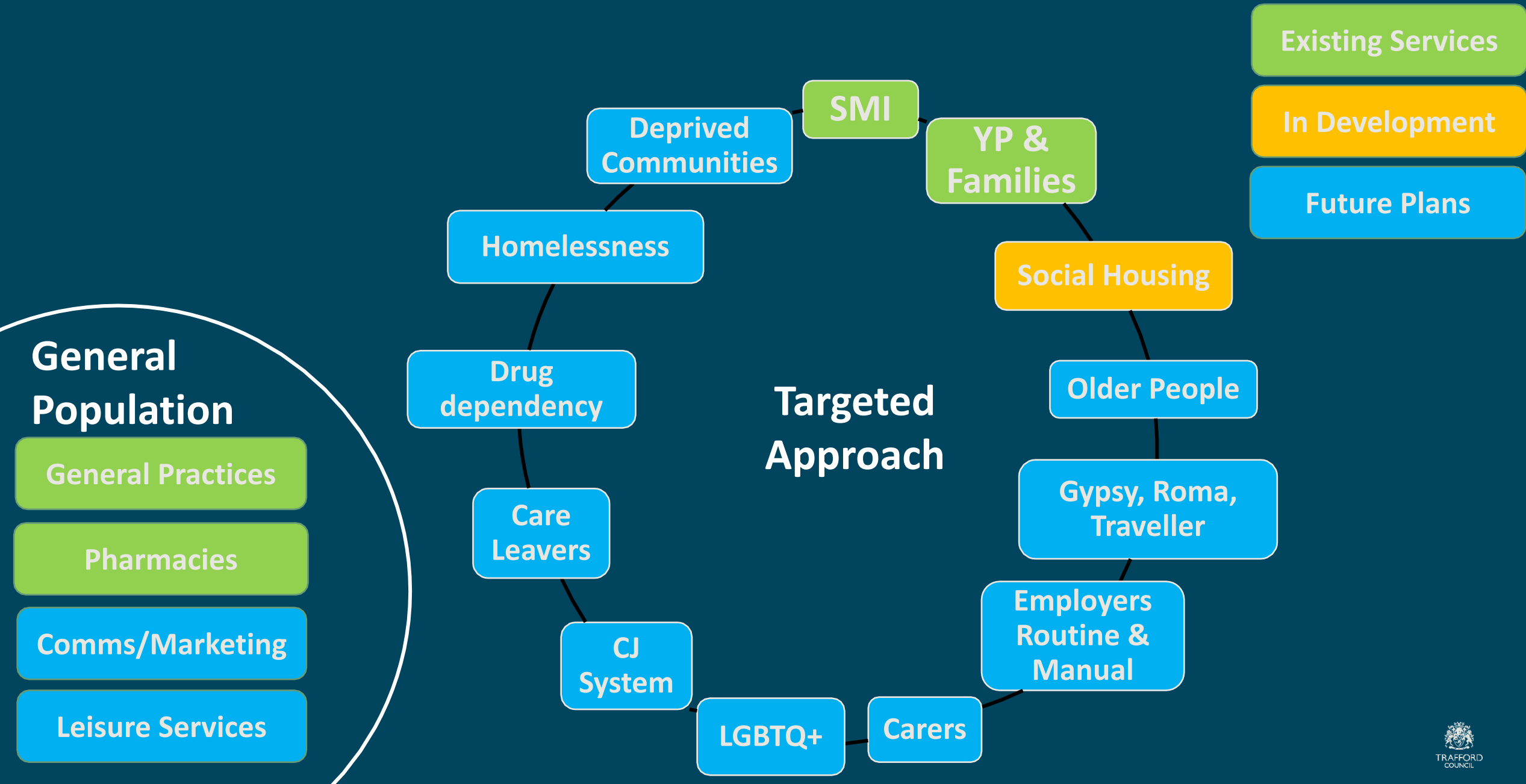
Trafford people can **save £'s** on UK-regulated vapes, nicotine gum or patches. You can also get 1 to 1 support for over 12 weeks from your GP, pharmacist or community group to help kick the habit.

Scan to see where to get help now or go to www.trafforddirectory.co.uk and search 'stop smoking'

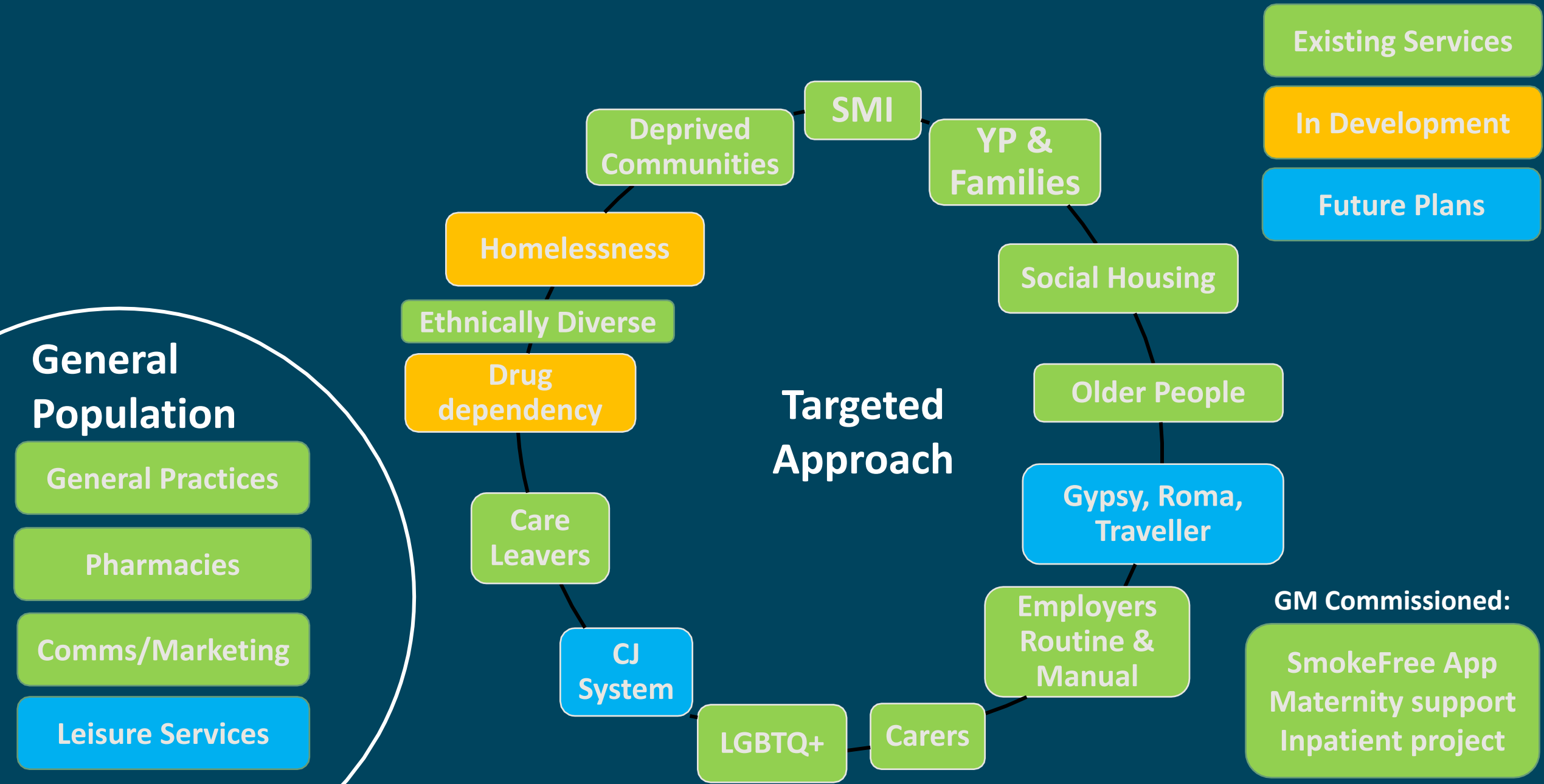


Don't smoke? Don't vape

Smoking Needs Assessment 2023



Smoking Needs Assessment 2024



Our gaps:

| 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 |

Questions for the HWBB:

- **What else can we do to reduce tobacco related harm in Trafford?**
- **We are struggling to set up targeted support for Gypsy, Roma, Travellers, people with substance misuse needs, people in the criminal justice system and homeless people. Any ideas and links?**
- **We are not seeing a lot of smoking cessation undertaken by pharmacies and GP practices. We are also seeing a lot of people lost to follow up. Any ideas?**
- **How can the HWBB support us with the communications programme?**