

West Sussex Tobacco Control Strategy 2019-2022

Strategy extension



INTRODUCTION

Background and context

In 2019, the West Sussex Tobacco Control Strategy and Action Plan were launched.

Actions were aligned to the Ten High Impact Changes to achieve excellence in tobacco control published by the Department of Health. This was accepted by the Health and Wellbeing Board in January 2019.

The current strategy finishes this year, with **three quarters of the 69 actions completed as at May 2022.**

The Khan 'Making Smoking Obsolete' independent report, commissioned by the Secretary of State for Health and Social Care, was published in June 2022.

Ten High Impact Changes to achieve excellence in tobacco control:

Originally published by the Department of Health, 2008



A new national strategy/guidance is expected some time in 2023 which will incorporate the Khan review findings. When this is available, a new full West Sussex strategy and action plan will be developed.

In the interim, we have reviewed our existing strategy and produced an extension which takes into account the current local position and relevant additional elements of the Khan review.

This review has resulted in five actions being removed from the original plan and 26 new actions resulting in a total of **90 actions.**

The current action plan with progress and updates can be found at <https://sfws-action-plan-review-2022.netlify.app/>

Please note that whilst this is a Tobacco Control strategy, we do consider the function of vaping as a quit tool for adult smokers but also the potential risks of vaping in young people. Our approach in vaping is in the context of the extreme harms of tobacco use and we aim to take a balanced response to this issue.

WEST SUSSEX TOBACCO CONTROL – INTERIM PLAN ON A PAGE



One in nine adults (11.2%) still smoke in West Sussex (APS 2020)



19.7% This increases to one in five working in routine and manual occupations (18-64 year olds, APS 2020)



491, 8% of pregnant people reported smoking at time of delivery (NHS Digital, 2021/22)



1,500 deaths among those aged 35 year and over attributed to smoking each year

In West Sussex, each year...

£40.8m spent on smoking related primary care use and hospital admissions



24.9% and one in four of those with a long term mental health condition (18+ years) (GPPS 2020/21)



National data also indicates significant inequalities in smoking prevalence among other groups, with higher rates among those renting and in social housing and among those living in more deprived neighbourhoods



£18.5m on smoking related social care costs



£126.4m lost economic productivity due to smoking

Tobacco use remains the top risk factor for all cause mortality and morbidity in West Sussex (GBD, 2019)

139 providers of smoking cessation services across the county. These offer structured interventions in accordance with the established evidence base and are e-cigarette friendly.

In 2021/21, providers delivered **1,862** interventions

Similar to the national picture, uptake of services in West Sussex declined compared to pre-COVID-19 pandemic levels

New services were set up in wellbeing hubs to mitigate reduced capacity among primary care providers

The Smokefree West Sussex Partnership is a multi-agency partnership comprising colleagues from Public Health, Trading Standards, Fire and Rescue, Smoking Cessation providers, the local cancer alliance and University Hospitals Sussex

As part of the 2019-22 action plan and 2022-23 extension, the partnership set **90** actions to progress the tobacco control agenda across the county. See <https://sfws-action-plan-review-2022.netlify.app/> for more details)

Successes include:

Wellbeing hub interventions to support those experiencing homelessness to quit using vapes



Establishing a training programme to address the co-use of tobacco and cannabis

The Khan 'Making Smoking Obsolete' independent report, commissioned by the Secretary of State for Health and Social Care, outlines that England will miss its 2030 smokefree ambition (smoking prevalence below 5%) without additional intervention to quicken the pace in declines in prevalence

The report outlines 15 evidence based recommendations surrounding four critical interventions:

- > Additional investment in comprehensive smokefree interventions
- > Increase age of sale for tobacco products by one year every year
- > Promote vaping as the most effective tool to help smokers quit
- > Ingrain prevention as a core part of NHS DNA

The Khan review will feed into a new Tobacco Control Plan for England. As such, an interim local strategy refresh will be undertaken

Priorities include:

- > Post pandemic recovery of smoking cessation services
- > Reduce uptake and improve services for young people
- > Reduce persistent inequalities in smoking prevalence
- > Increase and promote smokefree environments

West Sussex will develop a full strategy following the publication of a national Tobacco Control Plan

APS = Annual Population Survey 2020. GPPS = General Practice Patient Survey 2020/21.

GBD = Global Burden of Disease Study, 2019. Economic burden estimates from 2020 ASH Ready Reckoner Smoking attributable mortality 2017-19, Office for National Statistics.

The Khan Review: Independent review into smokefree 2030 policies

Four critical recommendations are boxed in red. These are 'must dos' for the government to achieve a smokefree England by 2030, around which all other interventions are based.

Part 1: Invest Now

REC 1: Urgently invest £125m per year in interventions to reach smokefree 2030.

Option 1: Additional funding from within government
Option 2: A 'polluter pays' industry levy
Option 3: A corporation tax surcharge

Part 3: Quit for Good

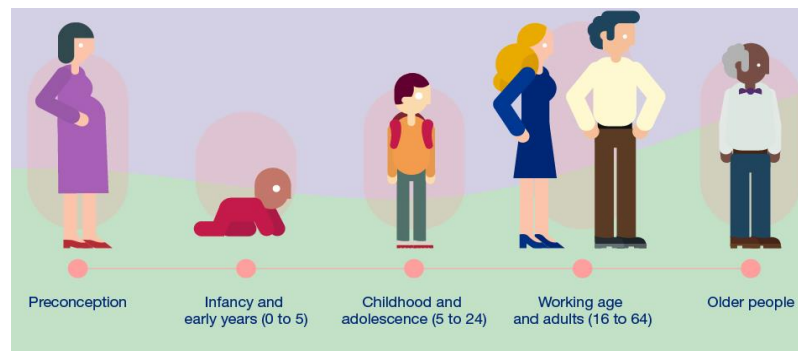
REC 8: Offer vaping as a substitute for smoking, alongside accurate information on the benefits of switching, including to healthcare professionals.

REC 9: Invest an additional £70 million per year into 'stop smoking services', ringfenced for this purpose.

REC 10: Invest £15 million per year in a well-designed national mass media campaign, supported by targeted regional media.

Part 2: Stop the Start

REC 2: Raise age of sale of tobacco by one year, every year.



The image above shows **the lifecycle of a smoker**. From smoking in pregnancy and the impact on the unborn baby, to old age, where 2/3 lifetime smokers will likely die from smoking. Interventions are needed at all stages of a person's life.

REC 3: Substantially raise the cost of tobacco duties (more than 30%) across all tobacco products, immediately. Abolish all duty free entry of tobacco products at our borders.

REC 4: Introduce a tobacco licence for retailers to limit where tobacco is available.

REC 5: Enhance local illicit tobacco enforcement by dedicating an additional funding of £15 million per year to local trading standards.

REC 6: Reduce the appeal of smoking by radically rethinking how cigarette sticks and packets look, closing regulatory gaps and tackling portrayals of smoking in the media.

REC 7: Increase smokefree places to de-normalise smoking and protect young people from second-hand smoke.

Part 4: System Change

REC 11: The NHS needs to prioritise prevention, with further action to stop people smoking, providing support and treatment across all its services, including primary care

REC 12: Invest £15m per year to support pregnant women to quit smoking in all parts of the country.

REC 13: Tackle the issue of smoking and mental health.

REC 14: Invest £8m to ensure regional and local prioritisation of stop smoking interventions through ICS leadership.

REC 15: Invest £2 million per year in new research and data, including investing £2 million in an innovation fund.

STRUCTURE OF THE STRATEGY EXTENSION

1) Where are we now?

This describes the current situation regarding prevalence, inequalities, and outcomes, using the latest data. We also provide an overview of the current service provision and a summary of achievement against the strategy to date.

2) Where do we want to get to?

This describes our vision for tobacco control in West Sussex

3) How are we going to get there?

This section describes key priorities and actions we need to undertake to progress our vision..

4) How will we know when we get there?

This outlines the Key Performance Indicators we will be monitoring progress against.

WHERE ARE WE NOW?

Prevalence and trends



Around one in ten adults (11.2%) in West Sussex currently smoke. This is similar to England (12.1%) Annual Population Survey, 2020

Data suggests that whilst there is fluctuation year on year in West Sussex, adult smoking prevalence is generally in line with national prevalence.

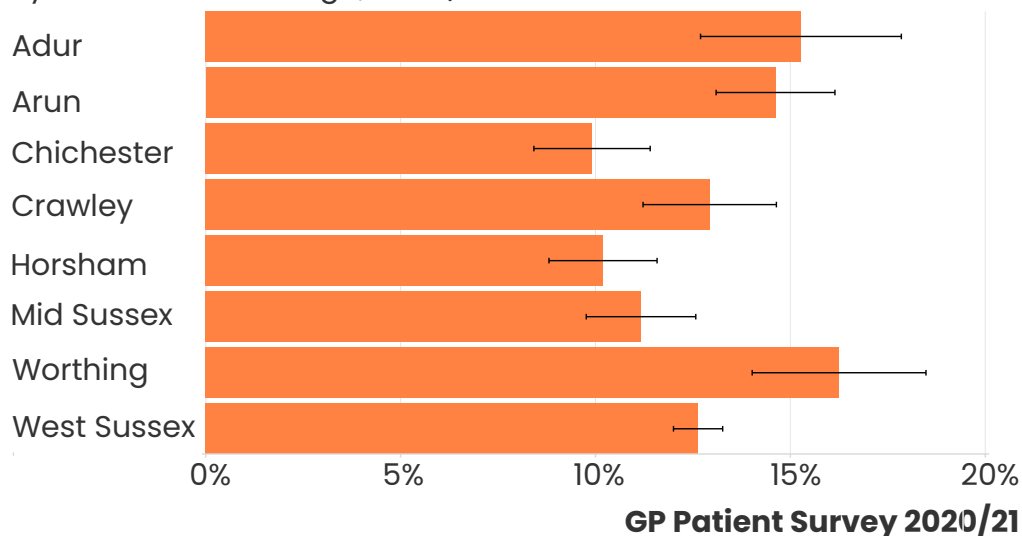
Males have a higher rate (13.2%) compared to females (9.1%) in West Sussex although the difference is not statistically significant.



Whilst national data across different sources suggest there may have been a decline in national prevalence, although the pace of decline has slowed, this downturn is not present in all local areas of the county (appendix A and B).

Moreover, the average prevalence in West Sussex masks significant variation in our districts and boroughs.

Current smoker prevalence; Adults aged 18+; West Sussex; By District and Borough; 2020/21



8.5% of pregnant people smoking at the time of delivery of their babies (NHS Digital, 2021/22)

Whilst this remains significantly better than England (9.6%), progress in reducing this rate has slowed



Data is no longer routinely collected on smoking among young people in local areas. In 2014/15, 7.1% of 15 year olds in West Sussex were estimated to be regular smokers., This was significantly higher than in England.

Almost two in five of those working in routine and manual occupations in West Sussex were current smokers

 **19.7%**
18-64 year olds
Annual Population Survey 2020

24.9% One in four of those with a long term mental health condition reported current smoking (18+ years)
GP Patient Survey 2020/21



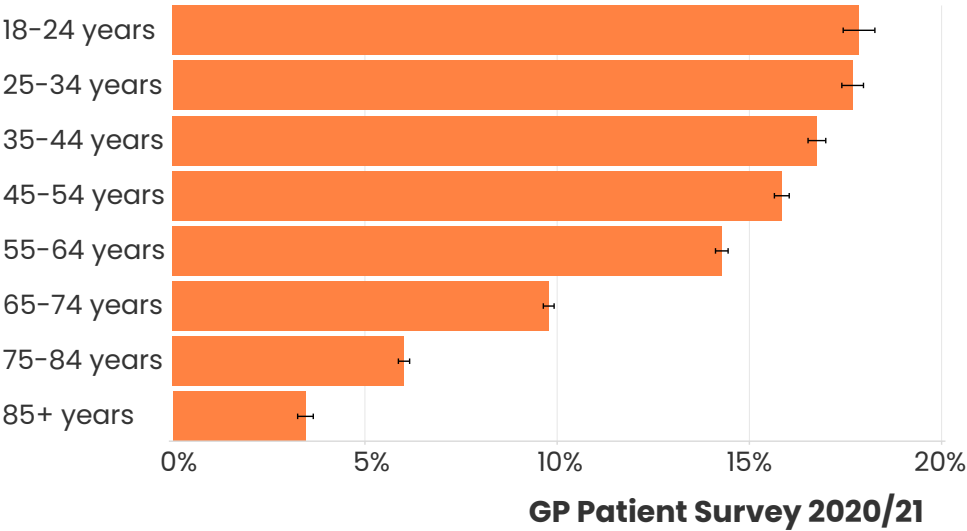
WHERE ARE WE NOW?

National inequalities

Much of the data on inequalities in smoking come from national level data

Current smoker prevalence; Adults aged 18+; England;

By age group; 2020/21

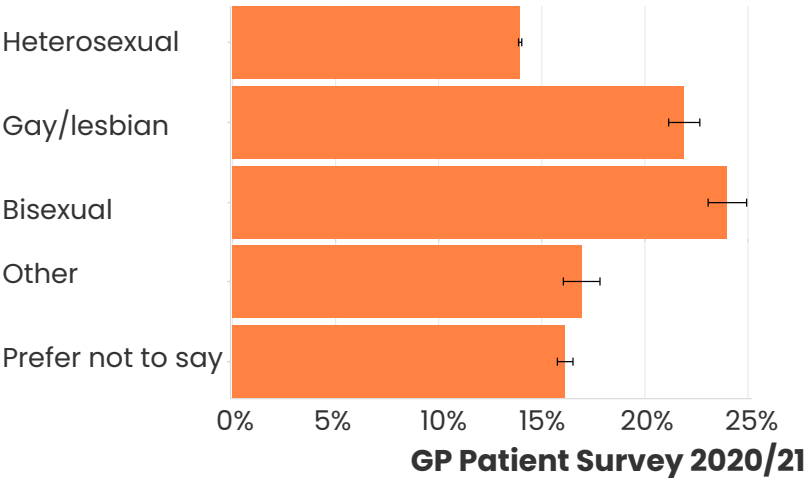


IMD deprivation decile

APS 2020 - county deciles

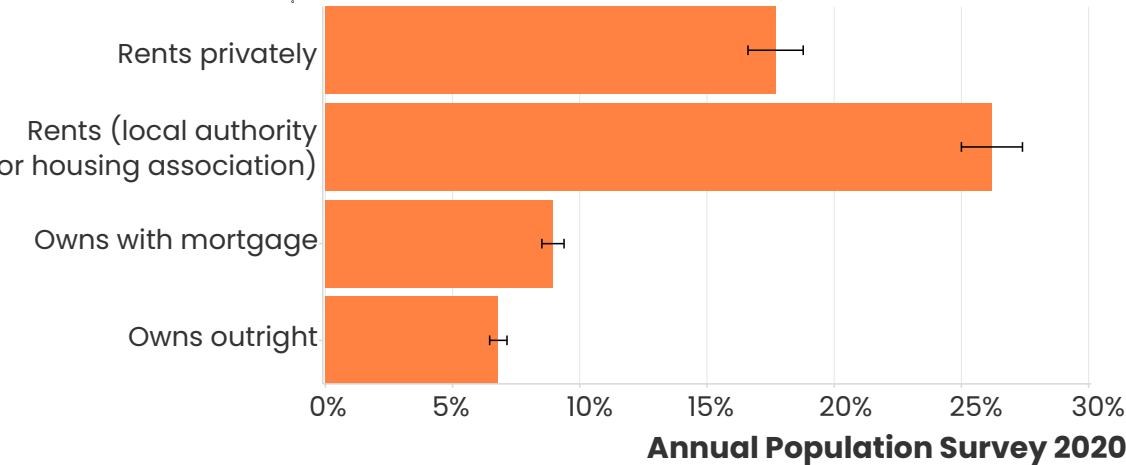
Current smoker prevalence; Adults aged 18+; England;

By sexuality; 2020/21



Current smoker prevalence; Adults aged 18+; England;

By housing tenure; 2020



WHERE ARE WE NOW?

Costs and outcomes

Smoking continues to have significant health impacts in West Sussex



1,500 deaths among those aged 35 year and over attributed to smoking each year

Deaths

ONS

Heart disease deaths

ONS

Tobacco use remains the top risk factor for all cause mortality and morbidity in West Sussex (Global burden of disease, 2019).

Smoking is a key risk factor for many cancers, including lung, oral, and oesophageal cancers. Between 2017 and 2019, there were 1,796 new lung cancer registrations; smoking is typically responsible for 70% of cases (**source**).

Tobacco use continues to cost our local health and care services and our economy:

£40.8m spent on smoking related primary care use and hospital admissions



£18.5m on smoking related social care costs



£126.4m lost economic productivity due to smoking



WHERE ARE WE NOW?

Smoking cessation services in West Sussex

There are currently 139 smoking cessation providers across 149 sites across West Sussex as at October 2022.

This includes West Sussex Wellbeing service operating a hub in each of the Districts and Boroughs, as well as GP practices and community pharmacies.

There are currently 53 active smoking cessation providers with at least one new starting intervention in 2022/23 (April–September 2022).

Services are e-cigarette friendly, in accordance with the best available evidence highlighting that e-cigarette devices are effective quitting aids and are 95% less harmful than cigarettes (Public Health England, 2015).

In 2021/22, providers delivered a total of **1,862** first appointments and **964** quits.

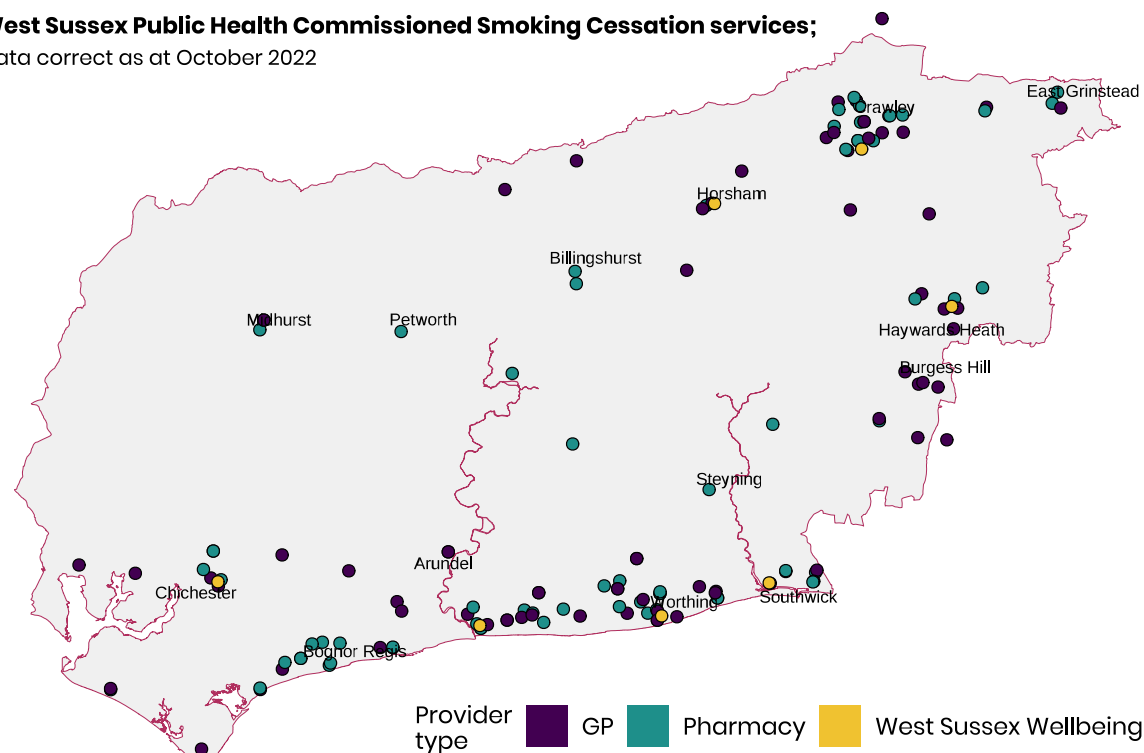
This is a reduction from 2019/20 'pre-pandemic' levels (see appendices C and D for trends).

This is a pattern seen nationally, However, in West Sussex, new services were commissioned within wellbeing hubs to mitigate some of the reduced capacity within primary care providers.

In addition to community smoking cessation services, a new maternity stop smoking service launched in 2022.

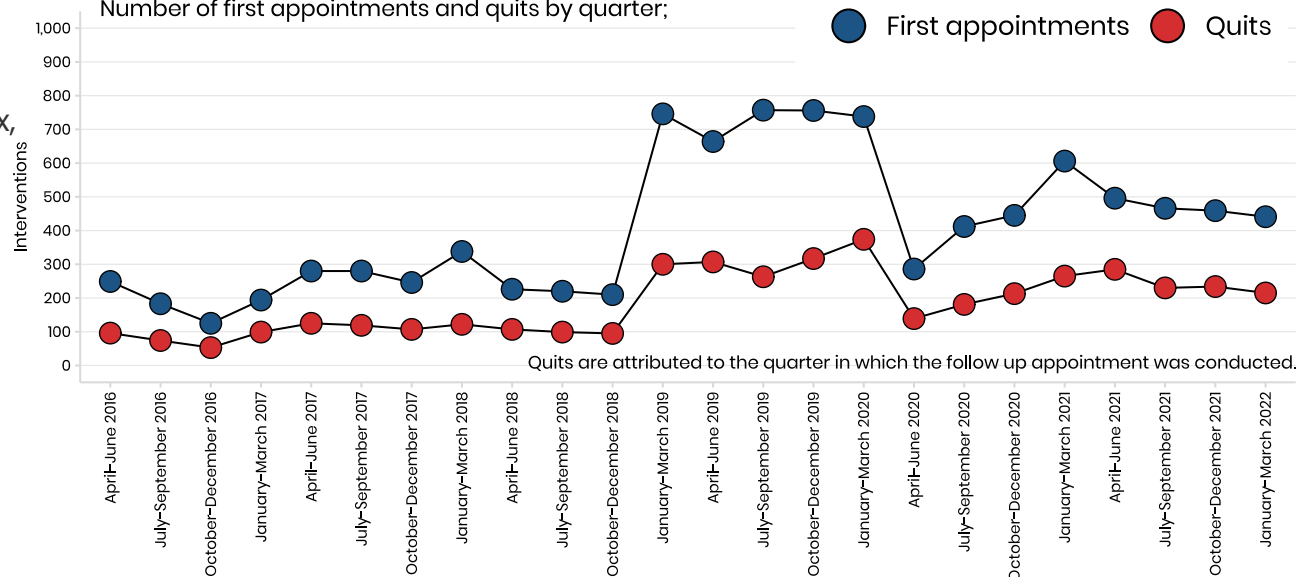
West Sussex Public Health Commissioned Smoking Cessation services;

Data correct as at October 2022



West Sussex Commissioned Smoking cessation services: 2016–2022;

Number of first appointments and quits by quarter;



WHERE ARE WE NOW?

Current governance arrangement – West Sussex Smokefree Partnership

The purpose of the **West Sussex Smokefree Partnership** is to provide strategic direction and leadership to achieve a smoke free West Sussex (defined as an adult smoking prevalence below 5%) by 2030.

Current membership

- West Sussex County Council Public Health
- West Sussex County Council Trading Standards
- West Sussex Wellbeing Hubs
- Primary Care Networks
- Sussex Integrated Care Board
- University Sussex Hospitals Trust
- Sussex Community Foundation Trust
- Sussex Partnership Foundation Trust
- Cancer Alliance
- West Sussex Fire and Rescue
- Education and Youth services representatives
- Environmental Health
- Regional Tobacco Control Team – Office for Health Improvement and Disparities

Reporting arrangements

The group is accountable to the West Sussex **Health and Wellbeing Board**. It will also regularly report into the newly formed **West Sussex Cardiovascular Disease Prevention Steering Group** (which itself reports to the Integrated Care System Prevention Board).

WHERE ARE WE NOW?

West Sussex Tobacco Control Strategy 2019–2022 review

In 2019, the West Sussex Tobacco Control Strategy and Action Plan was launched and ran from 2019 to 2022, overseen by the west Sussex Smokefree Partnership.

Actions completed successfully

Three quarters of the original 69 actions were considered complete in May 2022, despite disruption due to the COVID-19 pandemic. Some of the successes of the strategy include:

- Offer of smoking cessation services in the West Sussex Wellbeing Service hubs developed to improve capacity during the pandemic
- In 2021/22, Trading Standards seized 727 packets of illicit cigarettes and 279 pouches of illicit tobacco during eight inspections at five retailers
- Several wellbeing hubs supported people experiencing homelessness to quit with the option of using a vape product; 124 people started the intervention with 51 successful quits. This is a quit rate of 41% and all but two successful quitters used vape products.
- A new training programme for providers established regarding the co-use of cannabis and tobacco.

New actions and actions carried forward

- Refresh the Tobacco Control Health Equity Audit
- Improve data capture from Stop Smoking Services
- Increase uptake of smoking cessation among substance misuse service users
- Safe and well visits to test individual levels of carbon monoxide
- Actively Quitting Pilot resuming following disruption due to COVID-19
- Establish clear reporting mechanisms for midwives regarding illicit tobacco
- Gather evidence of the efficacy of smoking cessations interventions for children and young people
- Smokefree environment policy related actions carried forward

Actions withdrawn









- Health4familieservice is no longer operational – actions have been incorporated into the rest of the plan
- Actions regarding tobacco control support in dentists
- CleaR deep dive actions will be considered in the new full tobacco control strategy

WHERE ARE WE NOW?

Review of the 2017–2022 national smoking targets

No specific targets were included in the 2019–2022 West Sussex Tobacco Control Strategy.

However, the Tobacco Control Plan for England (2017–2022) identified **four key national ambitions**, which are highlighted in the local strategy. These were outlined as key to delivering 'Smokefree by 2030', and so assessment of the West Sussex position against these ambitions may give some indication of how West Sussex is progressing.

- | | |
|---|--|
|  Reduce the prevalence of 16 year olds who regularly smoke from 8% to 3% or less by the end of 2022 |  It is difficult to assess progress due to lack of local or modelled data on prevalence among young people. In 2014/15, 7.1% of 15 year olds in West Sussex were estimated to be regular smokers. This is significantly higher than the national average. |
|  Reduce smoking prevalence among adults in England from 15.5% to 12% or less by the end of 2022 |  In 2020/21, 11.2% of adults in West Sussex were current smokers. The prevalence in 2017 was 12.8%, and 10% in 2019. However, the definition/data collection methodology changed in 2020 which could in part explain the increased rate. |
|  Reduce the inequality gap in smoking prevalence between those in routine and manual occupations and the general population by the end of 2022. |  In 2017, routine and manual occupation smoking prevalence was 23.4% compared with 12.8% in the general adult population (a gap of 10.6 percentage points). In 2020/21, the gap had reduced to 8.5 percentage points (19.7% among those in routine and manual occupations, compared to 11.2% in the general population). |
|  Reduce the prevalence of smoking in pregnancy from 10.7% to 6% or less by the end of 2022 |  In 2018/19, 9.1% of pregnant people were smoking at the time of delivery, reducing marginally to 8.5% in 2020/21. |

WHERE DO WE WANT TO GET TO?

Our vision

Tobacco use is the top risk factor for all cause morbidity and mortality in West Sussex and the single largest driver of health inequalities.

Tackling tobacco use is considered one of the **big three areas** that we must make progress on to achieve our public health vision for West Sussex.

*"West Sussex is a great place in which to grow up, achieve, raise a family and grow old...
it is a place where improved health and wellbeing is experienced by all our residents,
and the health and wellbeing gap between communities is reducing"*

West Sussex Health and Wellbeing Strategy 2019–2024

By 2030, we will have achieved smokefree in West Sussex (<5% smoking prevalence).

HOW ARE WE GOING TO GET THERE?

The following pages show the progression and revised key actions required to achieve the Ten High Impact changes and meet the ambitions of the strategy.

Working in partnership

Achieving Smokefree in West Sussex requires a system wide response. The West Sussex Smokefree Partnership will provide the main mechanism to support partnership working.



Key actions

Establish specific smoking cessation support for housebound smokers

Establish a referral pathway for West Sussex Fire & Rescue service Safe and Well visits for housebound smokers

Gather and use the full range of data to inform tobacco control

Ensuring local, robust, and timely data is available is essential for monitoring progress against this strategy and in ensuring resources are targeted where they are needed most.

Ensuring that our services collect data that allows analyses of inequalities will be key.



Key actions

Model the trajectory required to reach smokefree by 2030

Consider a health and wellbeing school survey which would provide a regular robust measure of smoking and vaping in children and young people

Update the Tobacco Control Joint Strategic Needs Assessment

Action recommendations identified in the Health Equity Audit to ensure services collect data allowing for inequality analyses.

Use tobacco control to tackle health inequalities

Tobacco use is a key driver of inequalities in morbidity and mortality between the best off and worst off, and the prevalence of smoking between other communities (e.g. LGBTQ+ groups) differs significantly.

Key actions

Complete a Health Equity Audit and co-produce recommendations to reduce inequalities in prevalence, in service access and outcomes between groups

Consider the use of provider incentives to support increased quit rates among vulnerable groups

Embed smoking cessation signposting within District and Boroughs to support those in Local Authority rented or housing association accommodation, considering the use of Make Every Contact Count (MECC) principles

Development of a financial incentive scheme for pregnant people and a supporter

Explore the co-location of stop smoking services to support vulnerable groups (e.g. drug/alcohol services)

Deliver consistent, coherent, and coordinated communication

Public stop smoking campaigns have been evaluated as effective.

We will continue to actively participate in local and national tobacco control campaigns. We will specifically consider the needs of groups experiencing inequalities and develop targeted communications materials for these groups.

Key actions

Undertake engagement with vulnerable groups to understand motivations, perceptions, and experiences of services (using COM-B structure)

Produce targeted New Year Stop Smoking communications for Eastern and Central European groups and LGBTQ+ groups

Promote smoking cessation services on beer mats in pubs in high prevalence areas

Develop supportive communications regarding the cost of smoking and support available to to quit

An integrated stop smoking approach

Local authority stop smoking services are just one key facet of an integrated stop smoking approach.

In West Sussex, there are a range of community providers for residents to access and increasingly, smoking cessation support is provided directly within health services.



Key actions

Hospital Trust Inpatient Tobacco Dependence service rolled out

Maternity smoking cessation service to be further developed in terms of capacity and virtual offer

Activity audit of community providers, offering support to providers with no/low activity who wish to continue providing the service

Source extra provision via additional providers

Develop a central triage function model to ensure ease of access to services

Expand free vape provision in stop smoking services

Build and sustain capacity in tobacco control

Capacity building is a long-term process but in order to maintain progress and momentum in tobacco control it is essential that local capacity is strengthened and sustained.

Successful tobacco control will require infrastructure, resources, and political will.



Key actions

Expansion of carbon monoxide (CO) monitors in wellbeing hubs

Vaping awareness session delivered for stop smoking providers and other key stakeholders

Provision of additional training for Family Nurse Partnership staff to deliver smoking cessation interventions to service users

HOW ARE WE GOING TO GET THERE?

Tackle cheap and illicit tobacco (including vapes)

Illicit tobacco and vaping products includes goods which fail to comply with legislation.

Trading Standards also undertake an important role in tackling underage sales of tobacco and vaping products.



Key actions

Continue to disrupt the supply of illicit tobacco and vaping products in West Sussex

Continue to disrupt the supply of tobacco and vaping products sold to underage residents

Influence change through advocacy

Advocacy in tobacco control is about changing the political, economic, and social conditions that encourage tobacco use.

It is also about gaining public and media support with the ultimate aim of de-normalising tobacco use through changing social norms.



Key actions

Continue to support elected members and executive leadership to raise the issue of tobacco control in West Sussex

Helping young people to be tobacco and vape free

Preventing the uptake of smoking among young people and offering appropriate support for those that do smoke is essential in order to reach smokefree by 2030.

We also consider the issue of vape use among young people.



Key actions

Review effectiveness and acceptability of current smoking cessation provision and best practice for children and young people

Consider a smoking Key Performance Indicator as part of the Healthy Child Programme with ringfenced funding and specific consideration of vulnerable groups (e.g. care experienced young people)

Develop whole-schools approach to smoking/vaping including education on risks of vaping

Maintain and promote smokefree environments

By implementing policies to make more of our environments smokefree we can protect citizens and workers from the harms of passive smoking, reduce morbidity and mortality due to passive smoking, motivate smokers to quit, and reduce the number of people who start smoking.



Key actions

Audit of public sector buildings with smokefree policies to serve as a baseline

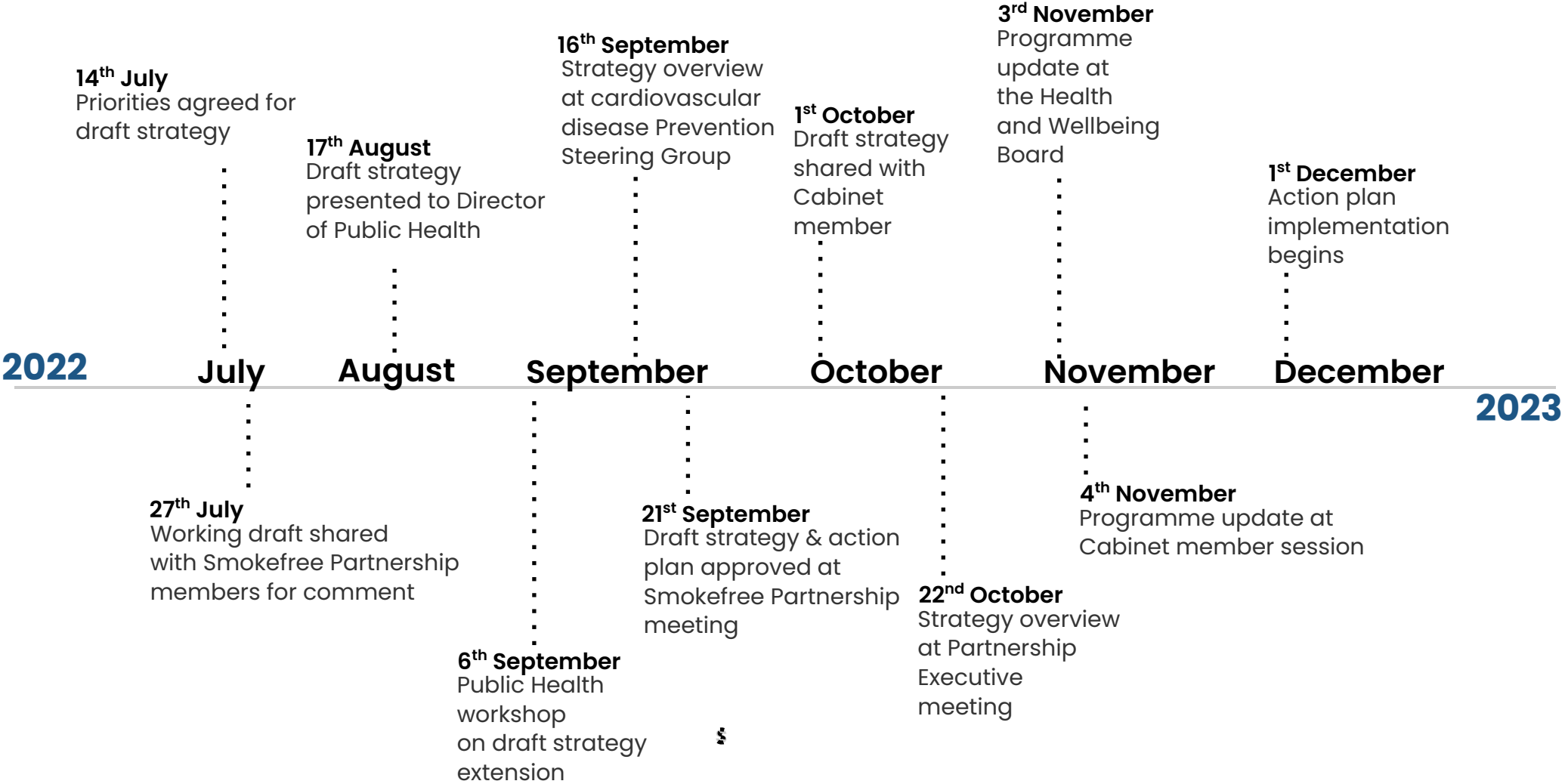
Implement smokefree policies in County Council buildings by April 2023

Implement smokefree policies in other public sector buildings by October 2023

Develop a smokefree sidelines project

HOW ARE WE GOING TO GET THERE?

Governance process timeline



HOW WILL WE KNOW WHEN WE ARE THERE?

Key Performance Indicators (KPIs)

This strategy extension is one stepping stone towards smokefree by 2030.

As noted, a new local strategy will be developed when further national guidance is available.

An overall smoking prevalence target for the lifespan of this strategy extension will be developed following the production of a trajectory to reach smokefree by 2030.

Other key performance indicators include:

- 1 Increase number of 1st appointments in the community stop smoking services to pre-Covid levels by November 2023
- 2 Increase engagement in stop smoking services among routine and manual workers to 30% in 2022/23

Appendix A – Trends in adult smoking prevalence over time – Annual Population Survey

Note: The Annual Population Survey has changed its methodology from face to face surveying to telephone surveying in 2020 which is expected to have some impact on self-reported smoking status¹

The coronavirus pandemic has change the way we can collect data and is likely to be a contributing factor to why we have seen an unrealistic decrease in the proportion of adults who smoked cigarettes in 2020 in our usual information source, the Annual Population Survey (APS). Therefore, these numbers should be treated with caution.

James Tucker, Health Analysis and Life Events, Office for National Statistics

Placeholder timeseries

APS

¹ <https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/drugusealcoholandsmoking/bulletins/smokingprevalenceintheukandtheimpactofdatacollectionchanges/2020>

APPENDICES

Appendix B – Trends in adult smoking prevalence over time – GP Patient Survey

Note: Adult smoking prevalence from the GP Patient Survey is only available for persons locally (not broken down by sex). This shows clear variation across the county.

Placeholder timeseries

GPPS

APPENDICES

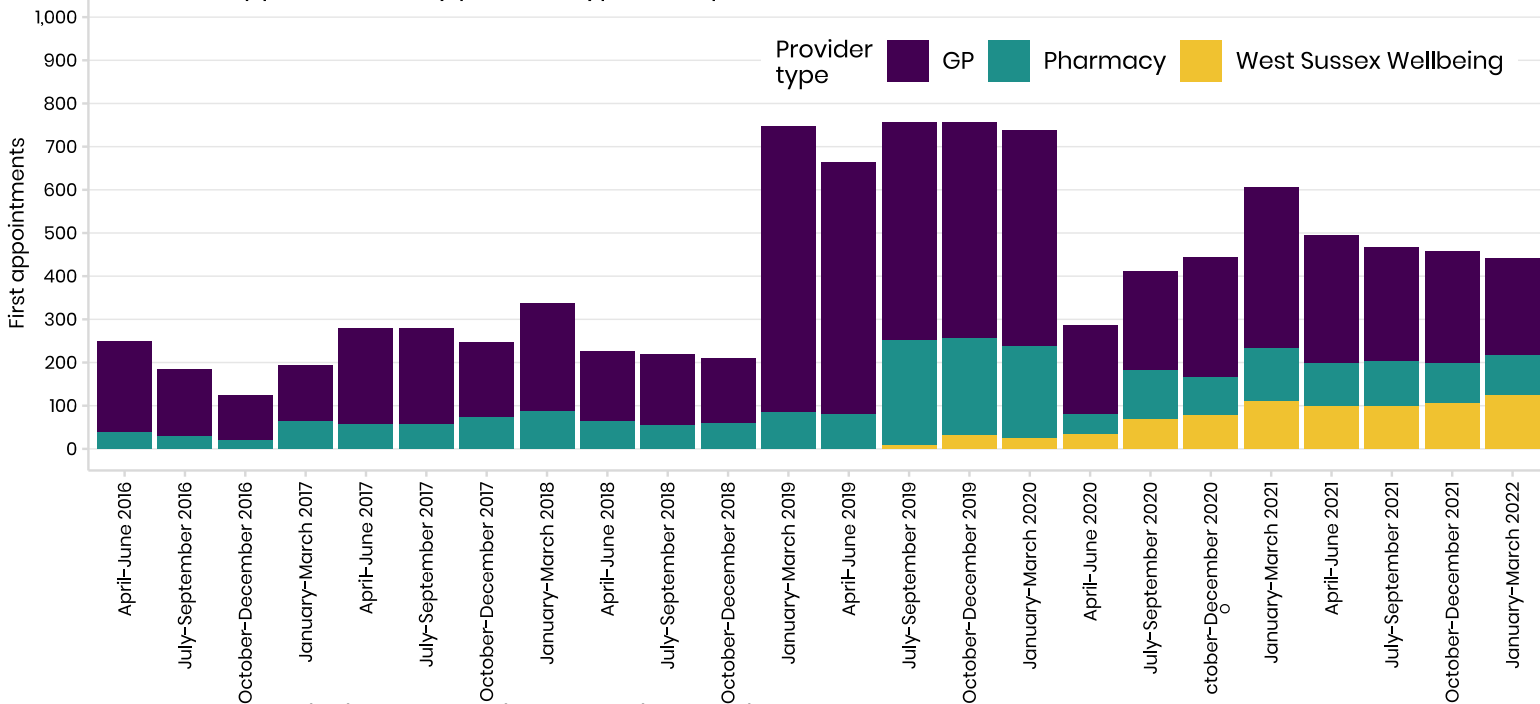
Appendix C - Smoking cessation services overview

Note: successful quits are attributed to the quarter in which the follow up appointment was conducted. This can be several months later than the first appointment and may lead into the following quarter.

Also note the different y axis scales on each of the figures.

West Sussex Commissioned Smoking cessation services: 2016-2022;

Number of first appointments by provider type and quarter;



West Sussex Commissioned Smoking cessation services: 2016-2022;

Number of quits by provider type and quarter;

