

Date: 22 July 2021

Title: Buckinghamshire Tobacco Control Strategy Update and Action Plan

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Report Sponsor: Dr. Jane O'Grady, Director of Public Health, Early Help & Prevention

Report for information/decision or approval: Report for information

Related [Joint Health and Wellbeing Strategy](#) Priority: Start Well, Live Well and Age Well

Recommendations:

1. To note the progress update for the Buckinghamshire Tobacco Control Strategy and action plan.
2. To develop the plan further with input from all partners as part of the joint work on preventing cardiovascular disease as part of our COVID recovery plan
3. To commit to continuing to support to development and delivery of the strategy action plan, including key actions such as:
 - a. Supporting the promotion of and referral to the Live Well Stay Well stop smoking service
 - b. New innovative campaigns e.g smokefree sidelines, Illegal Tobacco and second-hand smoke
 - c. NHS Long Term Plan tobacco dependency roll out and delivery
4. To review the progress, in 6 months of:
 - a. The implementation of tobacco dependency services, as stated within the NHS Long Term Plan, including referrals from secondary care to stop smoking services
 - b. Referrals from primary care to stop smoking services
 - c. Referrals from Maternity services to stop smoking services
 - d. Joint work on tobacco and smoking across the Buckinghamshire, Oxfordshire, Berkshire West Integrated Care System. (BOB ICS)

Executive summary

- 1.1 The purpose of this report is to update the Health and Wellbeing Board on the implementation of the multi-agency Buckinghamshire Tobacco Control Strategy 2019-2024, and to request that member organisations continue to support the ongoing

delivery of the strategy action plan. The report gives background information and context around why tobacco control is a priority and then highlights actions and progress made by the multi-agency partnership in 2020-21 and the plans for partnership working in 2021-22.

Content of report

1.2 Summary of main issues:

Background

Smoking is the biggest single preventable cause of ill health and early death, and accounts for over half the difference in life expectancy between the lowest and highest income groups. Behavioural Insight conducted in Buckinghamshire shows people want to be motivated and inspired to quit, with health professionals seen as key influencers to provide these messages and advice and guidance to supporting people to quit. This highlights the importance of NHS professionals in helping to address inequalities by tackling smoking in their day to day contacts.

At its meeting in June 2019 the Board approved and adopted the Buckinghamshire Tobacco Control Strategy and committed to support the development and delivery of the strategy action plan. It was agreed that an annual action plan would be developed to support the strategy. The action plan for 2020 – 2021 is based on the four areas of the strategy (Prevention First, Supporting Smokers to Quit, Eliminate Variations in Smoking Rates, Effective Enforcement). It is monitored by the Tobacco Control Alliance on a quarterly basis. Addressing cardiovascular disease (CVD) prevention is a key priority for the Buckinghamshire Integrated Care Partnership and tackling smoking and tobacco is a vital element of this.

During the Covid-19 recovery, Live Well Stay Well have been offering their stop smoking service remotely so that residents can still access support. They are looking at community venues to work from as the restrictions lift and they can resume face-to-face appointments.

The following organisations have currently committed to actions within the action plan – Buckinghamshire Council (BC), Buckinghamshire Clinical Commissioning Group (CCG), Buckinghamshire Healthcare Trust (BHT), Live Well Stay Well (LWSW), Public Health England South East Dental Public Health, Bucks Fire and Rescue, Red Kite Housing, Bucks and Surrey Trading Standards and Bucks Football Association (FA). Discussions are continuing with a number of other organisations to encourage them to contribute to the Year 3 action plan.

Highlights of what has been achieved in 20/21 (Year 2 of the Tobacco Control Action Plan)

- 4 Alliance meetings were held in 20/21, with good attendance and feedback from Partners, who have adapted to meeting virtually.
- 35 members are engaged and signed up to the Alliance from a wide range of different organisations.
- Live Well Stay Well achieved 436 quits and achieved a 54% quit rate which is over target. They have also delivered successful promotional campaigns and engaged new stakeholders within the NHS.
- The PSHE information on Schools Web has been updated and shared with schools.
- A CLear assessment has been completed with input from Alliance members, actions from this will feed into the Year 3 action plan.
- Public Health engaged with the BOB Local Maternity System (LMS) workstream to influence the smoking in pregnancy agenda and work as a system.
- Electronic referrals from BHT to LWSW for pregnant smokers has increased in Q4 due to new processes being put in place.
- An illegal tobacco campaign has been planned (on hold due to Covid) and is expected to be delivered in 21/22.
- Ensure that all Family Nurses are asking all clients about their smoking status, are confident in referring patients and that regular training is provided.
- Live Well Stay Well developed a proposal for an e-cigarette pilot as part of the local stop smoking service
- Trading Standards worked with the BC Comms team to ensure that they had publicity for any formal actions or prosecutions taken.

Activity planned for 21/22 (Year 3 of the Tobacco Control Action Plan)

1. Prevention First

School & Youth Prevention

- Support schools to confidently deliver PSHE smoking training and share messages on e-cigarettes (BC)
- Engagement with Children's Youth Centres to share messages and educate, including the offer of MECC training (LWSW)
- Offer MECC training to Parent Liaison Officers (BC/LWSW)

NHS Long Term Plan (LTP) Roll Out

- BHT Maternity to develop plans for the NHS LTP tobacco dependency programme with support from PH and LWSW (BHT)
- Smoking in pregnancy insight work to gain feedback from pregnant women both engaged and not engaged, to add learning into development of services (BC)

2. Supporting smokers to quit

Healthy Workplaces

- Alliance organisations to support their own staff to access stop smoking support or information, including possible time away from work to attend appointments (ALL)
- Support workplaces to consider their smokefree/vaping policies, following best practice (BC)
- Offer MECC/NCSCCT training to workplaces (inc Alliance organisations) to promote health conversations (BC/LWSW)

E-Cigarettes

- LWSW to develop and deliver an e-cigarette pilot, evaluate and consider universal roll out (LWSW)
- Share up to date information on e-cigarettes to Alliance members and other key stakeholders, including a FAQ, children & vaping information, and South East E-Cigarette Position Statement, to increase knowledge and conversations with clients. Delivery of an E-cig webinar (BC)

NHS Long Term Plan Roll Out

- Buckinghamshire Healthcare NHS Trust to roll out the NHS Long Term Plan tobacco dependency programme for inpatients (BHT)
- Oxford Health Foundation Trust to roll out the NHS Long Term Plan tobacco dependency programme for mental health inpatients (OHFT)

Second-hand Smoke

- Plan and deliver a second-hand smoke campaign co-designed with key stakeholders (BC)
- Review Asthma admission to understand how many children are affected by second-hand smoke in the home (CCG)

3. Eliminating variations in smoking rates

- Roll out a new educational campaign smokefree sidelines to support football matches to go smokefree (BC/FA)
- Development and delivery of the Cardiovascular disease inequalities and prevention programme (BC and all partners)

4. Effective Enforcement

- Roll out a regional illegal tobacco campaign aimed at increasing education and number of intelligence reports (BC)
- Trading Standards (BC) will undertake targeted interventions to alleged sellers of illicit tobacco, including three days over the year with sniffer dogs, including seeking publicity and comms for any prosecutions made

Next steps and review

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Background papers

[Buckinghamshire Tobacco Control Strategy 2019-24](#)