

TRAFFORD COUNCIL

Report to: Health & Wellbeing Board
Date: 17th May 2024
Report for: Information
Report of: Director of Public Health

Report Title

Trafford's Progress on Stopping the start: The Government's Plan to Create Smokefree Generation.

Purpose

To provide information to the Health & Wellbeing Board Members on the government's ambition to create a smokefree generation and to update on Trafford's plans to progress this ambition at a local level.

Recommendations

Our recommendations to health and wellbeing board members are:

- To review the content of this paper and make recommendations for further developments.
- To share the content of this paper with their wider networks, including promotion of the newly commissioned stop smoking services in Trafford which residents can access.
- To review the GM MSH draft strategy and provide any feedback or suggested amendments.

Contact person for access to background papers and further information:

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Trafford's Progress on Stopping the start: The Government's Plan to Create a Smokefree Generation.

This paper follows on from Trafford Council's Public Health Team presentation at the Health & Wellbeing Board (HWBB) back in November 2023. This paper will outline Trafford's progress on implementing '[stopping the start: the government's ambitions to create a smokefree generation](#)' at a local level and to share details of the Greater Manchester Making Smoking History Tobacco Strategy.

On Oct 4th 2023, the Prime Minister Rishi Sunak announced his ambition to create a 'smokefree generation'. Below is an outline of progress against the four pillars of this ambition:

1. Creating A Smokefree Generation

On Tuesday 16 April 2024 the Department of Health and Social care saw the Tobacco and Vapes Bill pass second reading in the House of Commons.

The Bill will aim to:

- create the first smokefree generation by making it an offence for anyone born on or after 1 January 2009 to be sold tobacco products.
- crack down on youth vaping by providing powers to introduce regulations to restrict vape flavours, packaging and point of sale displays in retail outlets.
- clamp down on underage sales by bringing forward £100 fixed penalty notices in England and Wales, empowering trading standards officers to act 'on the spot' to tackle underage tobacco and vape sales.

383 MPs voted to support the Bill, with 67 opposing. There were majorities in favour in each of the Conservative, Labour and SNP parties supporting the bill.

At the time of writing, this bill will be moving on to committee stage, with the first sitting scheduled to be on Tuesday 30 April 2024. This will include oral evidence, line-by-line consideration of the detail of the bill and the consideration of amendments. Following Committee stage, the Bill will return to the floor of the House for further debate and amendments before introduction and following stages in the Lords.

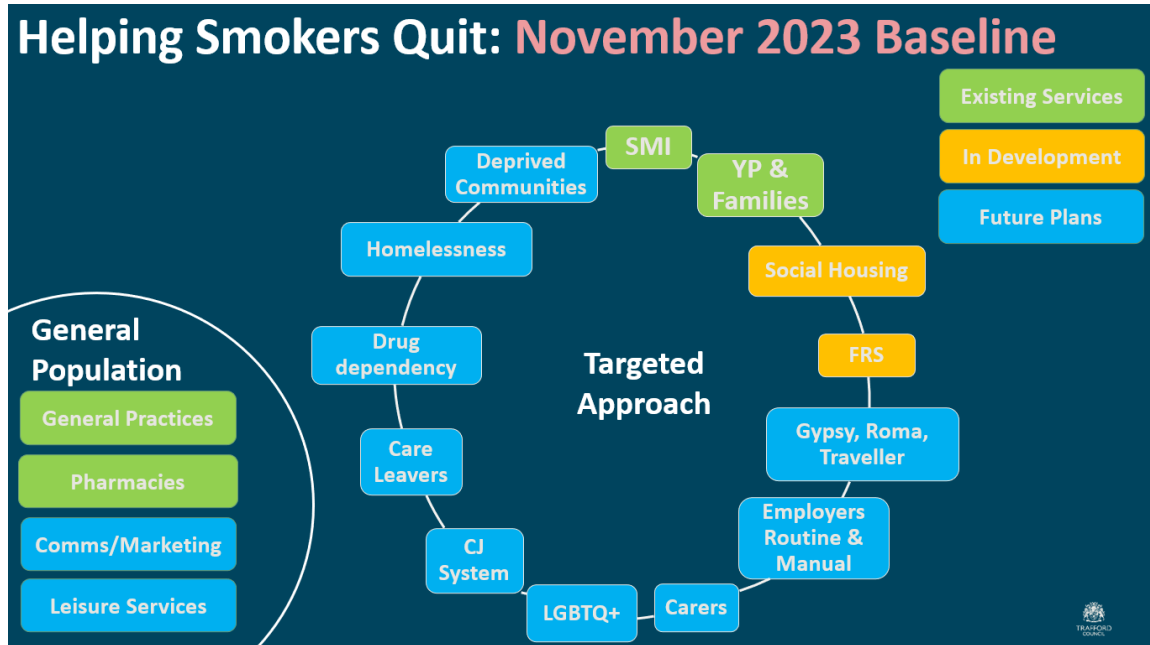
2. Supporting People To Quit Smoking

Trafford Council has received confirmation of funding of **£208,410 in 2024-2025** to support local authority led stop smoking services. This funding is expected to continue until 2028-2029.ⁱ

As outlined in our previous presentation to the HWBB, Trafford Council Public Health Team has created plans for this grant funding in partnership with the Trafford Tobacco Alliance Members, in line with intelligence from Trafford's smoking needs assessment, vision, strategy and action plan.

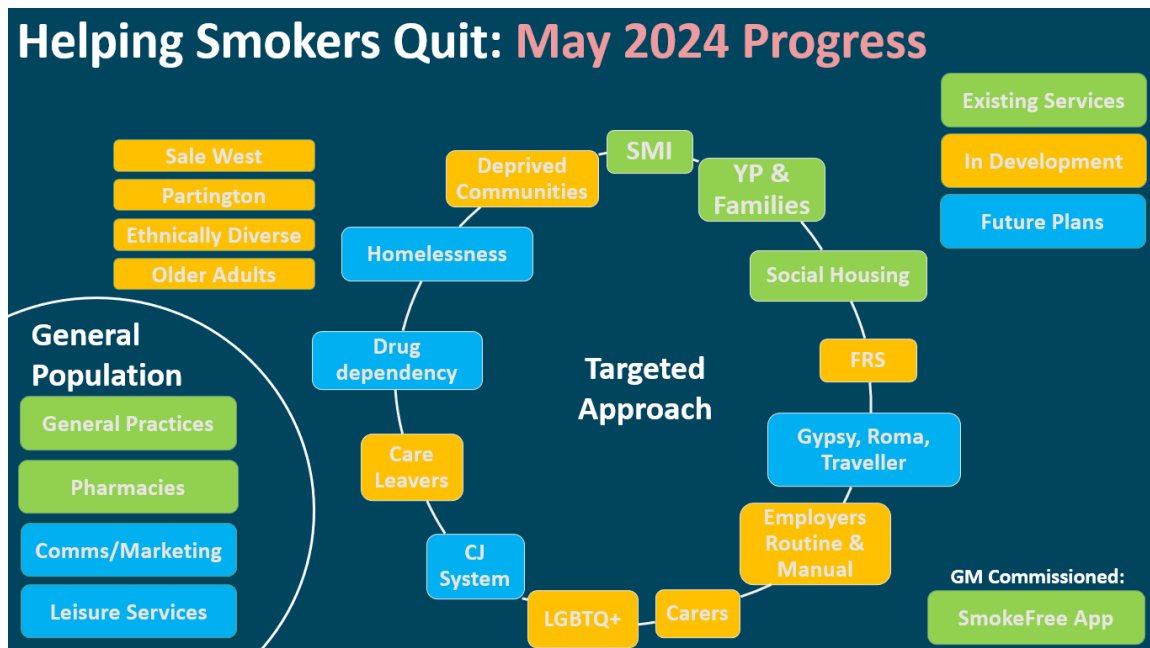
These plans include a targeted approach for population groups with higher smoking rates to reduce health inequalities. A summary of these groups is outlined in the figure below:

Figure 1: A targeted approach to reducing smoking related harm in Trafford – November 2023 Baseline






Following a commissioning process, we are able to provide the following update on these plans:

Figure 2: A targeted approach to reducing smoking related harm in Trafford – May 2024 Progress



We are pleased to announce that we have awarded various VCSE organisations to deliver smoking cessation services with this grant funding. These include:

	<p>Age UK Trafford are delivering a support to stop smoking service for those over the age of 50 in Trafford. The 12 weeks support offer will include 1:1 sessions, group sessions and peer support. The service will offer guidance and support for individual goal setting and utilise various quit aids including nicotine replacement therapy and e-cigarettes. The service accepts referrals from individuals and organisations. As part of the service a basic health check will be offered to clients to provide a holistic approach to their lifestyle and wellbeing.</p>
	<p>Gorse Hill Studios are offering a new Stop Smoking project tailored specifically for care leavers seeking to kick their habit or reduce smoking and vaping. This will engage care leavers in activities like cooking, art, music, dance, and sports, while exploring the reasons behind their smoking habits. Care leavers will benefit from both group and one-on-one sessions, receiving mentoring and support to adopt a healthier lifestyle. They will explore not just the effects of smoking and vaping, but also the psychological triggers driving these behaviours.</p>
	<p>Hidden Treasures will be supporting Trafford residents living in Partington to stop smoking by offering 12-week smoking cessation support including behavioural support and an offer of nicotine replacement therapy. These smoking interventions will be incorporated into their health inequalities project, which includes 6 weekly sessions on leading a healthier lifestyle through healthy eating & nutrition, approaches will be targeted to meet the needs of different groups e.g. (CYP, SEND).</p>
	<p>Our Sale West will be offering targeted stop smoking support to those living in Sale West and to routine & manual workers. All Sale West Community Centre staff will be trained to deliver smoking brief interventions to any residents who comes in contact with the service. They will also have a co-ordinator who will lead on offering smoking cessation 1:1 behavioural support and nicotine replacement therapy or e-cigarettes as a quit aid. Wellbeing groups will also be available. A smoking cessation support breakfast will be offered to routine & manual workers to engage them into the smoking cessation offer.</p>
	<p>Trafford Carers Centre will be offering smoking cessation support to carers and other family members. Trafford Carers Centre inhouse nurse who already delivers health checks will use this as an opportunity to identify smokers and offer smoking cessation support to those already in contact with the service. They will also offer the service to any carer who comes into contact with the Trafford Carers Centre, regardless of whether</p>

	<p>or not they have received a health check. They will offer a combination of 1:1 and group support behavioural support with an offer of nicotine replacement therapy or e-cigarettes as a quit aid.</p>
	<p>Voice of BME will be targeting support to ethnically diverse communities in Trafford. Similarly, to Hidden Treasures, they have been awarded funding to deliver a health inequalities project, by increasing cancer screening and they will be incorporating smoking support into this project. The Voice of BME approach which will include delivery of brief interventions and delivery of the 12-week smoking cessation support.</p>
	<p>BHA in partnership with the LGBTQ+ Foundation will be offering a targeted approach to the LGBTQ+ population. This will include an offer of 1:1 smoking brief interventions, a one-off group session and a targeted social media campaign to engage the LGBTQ+ into smoking cessation support. This offer will be in line with some other GM localities who have also commissioned this service.</p>

3. Curb The Rise In Youth Vaping

In December 2023, the Government consulted on measures to reduce the appeal and availability of vapes to children. This included restricting the flavours of vapes, regulation point of sale displays, regulating vape packaging, looking at stopping the sale of disposable vapes and closing loopholes in the law which allow children to get free samples and buy non-nicotine vapes.

Trafford provided a response to this consultation which included input from public health, trading standards, school health and education. We also approached Trafford's businesses but did not receive a response to feedback.

Trafford Council's Population Health Fellow (a Trafford School Nurse) is also in the process of developing research into Trafford youth vaping which hopes to capture in insight from both young people and their parents. This research is current live and in the data collection stage with an ambition for findings and recommendations to be published in Summer 2024.

4. Strengthen Enforcement Activity

Trafford Council Public Health and Trading Standards Team are in the process of recruiting an Enforcement Officer. Part of their role will be supporting Trafford's response to underage and illicit sales of tobacco and e-cigarettes.

Below provides a breakdown of the Trafford Trading Standards Enforcement seizures in 2023/24 from shops, storage units, concealments & vehicles.

Figure 3: Trafford Trading Standards Enforcement Activity in 2023/24.

Seizures of:	Totals for 2023/24
Illicit e-cigarettes	40,855 e-cigarettes
Illicit tobacco	93,193 sticks of tobacco

The Greater Manchester Strategy

Greater Manchester (GM) is committed to becoming the first global city region to be smokefree and since 2017 has been delivering its unprecedented and evidence-based Making Smoking History (MSH) strategy through a partnership of city region, local authority borough and community-based programmes.

The GM MSH Strategy is currently in the process of being finalised for 2024-2030. This strategy will follow a GMPOWER model, this is based on a World Health Organization model recognised worldwide to help reduce tobacco use.

The GMPOWER model has the following structure:

- G**row a social movement.
- M**onitor tobacco use.
- P**rotect people from second-hand smoke.
- O**ffer help to quit.
- W**arn people of the dangers of tobacco.
- E**nforce regulations.
- R**aise the price of tobacco.

Elements of GMPOWER are incorporated throughout Trafford's own Tobacco Alliance strategy and action plan, meaning Trafford are working in a manner which is in line with the GM vision and developments.

The GM MSH Team are asking for feedback on their draft strategy as outlined below:



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Once a final version of the GM strategy has been published, we will be happy to share this with HWBB members.

Health & Wellbeing Board Members Recommendations

Thank you for taking the time to review this report. Our recommendations to health and wellbeing board members are:

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References

ⁱ [Local stop smoking services and support: funding allocations and methodology - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/news/local-stop-smoking-services-and-support-funding-allocations-and-methodology)