

Appendix 5. Update on Smoking & Tobacco Control for the Health and Wellbeing Board

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Overview of need

Smoking is the main cause of premature death and health inequalities. The outcomes within the Joint Health and Wellbeing Strategy for smoking include reducing the prevalence of smoking amongst adults, young people and pregnant women as well as increasing the number of smokers from different ethnic groups being seen by stop smoking services.

Smoking rates are falling both nationally and locally. In Brighton and Hove the 2012 Health Counts survey found that 23% of people smoked daily or occasionally compared with 31% in the previous survey in 2003. Nationally the percentage of people smoking in 2012 was 20%.

As regards young people the 2013 Safe and Well at School Survey (SAWSS) found that locally 97% of primary school pupils (years 4 to 6) had never tried smoking. For secondary school pupils, 86% of 11-14 year olds and 55% of 14-16 year olds had never tried smoking. The rates from the 2012 survey were 85% and 50% respectively. Although not directly comparable, nationally in 2012 77% of pupils aged 11-15 reported never trying smoking.

Smoking in pregnancy is another key public health outcome. Locally the percentage of women still smoking at the end of their pregnancy was 6.7% in 2012/13 down from 7.6% in 2011/12. This rate places Brighton and Hove in the top 20% of local authorities in the country.

Ongoing work

Since 2013 Councils have had responsibility for the tobacco control agenda, moving beyond enforcement and compliance, to include direct responsibility for health promotion through smoking prevention and smoking cessation work.

In November 2013 the Health & Wellbeing Board recommended that the Council should adopt a Tobacco Declaration setting out the Council's commitment to tackle the harm smoking causes to communities. This was adopted by the Policy and Resources Committee in December 2013.



The Brighton & Hove Tobacco Control Alliance was established in 2012, and includes representation from Environmental Health, Stop Smoking Services, NHS, Fire Service and Trading Standards and Public Health. The alliance meets quarterly and is chaired by the Head of Regulatory Service in Brighton & Hove City Council. An action plan has been developed under 4 domain groups.

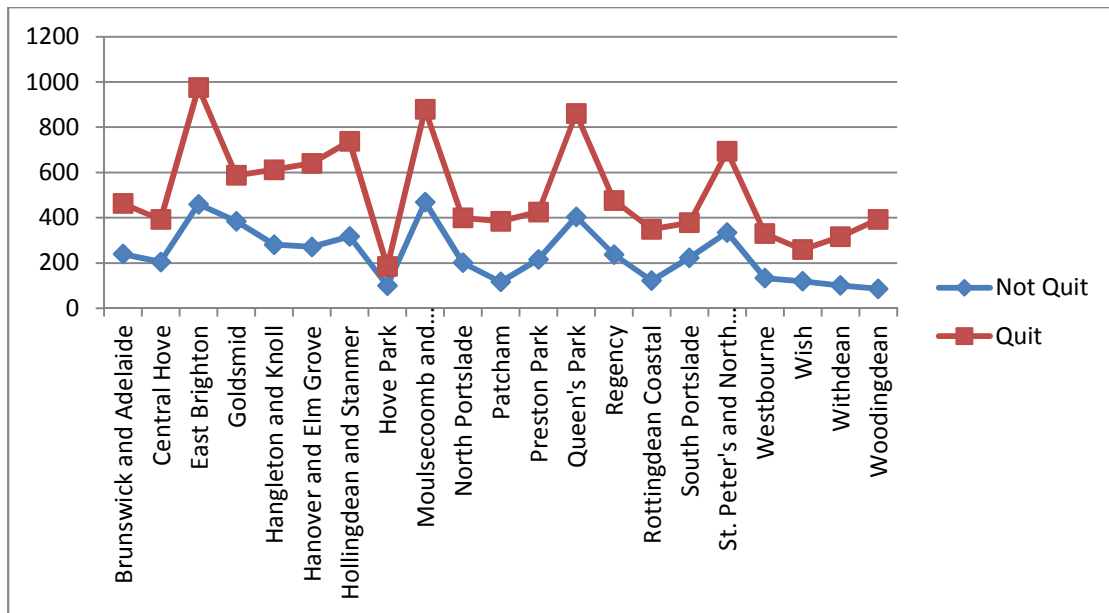
Domain 1. Helping communities to stop smoking

The Brighton & Hove Stop Smoking Service is made up of an intermediate service, provided in general practice and pharmacies, and a specialist service to which smokers can be referred or can refer themselves.

The Brighton & Hove Stop Smoking Service has been successful in meeting its overall targets for the last 3 years with 2,002 people quitting at 4 weeks during 2013/14. The Service continues to work in areas of the city to provide services to meet the needs of the community and to reach people from the high smoking prevalence groups. The workplace stop smoking specialist advisor provides clinics in the workplace with a focus on routine and manual workers. Some of these clinics include City Clean, Southern Water, Mears construction and Brighton & Hove buses.

Regarding inequalities Figure 1 below shows, for the five years 2008/9 to 2013/14 by ward, the number of people who have successfully quit smoking at 4 weeks against the number of people who have not quit. In general the highest number of both successful quitters and non-quitters are in the wards with the highest index of multiple deprivation scores which suggests the services have been successful in targeting the wards with the highest rates of smokers.

Figure 1. Number of people successfully quit and who did not quits by ward from 2008/9-2013/14.



Source: Public health July 2014.

There is an effective and robust referral pathway for pregnant women into stop smoking services. Based on NICE Guidance midwives have been trained to advise pregnant women on the health benefits of stopping smoking and to offer carbon monoxide readings at their first booking-in appointment together with referral into the stop-smoking service. A specialist pregnancy advisor delivers stop smoking clinics in Children Centres.

BSUHT staff and inpatients are seen on the wards by the Hospital smoking cessation co-ordinator. Training has been provided to staff in outpatients and pre-assessment clinics to support referrals into the stop smoking service.

During 2013/14 the specialist service has been retendered with a specification to achieve 800 quits, 40% of which should be from targeted populations in the Community. A new Hospital based service is being established for inpatients, outpatients and staff and to liaise with and provide support for practice nurses and pharmacists. These new contracts are due to begin on Oct 1st 2014.

As part of its work the service engages with partners and organisations in the community to promote the service and to provide stop smoking clinics. Work is ongoing to encourage smokers who don't access the service to use it. As examples the Bridge, the Unemployment Centre and the Women's Centre have all held information sessions and stop smoking clinics have also been held on their premises during 2014.

In preparation for No Smoking Day in March 2014, the smoking cessation service gave awareness sessions to sheltered housing scheme managers.

Subsequently a successful smoking cessation group involving both staff and residents was established at the Woods House sheltered scheme in Hove.

The black and minority ethnic community (BME)

The number of people from the BME community using stop smoking services to successfully quit is considered to be relatively low. To try and address this, in 2013 the stop smoking service worked with the Imans at four Mosques in the City during Ramadan to promote their services. The team has also been working with the Sudanese Coptic Community supporting Taxi Drivers to quit. Work is currently being planned to attend events in October 2014 to celebrate Diwali and promotional materials are available in the Temple at Portslade.

In 2013/14 of the 3284 people setting a quit date 462 (14%) were from the BME community, of whom 265 successfully quit at four weeks, and 2664 people were from White British backgrounds (for 158 the information was not collected). In 2012/13 of the 3529 people setting a quit date, 349 (10%) were from the BME community of whom 186 successfully quit. There were 2954 White British people who set a quit date (not collected 226).

Domain 2. Maintaining and Promoting Smoke-free Environments

Domain 2 has a focus on Promoting Smoke-free Environments. This involves the Environmental Health Team ensuring premises are compliant with legislation and the workplace health development specialist with the Council working with businesses in the City to support them achieve charter accreditation. In 2014 the owner of a local restaurant was successfully prosecuted for failing to stop people smoking on the premises.

A new project is currently being developed to introduce a voluntary smoking ban in play areas in the City. If children see smoking as a normal part of everyday life they are more likely to become smokers themselves. The City Council is introducing a voluntary code this summer of no smoking within Children's play areas. This will be promoted by the council's communications team.

Domain 3. Tackling Illegal Tobacco

Trading standards successfully acted on information to identify illicit tobacco in a local retail outlet. Newsletters have been sent to local businesses warning them of the penalties they could receive if they are

found selling illicit tobacco and alcohol and what they should look for so that they do not purchase these goods for onward sale.

Trading standards are tackling smuggled, bootlegged and counterfeit tobacco being sold on trade premises covering shops, public houses or car boot sales and also to young people at places such as schools, colleges and youth clubs.

Domain 4. Preventing the uptake of smoking by Young People

Among secondary school pupils who reported in SAWSS 2013 that they had tried smoking, 52% said they had only tried smoking once or twice. Of the 21% who reported smoking regularly, 48% (approximately 200) said they would like to give up. Based on the above it is estimated that 6% of all pupils smoke regularly, boys 5% and girls 6%. Stop Smoking clinics have been held in a number of schools to support staff and pupils who want to quit smoking, but a new approach is being considered as part of the Public Health Schools Programme.

The Public Health Schools Programme was launched in March 2014, when primary and secondary schools received their individual school health profiles. The profiles highlighted key health and lifestyle issues from a range of indicators, including several related to smoking (taken from the Safe and Well at School Survey). The profiles show that a number of schools have a significantly higher proportion of children living with a regular smoker than the Brighton and Hove average. Because the Programme takes a whole school community approach to health improvement for pupils, school staff and parents/carers, there is an excellent opportunity for public health to promote stop smoking to adults through the work in schools. This is done in various ways: health promotion events in schools; support from Health Trainers and/or referrals of adults to stop smoking services in the community. Further work is being undertaken to develop support for young people aged under 16 years who wish to stop smoking. The Public Health Schools Programme is currently offered to all state schools including academies and free schools.

Future developments

Developing a response to the increasing use of electronic cigarettes

Electronic cigarettes are attractive to smokers and are generally considered a safer alternative to cigarettes. There is concern that electronic cigarettes could act as a gateway to smoking for young people and that they could also “normalise” smoking behaviour. Electronic cigarettes do not contain tobacco and should not therefore be considered to be cigarettes. The best option for smokers is to quit from all forms of nicotine. For those who are addicted NICE recommends the use of

medicinally licensed nicotine products. At present this does not include electronic cigarettes. When the EU Tobacco Products Directive comes into effect in 2016 it will cover electronic cigarettes with lower doses of nicotine (up to 20mg/ml). Electronic cigarettes with higher doses of nicotine will require authorisation by the Medicines and Healthcare Products Regulatory Agency in the same way as currently NRT (Nicotine Replacement Therapy) does.

Brighton & Hove City Council is currently reviewing its Smoke-free Policy with regards to electronic cigarettes. Local school communities understand that all forms of smoking materials are prohibited on school sites. The local authority has recommended that this includes electronic cigarettes.

It is anticipated that an increasing numbers of smokers will use electronic cigarettes and local services will need to be flexible enough to adapt to this change.

Responding to new legislation.

Currently there is a further national consultation on the proposal to introduce plain packaging for cigarettes, which if agreed would be expected to reduce smoking prevalence. The government is also currently consulting on introducing legislation to make it illegal to smoke in a car carrying children. This has implications for local authorities who will be expected to help with enforcing any legislation.

Developing a stop smoking service for school children

Discussions are ongoing as to how to develop the smoking cessation service for schoolchildren under 16 years of age. This will be an integral part of the Public Health Schools Programme. It is anticipated that the Public Health Schools Programme will be rolled out to local colleges during 2015. Young people aged 16 and above can be seen by the specialist stop smoking service.

Promoting smoke-free environments

A pilot project is being considered with a local school to address concerns about parents smoking at the school gates. The intention is to introduce a voluntary non-smoking code with signs designed by school pupils.

Developing Brief Intervention Training for the East Sussex Fire and Rescue Service

The East Sussex Fire and Rescue Service are recruiting volunteers to visit vulnerable people in their homes. Training will be provided to enable the



volunteers to give advice and to signpost people to the stop smoking service.

Developing communication plans

A campaign plan has been developed to link in with national campaigns and to promote local stop smoking services. For example a national smoke-free homes and cars campaign is planned for 2015 and the local scheme will be promoted at the same time.

Tackling illicit tobacco

His autumn funding from the Department of Health will allow officers to have limited access to dogs especially trained to sniff out illicit tobacco. A local campaign about illegal tobacco is also planned.