

## Operational Decision Record

<b>Publication Date</b> 08/02/2023	<b>Decision Reference Number</b> 4853
<b>Decision Title</b>	
Provision of funding to commission Behavioural Insight and Research campaign to help understand vaping behaviours of young people and perceptions on smokefree in city and county.	
<b>Decision Value</b>	
£75,000	
<b>Revenue or Capital Spend?</b>	
Revenue	
<b>Department</b>	
Public Health, People	
<b>Contact Officer (Name, job title, and contact details)</b>	
Matt Corder – Public Health Principal, Health Improvement <a href="mailto:matt.corder@nottinghamcity.gov.uk">matt.corder@nottinghamcity.gov.uk</a>	
<b>Decision Taken</b>	
Operational Executive Decision – To award £75,000 of funding to commission a 12-month behavioural insights and research campaign to help understand vaping behaviours of young people and perceptions on smokefree in city and county.	
<b>Reasons for Decision and Background Information</b>	
Background -  Smoking and Tobacco is one of the main priorities in both City and County council’s Joint Health and Wellbeing Strategy. City and County council have come together to reinvigorate our ambition towards smoking and tobacco control by developing an alliance with partners all across the system. This Smoking and Tobacco Strategic Tobacco Alliance will be a leading voice for tobacco control in Nottingham City and Nottinghamshire County.  The smoking rates in Nottingham and Nottinghamshire have been reducing steadily with adult smoking prevalence rate of 16.5% in the city and 13.3% in the county but is still higher than the national average 13.0%. Smoking is one of the largest causes of ill-health and early death in Nottingham and Nottinghamshire. Tobacco is also associated with significant economic burden on the society with a total smoking cost of £137.17 million in the city and £241.61 million in the county per year.	

Not everyone in society is equally exposed to smoking during pregnancy, infancy, early childhood, and adolescence. Children and teenagers living in the most deprived neighbourhoods are more likely to be exposed to smoking throughout their youth, increasing their risk of developing smoking habits and being harmed by second-hand smoke. This worsens health inequalities by encouraging smoking practices in future generations.

Reason for the decision –

The Action on Smoking and Health (ASH) survey 2022 (11–18-year-olds) reported that vaping prevalence (including occasional and regular vaping) was 8.6% in 2022 (compared with 4% in 2021 and 4.8% in 2020). Locally, E-cigarettes are an evolving issue and have a place in efforts to address the harms caused by smoking and tobacco use. It is important that we have a shared understanding of their role and share consistent messages to all age groups.

Everyone has a different perception of smokefree so, we want to understand from the citizens of city and county what smokefree means to them and would this be something they would get behind and help create a smokefree city and county.

Therefore, this campaign will help –

- To develop a good understanding of why people smoke/vape in Nottingham and Nottinghamshire
- Provoke a community commitment to a smoke free city and county
- To increase awareness in adolescents and parents of the health impact of vaping.
- To understand the prevalence and why young people vape in Nottingham and Nottinghamshire
- To understand if there are any community variations in smoking behaviour within Nottingham and Nottinghamshire
- Develop a clear relatable brand and associated social marketing campaign
- To engage directly with communities and build a campaign based on a better understanding of lived experience.

This is a jointly funded project by Nottingham City and Nottinghamshire County Public Health.

### **Other Options Considered and why these were rejected**

Do nothing – this option has been rejected. Not having a behavioural insight and research campaign will lead to lack of local data on vaping behaviours and smokefree perceptions and reduce our ability to respond to the need of the population. A do-nothing approach would not provide the opportunity for new learning on how the local needs of the population are changing.

### **Reasons why this decision is classified as operational**

The proposal has a value below £150,000.

**Additional Information**

## Procurement Process

A three-quote process was undertaken, with applications scored by a panel made up of both Nottingham City and Nottinghamshire County Council staff against a weighting for the following areas, Experience, Delivery Model, Working in Partnership, Data and Evaluation and Pricing

The preferred provider is: Bluegrass Research Limited

**Procurement Comments**

*Following a quotation process, the attached decision to award a joint contract with Nottinghamshire County Council at a total value of £75k, to Bluegrass Research Limited, is supported by the Procurement Team.*

**Decision Maker (Name and Job Title)**

Lucy Hubber – Director of Public Health

**Scheme of Delegation Reference Number**

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**Date Decision Taken**

07/02/2023