DELIVERY PLAN FOR SMOKING AND TOBACCO CONTROL IN NOTTINGHAM AND NOTTINGHAMSHIRE 2022-2025

Inputs

STRATEGIC:

Executive Sponsorship

Prioritisation of work within the ICB

PARTNERSHIP:

An engaged Smoking & Tobacco alliance with champions and advocates within key stakeholder organisations.

INSIGHT:

Data & Intelligence capacity

Citizen survey

Provider datasets

RESOURCES:

Support from city, county, district and boroughs to lead smokefree public spaces.

Public Health AND NHS investment in smoking cessation pathways.

Public Health AND Police investment in an Illegal tobacco taskforce.

Public Health investment in a school education programme.

Activities

THEME 1: Helping vulnerable groups to quit smoking

1. Working with vulnerable population to reduce inequalities in communities
2. Ensure services are coordinated and take a holistic approach to care.
3. Implementation and evaluation of Long-Term Plan Pathway to support a sustainable plan for the NHS tobacco dependency services
4. Communication of harms of smoking and support to quit

THEME 2: Effective communication for tobacco products

1. To promote good practice with retailers and other businesses and to prevent illegal sales through intelligence gathering, enforcement and public communication.
2. Increasing the awareness of public and local organisations to report suspicious illegal tobacco related activities and underage sales of e-cigarettes.

THEME 3: Reducing exposure to secondhand smoke

1. Supporting and promoting smokefree hospitals, schools, public places, and workplaces.
2. Encouraging adults to protect children through encouraging smokefree homes

THEME 4: Prevention & engagement with Children & Young people

1. Communication and mass media
2. Co-production with children and young people and families
3. Supporting evidence-based prevention programmes.

Outputs

(All the outputs are mentioned in detail in the document)

THEME 1 –

- Better access to the services for vulnerable groups
- Increase the numbers of people quitting smoking in the county and city
- Seamless pathway for all patients from secondary care to community service.

THEME 2 –

- Increase in enforcement activity
- Increased awareness about illegal tobacco across various organisations.

THEME 3 –

- Increased smokefree hospital sites, school gates, public spaces
- Increased social housing homes with smoking polices
- Reduction in fires caused from smoking related materials.
- Improve smokefree legislation enforcement for smokefree cars.

THEME 4 –

- Improved communication developed aimed at children and young people
- Increased social norms around majority of young people don't smoke

Outcomes

Smoking Prevalence in Adults (18+) - current smokers

Smoking Prevalence in priority populations

Smoking status at time of delivery

Smoking prevalence in Adolescents – current smokers

Smoking attributable hospital admissions

Smoking related mortality

Smoking related ill health

Impacts

Integrated Care System Outcomes Framework – System indicators

Increase in healthy life expectancy

Reduction in health inequalities

Reduction in neonatal mortality

Reduction in illness and disease prevalence
(In particular respiratory diseases and cardiovascular disease)

Reduction in premature mortality

This document focuses on the action plan for our 4 key delivery themes for the next 3 years, monitoring of the actions and details on system working. It is a live document which will be periodically reviewed every 3 years.

The above logic model is the summary of our actions for the next 3 years and their related outputs, outcomes, and impacts. The outputs will be monitored over the period of 3 years as and when the associated action is completed (Table 2-5). The outcomes will be monitored as mentioned in the table below (table 1).

Indicator	Source	Frequency of reporting	City value	County value	England value	2030	2040
Outcome measures							
Smoking prevalence in adults (18+) – current smokers (APS)	PHOF[1]	Annual	16.5%	13.3%	13.0%	↘↘	↘
Smoking status at time of delivery	PHOF	Annual	13.0%	12.6%	9.1%	↘↘	↘
Smoking prevalence in adults in routine and manual occupations (18-64) – current smokers (APS)	PHOF		22.5% (2020)	26.5% (2020)	24.5% (2020)	↘↘	↘
Smoking prevalence in adults (18+) with serious mental illness (SMI)	PHOF		46.0% (2014/15)	38.7% (2014/15)	40.5% (2014/15)	↘↘	↘
Smoking prevalence in adults with a long-term mental health condition (18%) – current smokers	PHOF	Annual	29.9%	26.2%	26.3%	↘↘	↘
Smoking prevalence in adults with anxiety or depression (18+) – current smokers	PHOF		32.8% (2016/17)	24.0% (2016/17)	25.8% (2016/17)	↘↘	↘
Smoking prevalence in adults (18+) admitted to treatment for substance misuse (NDTMS) – all opiates	PHOF		64.2% (2019/20)	84.7% (2019/20)	70.2% (2019/20)	↘↘	↘

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[1] PHOF – Public Health Outcomes Framework https://fingertips.phe.org.uk/profile/tobacco-control

Smoking prevalence in adults (18+) admitted to treatment for substance misuse (NDTMS) – alcohol & non-opiates	PHOF		59.4% (2019/20)	86.1% (2019/20)	64.6% (2019/20)	↘↘	↘
Smoking prevalence in adults (18+) admitted to treatment for substance misuse (NDTMS) – non-opiates	PHOF		56.9% (2019/20)	81.9% (2019/20)	62.0% (2019/20)	↘↘	↘
Smoking prevalence in adults (18+) admitted to treatment for substance misuse (NDTMS) – alcohol	PHOF		54.2% (2019/20)	54.2% (2019/20)	43.9% (2019/20)	↘↘	↘
Smoking attributable mortality	PHOF		315.3 (2017-19)	218.7 (2017-19)	202.2 (2017-19)	↘↘	↘
Smoking attributable hospital admissions	PHOF		2370 (2019/20)	1609 (2019/20)	1398 (2019/20)	↘↘	↘

↘↘ - Steady decline

↘ - Remain below the national average

Delivery theme 1 -	Helping vulnerable groups to quit smoking
Aim -	Have a comprehensive offer of support for anyone who wishes to give up smoking and ensure that our most vulnerable communities have equity of access and outcomes.
What we are doing	- Coproduction/co design of service user involvement/service development. - Working with community champions to have initial conversations about quitting and signposting to community stop smoking services. - Designing e-cigarettes pilot for patients attending the lung health checks in the city and county; pilot for clients and staff working in drug and alcohol treatment services in the county and a phased approach for inclusion across the county service. - Piloting stop smoking staff app including e-cigarettes for use within NHS (phase 1 secondary care and phase 2 primary care). Aimed at addressing inequality within NHS staff groups. - Representation from ethnic minority groups in the smoking and tobacco control alliance. - Set up a task and finish group for all the stop smoking providers across city and county - Sharing of resources across secondary care and community stop smoking services for improved coordination - Mapping services landscape and resources - Designing integrated wellbeing service (IWS) specification for the city - Ensuring the delivery of outcomes from the county IWS - Task and finish groups set up with ICB, public health and secondary care to design and implement LTPs for inpatients and maternity patients. - Partnership working between Local Authorities and Notts ICB(NHS) to agree on NRT funding from 2024. - Developing comms resources about e-cigarettes and illegal tobacco as a part of the alliance's task and finish groups

Actions -	What we will do	Outputs
1. Working with vulnerable population to reduce inequalities in communities **- Routine and Manual Workers** **- Homeless population** **- Ethnic minorities** **- Areas of deprivation**	**Year 1** - Building a network of community groups who provide support to stop smoking, provide training. - Identify modes of delivery stop smoking support within communities, going to where people are. - Staff offer – output 4 weeks quit **Year 2**	- Better access to the services for vulnerable groups - Increase in the number of service users - Improve coordination and partnership working across different organisations

	- Completing equality impact assessment, includes access and outcomes across the system - Culturally sensitive comms campaigns – ethnic diverse population. **Year 3** - Exploring the support available for helping people who smoke cannabis and other smoked products and work by the alliance are aligned to the drugs and alcohol strategy.	- Increase in number of primary care staff receiving VBA training - Increase the numbers of people quitting smoking in the county and city - Seamless pathway for all patients from secondary care to community service - Improved support for people smoking cannabis and other smoked products - Improved access to information on harms of smoking
2. Ensure services are coordinated and take a holistic approach to care	**Year 1** - Increasing uptake to services and making self-referral easy - Strengthening link of providers with other wellbeing services such as - mental health services, welfare advice, social prescribing, substance use support services **Year 2** - Improving referral pathway - Offer vaping as a substitute for smoking, alongside accurate information on the benefits of switching, including to healthcare professionals. - VBA (Very Brief Advice) training for GPs and primary care staff. **Year 3** - Development and implementation of integrated wellbeing service in the city	
3. Implementation of LTP and evaluation to support a sustainable plan for the NHS tobacco dependency services **- Smoking in pregnancy** **- SMI**	**Year 1** - Clear and coherent offer for pregnant women and their partners to quit smoking - Targeted stop smoking intervention to people while they are inpatient and a seamless pathway from secondary care to community services. **Year 2** - Agree sustainable funding and resource model to implement evidence-based pathways to smoking cessation interventions from health services (Long term plan (LTP)).	
4. Communication of harms of smoking and support to quit	**Year 1** - Development of a central communication point – shared website	

Delivery theme 2 -	Effective regulation of tobacco products	
Aim -	Working together to reduce the access to illegal tobacco and having a city and county where retailer environment promotes good practice around illegal sales of tobacco and/or vaping product	
What we are doing	- Working on comms campaign on illegal sales for public and retailers in the task and finish group set up as a part of the smoking and tobacco control alliance - Development of resources regarding underage sales of vapes related information to inform the INTENT model. - Set up a city and county task and finish group for intelligence sharing and designing enforcement tasks. - Developing a tobacco enforcement taskforce for city to align with county. (police being embedded in it) -	
Actions -	What we will do	Outputs
1. To promote good practice with retailers and other businesses and to prevent illegal sales through intelligence gathering, enforcement and public communication.	**Year 1** - Working with retailers for them to have IBVTA (Independent British Vape Trade Association) registration **Year 2** - Training for retailers about illegal tobacco, vaping and vaping products - Training for Environmental health team, neighbourhood policing team and community protection teams about illegal tobacco enforcement. - Work with shisha places on effective regulation **Year 3** - Supporting national work to introduce a tobacco licence for retailers to limit where tobacco is available -	Increase in enforcement activity: - Quantity of illegal tobacco products seized (includes both cigarettes and other tobacco products) - Total number of inspections (non-warrant) for illegal tobacco (will include revisits) - Number of warrants executed on commercial premises for illegal tobacco
2. Increasing the awareness of public and local organisations to report suspicious illegal tobacco related activities and underage sales of e-cigs	**Year 1** - Training and comms plan to increase awareness - Education in schools, stop smoking service staff. **Year 2** - Clear reporting pathway - Creating age appropriate content	- Number of warrants executed on private premises for illegal tobacco - Number of legal actions taken - Number of fines and costs received from prosecutions

	- Understand around the exposure to tobacco imagery and licensing and classification powers locally	Increased awareness about illegal tobacco across various organisations
3. Strengthen partnership working	**Year 1** - Building agreements on creating a consistent way of complaints handling and notifications - Creating a shared picture of prevalence of illegal tobacco and priorities for action - All those involved in illegal tobacco enforcement are signed up and follow the local TD, particularly in relation to the tobacco industry **Year 2** - Working with magistrates to ensure legal action taken in city and county is consistent with rest of UK.	

Delivery theme 3-	Reducing exposure to secondhand smoke	
Aim -	Creating smokefree places and reducing exposure to secondhand smoke	
What we are doing	- Implementing the LTP for inpatients, maternity and mental health supporting all those admitted to hospital who some offered NHS – funded tobacco treatment services. - Audit being carried out with housing and social landlords. - Developed a Tobacco declaration toolkit to support organisations implanting the tobacco declaration. - Creation of a task and finish group to support extending smokefree environments and reducing harm from secondhand smoke - Learning from previous work in to extending smokefree environments/events to develop forward plans - Best practice examples of smokefree work polices - Mapping work regarding resources across the partnership - Development of a central communication point – shared website -	
Actions -	**What we will do**	**Outputs**
1. Smokefree hospitals	- Each trust should develop a clear smokefree strategy which outlines actions for how they will work towards a completely smokefree campuses. **Year 1 -** Audit of smokefree hospitals **Year 2 -** Complete the CLeaR deep dive for secondary care and mental health trusts	- Increased smokefree hospital sites - Increased smokefree places and school gates

2. Smokefree public spaces	**Year 1**
	- All partners of the smoking and tobacco alliance have clear smokefree workplace policies
	   o Declaration toolkit
	- Working with schools/further education to create smokefree environments /workplaces.
	- Work with schools and local areas to create smokefree school gates
	
	Year 2
	- Work to extend smokefree places for example in parks and recreation, football side-lines, local events
	   o Mapping smokefree places
	   o Explore opportunities like partnership for heathy cities
	   o All avenues to explore encouraging smokefree places – explore and report
		- Increased social housing homes with smoking polices
		
		- Reduction in fires caused from smoking related materials.
		
		- Improve smokefree legislation enforcement for smokefree cars
		
		- Smokefree and tobacco control initiates embedded into organisations strategies and plans.

	- Consideration of use of littering and other regulations PSPO	- Increased smokefree workplaces/alliance organisations
3. Supporting workplaces to promote smokefree workplaces	**Year 1 and 2** - Further education partners to develop smokefree spaces strategy to implement smokefree spaces. Examples- Universities Student accommodation Boots Capital one Experian	- Increased awareness of the harms of secondhand smoke - Increased smokefree homes where children under 18 live
4. Encouraging adults to protect children through encouraging smokefree homes	**Year 1** - Develop consistent and shared communications around the dangers of smoking in homes - Support smokefree social housing and tenancy o Social housing audit and policy – consider feasibility of smokefree rent agreements - Work with fire service safe and well checks to support smokefree homes **Year 2** - Utilise and/or develop smokefree training - Work with police to understanding actions taken regarding smokefree legislation enforcement for smokefree cars - Encourage parents to have smokefree homes through pledges - Work with private rental market to encourage students lets to have smokefree agreements	

Delivery theme 4-	Prevention and engagement with children and young people	
Aim -	To prevent children and young from starting to smoke in the first instance and breaking generational smoking patterns. Including regulation of products and underage sales, engagement, and de-normalising smoking Of note: we know one of the biggest factors around children smoking is being influenced by their environment. Through supporting the other 3 delivery actions we will have an impact on preventing children and young people from staring to smoke – however know that some children continue to smoke so we need to understand why.	
What we are doing	- Commissioned INTENT programme and encouraging schools to sign up - Working to understand young people's local prevalence and their smoking and vaping behaviours - Linking in with key partners around children and young people including schools' health hub and youth parliament - Trading standards developing aga appropriate resources and continuous enforcement work re underage sales. - City and County public health are working with Evidence to Impact (company that developed INTENT) to develop vaping resources for secondary school aged children.	
Actions -	What we will do	Outputs
1.Communication and mass media	**Year 1** - Commission Behavioural Insight and Research campaign to help understand vaping behaviours of young people and perceptions on smokefree in city and county. **Year 2** - Develop consistent and shared communication around the harms of smoking, dangers of secondhand smoke, health and financial benefits from not smoking and what support is available. Promoting the fact that most young people do not smoke.	- Improved communication developed aimed at children and young people - Improved co-production approach for children and young people and families regarding smoking and tobacco
2.Co-production with children and young people and families	**Year 1 & Year 2** - Develop a co-production approach with children and young people for all aspects of smoking and tobacco control - Work with parents, care givers and those who support vulnerable children, in particular children who are looked after - (Fostering teams, looked after children team – training around smoking)	- Increased social norms around majority of young people don't smoke - Increase in number of VBA conversations

3. Supporting evidence-based prevention programmes	**Year 1**
	- Invest in evidence based smoking prevention programmes – INTENT
	  o Support the update of schools participating in INTENT
	  o Contribute to its evolving practices and e-cigarettes and vaping
	- Align work with the Healthy Schools approach	

	- Supporting and training the role of VBA through people working in youth settings
4. Availability and Enforcement of Tobacco sales and vaping products for young people	Mentioned in delivery theme 2 action 2.

Cross cutting themes delivery plan	Governance and System working
Aim -	- To develop and work in partnership to ensure the success of tobacco control action. - To ensure clear and consistent communication to support people to quit smoking, to encourage communities to not see smoking as the norm and to continue to educate partners and the public about the harms and risk of tobacco use. - To improve the understanding and role of vaping/e-cigarettes that maximises their potential to help smokers quit, while minimising the risks of unintended consequences associated with promoting smoking and vaping to children and young people.
What we are doing	- Completed the CLeaR process, reviewed the results, and developed the themes for smoking and tobacco control plan. - Set up a Smoking and Tobacco Control Alliance across city and county and established strategic and operational groups. - Developing the vision document and live delivery plan for the smoking and tobacco control plan. - Updating and re-invigorating Nottingham and Nottinghamshire's Tobacco Declaration - Commissioning Behaviour Insight work to understand public behaviours and perceptions on vaping and smoke free spaces - Developing the alliance's e-cigarettes consensus statement - Co-production – Working with patient groups, youth parliament, and service users to open up discussions about smoking and tobacco control - Developed a communications plan

Actions -	What we will do	Outputs
Establish a whole systems approach to tobacco control	**Year 1** - Engage partners to form a strategic smoking and tobacco alliance group - and supporting operational structures - Develop governance arrangements for smoking and tobacco work - Develop a vision and live delivery plan - Provide strategic leadership and drive for the smoking and tobacco agenda	- Attendance at quarterly Strategic smoking and Tobacco meetings - Number of organisations signed up to the Nottinghamshire and Nottingham City Tobacco Control Declaration

	Year 2 - Establish future tasks and finish groups to support vision and live delivery plan – smokefree environments and children and young people engagement - Review vision, delivery plans and governance arrangements	- Improved communication plan Quarterly reports - Reporting on strategic group objectives
Commit organisations locally to take action on smoking and tobacco use	Year 1 - Refresh and reinvigorate the Nottinghamshire and Nottingham Tobacco Control Declaration - Expand the reach of the Tobacco Declaration to strategic partners and Health and wellbeing Board members Year 2 - Expand the reach of the Tobacco Declaration beyond strategic partners and Health and wellbeing Board members	- Reporting on Task and Finish objectives - Monitoring of risk and actions log - Monitoring Public Health objectives
Develop clear and consistent messages around all elements of smoking and tobacco including e-cigarettes	Year 1 & 2 - Develop a communications plan - Use the behavioural insights work to inform future work - Develop a platform for information regarding smoking and tobacco to be housed and processes for dissemination - Develop a consensus statement on the use and role of e-cigarettes across Nottinghamshire and Nottingham City. -	
Monitoring performance of actions	Year 1 - Task and finish Groups objectives developed - Regular reporting on objectives established and shared with partners Year 2 - Processes developed for sharing work of the strategic and operational groups	