

**Nottingham City Health and Wellbeing Board**  
**29 March 2023**

<b>Report Title:</b>	Nottingham and Nottinghamshire Smoking and Tobacco Control Vision document and delivery plan
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<b>Executive Summary:</b>	
<p>The smoking rates in Nottingham and Nottinghamshire have been reducing steadily with adult smoking prevalence of 16.5% in the city and 13.3% in the county but is still higher than the national average 13.0% in 2021. This varies across different wards in the city and districts in the county. In Nottingham city, the wards with the highest smoking rates are the most deprived wards Aspley 38.5%), St Ann's (36.7%) and lowest rates are in the least deprived wards Wollaton West and Leen Valley (&lt;13%). Smoking is one of the largest causes of ill-health and early death in Nottingham and Nottinghamshire. It has an impact on children and young people's lives through pregnancy to adolescence, with 13% of pregnant women smoking at the time of delivery in city. This is significantly higher than the national average of 9.1%.</p> <p>Tobacco is a priority for both Nottingham City and Nottinghamshire County Health and Wellbeing Boards and aligns with the Integrated Care Systems' priorities on reducing health inequalities. The Alliance Group sets out to be a leading voice for Tobacco Control and will work with partners using a clear evidence base to achieve their ambitions.</p> <p>Nottingham and Nottinghamshire's Strategic Smoking and Tobacco Alliance Group will shortly be launching their vision document illustrating their key objectives to address the harms from smoking and tobacco use for the future. The document has been developed alongside a live delivery plan by stakeholders to set out the clear ambition: <b><i>'to see smoking amongst adults reduced to 5% or lower by 2035'. The Alliance has a further ambition to 'make the harms of smoking a thing of the past for our next generation such that all of those born in 2022 are still non-smokers by their 18th birthday in 2040'.</i></b></p>	

The four delivery themes are:

- **Helping vulnerable groups to quit smoking** - We know that smoking is more prevalent in deprived communities and those with multiple needs, so working with people to develop seamless and easily accessible services for individuals to stop smoking is a priority.

- **Effective regulation of Tobacco products** - Illegal, untaxed cigarettes and tobacco keep people smoking who would otherwise try to quit and are attractive to young people who want to experiment with tobacco. We will work to prevent illegal sales through intelligence gathering, enforcement and public communication.

- **Reducing exposure to second-hand smoke** - young people start smoking because they are exposed to other people smoking, live in environments where smoking is normalised, and have access to cigarettes and tobacco. We can prevent smoking uptake by young people by enforcing smokefree regulations and promoting smokefree homes and smokefree public environments and supporting adults to stop.

- **Prevention & engagement with Children and Young People** - Action is required to prevent young people becoming smokers in the first instance to ensure the vision to have a smokefree generation is achieved. We need to reduce exposure to smoking and vaping to children and young people and ensure there is consistent messaging about the harms of smoking and vaping and continued enforcement of regulations that work to protect children and young people from the dangers of smoking.

Further overarching themes that will support the effectiveness of the above themes are: Multiagency partnership working, effective communication and improving the understanding of vaping and e-cigarettes.

The delivery themes will be progressed using a whole-systems approach. The vision document will be shared with Health and Wellbeing partners shortly. And we hope you will support us in sharing it to your wider networks.

**Recommendation(s):** The Board is asked to endorse and support our long-term ambition and delivery of our actions.

## The Joint Health and Wellbeing Strategy

### Aims and Priorities

**Aim 1:** To increase healthy life expectancy in Nottingham through addressing the wider determinants of health and enabling people to make healthy decisions

**Aim 2:** To reduce health inequalities by having a proportionately greater focus where change is most needed

**Priority 1:** Smoking and Tobacco Control was identified as a priority in the Joint Health and Wellbeing Strategy.

This paper looks to articulate our local ambitions for this priority and describe the actions needed as we start our journey towards a Smoke Free Nottingham City.

### How the recommendation(s) contribute to meeting the Aims and Priorities:

Smoking is the largest single cause of ill-health and early death in Nottingham City. This is articulated in the Joint Health and Wellbeing Strategy where it was identified as a priority area. Smoking also drives health inequalities with smoking rates within Nottingham City being greatest in those wards experiencing the greatest disadvantage and lowest amongst our more affluent communities. The vision document sets out several core principles which shows how it will align with the aims of the Joint Health and Wellbeing Board:

- **Reducing inequalities** - Reducing the health inequalities in certain groups like routine & manual workers, unemployed people, people with mental health conditions is a core for this work.
  - **Community focused** – The Alliance will share our vision with communities and, where possible, work with them to develop solutions.
  - **Collaboration as equal partners** – The Alliance will work across NHS, Primary Care, Local Authorities, schools/education settings, public and private sector organisations as well as with communities and third sector organisations, to deliver a smoke-free vision.
  - **Best use of resources** – by working together the Alliance will maximise collective skills and resources.
  - **Outcome-focused** – The programme model links activities to outcomes recognising that action needs to be directed at individuals and communities in order to prepare, support or maintain a change in behaviour.
  - **Future generations focused** – There will be a focus on creating an environment where being smoke free becomes the norm for all children hence preventing them to start smoking in their adulthood.
- Data & Intelligence** – Data will be used to inform the shared ambitions, evaluate actions, and monitor progress.

### How mental health and wellbeing is being championed in line with the Board's aspiration to give equal value to mental and physical health:

The delivery plan focuses on the mental health benefits for the smokers in addition to the physical health benefits. The outcomes actions are monitored against includes the improving smoking prevalence amongst patients with mental health disorders.

