

## Smoke Free West Sussex Partnership 2019-22 Strategy Extension Action Plan overview; as at November 2022

Action	Description	What does success look like?	Which partners are involved	Status	Latest update
1 - Integrated stop smoking services across the Local Maternity System	Integrated stop smoking services across the Sussex and East Surrey Local Maternity System	Maternity partners across the Sussex and East Surrey Local Maternity System work together to enhance integrated stop smoking support for mothers and families.	Local Maternity System	Complete	Maternity pilot has concluded and learning will directly influence the service offer which from April 2022 is part of the NHS Long Term Plan.
2 - Pilot project 'Actively Quitting' using physical activity as a diversion	Pilot project 'Actively Quitting' using physical activity as a diversion	Smokers will be referred from SSS to leisure provision	Wellbeing programme	Incomplete	Programme was not fully implemented. We will review evidence to see if there are more effective current methods to support engagement in smoking cessation services.
3 - Promote e-cigarettes as a safer and healthier alternative to smoking	Promote e-cigarettes as a safer and healthier alternative to smoking. Work with Public Health 'approved' Vape Shops to give vouchers to bed bound clients	Increase in number of bed bound smokers using E-cigs instead of cigarettes	Fire Service	Complete	All WSCC services promote e-cigarettes in line with national guidance which currently states 95% less harmful. This information will continue to be included in safe and well visits unless evidence changes.
4 - Greater sharing of intelligence to Trading Standards	Greater sharing of intelligence to Trading Standards	Increase of intel reports to Trading Standards	Trading Standards	Complete	Trading Standards a focal point of Smoke Free Partnership with reporting processes widely known to partners who share within their networks.
5 - Enhanced maternity dataset	Enhanced maternity dataset ensuring smoking status recorded for all pregnant women	All hospitals within the local LMS footprint collect and report data.	Local Maternity System	Complete	Maternity smoking cessation services now part of NHS Long Term Plan with integrated IT system and data capture.

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6 - Improve data capturing from stop smoking services	Improve data capturing from stop smoking services	Improved data quality to understand service delivery and targeting	Public Health	Incomplete	Community and Pharmacy providers have fit for purpose IT system, challenges are with General Practice and challenges around finding appropriate IT solution which is on-going.
7 - Produce smoking cessation gap analysis and action plan	Produce smoking cessation gap analysis and action plan, based on NICE guidance (PH26) and CLear Assessment	Maternity systems demonstrate enhanced stop smoking support and pathways in line with NICE guidance and CLear Assessments	Local Maternity System	Complete	This learning was used as part of the service redesign within the NHS Long Term Plan.
8 - Report the number of people signposted	Report on the number of people signposted to stop smoking services from wellbeing hubs	Awareness of local smoking population data collected and shared	Wellbeing programme	Complete	West Sussex Wellbeing now offers a countywide smoking cessation offer as part of the programmes available to any adult over 18 who lives or works in the county. This commenced during the Covid 19 pandemic and allowed for a stop smoking offer to be in place across West Sussex at a time when other community providers were offering a much reduced service due to competing covid 19 demands. Data reporting is completed as part of the standard wellbeing quarterly reviews.

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9 - Share data gathered from health MOTs	Share data gathered from health MOTs to show the number of people identified as smokers	Awareness of local smoking population data collected and shared	Wellbeing programme	Complete	West Sussex Wellbeing now offers a countywide smoking cessation offer as part of the programmes available to any adult over 18 who lives or works in the county. This commenced during the Covid 19 pandemic and allowed for a stop smoking offer to be in place across West Sussex at a time when other community providers were offering a much reduced service due to competing covid 19 demands. Data reporting is completed as part of the standard wellbeing quarterly reviews.
10 - Smoking status recorded for all pregnant women	Smoking status of all pregnant women captured at time of booking and delivery (mandatory)	Accurate data recorded and shared	Maternity at Western Hospitals	Complete	This is reportable criteria for services as part of NHS Long Term Plan.
12 - Refresh the Health Equity Audit for stop smoking services	Refresh the West Sussex Health Equity Audit for stop smoking services	Completed HEA used to inform service redesign	Public Health	Incomplete	Data collated and in the process of being reviewed. Final version of the HEA expected in Autumn 2022.
13 - Increase understanding of attitudes to smoking among Eastern Europeans	Increase local understanding of attitudes towards smoking among Eastern Europeans in West Sussex	Appropriate interventions developed based on insight	Public Health	Incomplete	Target demographic for future service provision and evidence requested to include this population in service provision moving forward.
16 - Offer targeted workplace health (WPH) services	Target businesses in deprived areas to offer workplace health (WPH) services	Increase in the number of smokers accessing SSS from workplaces deprived areas	Wellbeing programme	Complete	Smoking cessation services now a core part of workplace offer.

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17 - Improving links between prisons and community stop smoking services	Build on national smokefree prisons programme by improving links with the community stop smoking services	A pathway to support those being released from prison estate to continue their stop smoking attempt	Prisons	Complete	Provider details available for peer-to-peer support. Commissioner support also available to share training opportunities and service updates.
18 - Use 'Actively Quitting' pilot to target disadvantaged wards	Use 'Actively Quitting' pilot to target disadvantaged wards	Smokers from disadvantaged wards will be referred from SSS to leisure provision	Wellbeing programme	Incomplete	Programme never fully implemented will review evidence to see if there are more effective current methods to support engagement in smoking cessation services.
19 - Uptake of stop smoking services among substance misuse service users	Work with substance misuse services to improve uptake of stop smoking services by service users	Improved pathway for those accessing substance misuse services to support their smoking cessation	Public Health	Incomplete	Current work being undertaken to provide further service training and support for cannabis and tobacco, the remainder of this action to be taken forward for consideration in future strategy.
20 - Hold stop smoking surgeries in targeted community locations	Hold stop smoking surgeries in community locations, specifically in disadvantaged wards	Increase in the number of smokers accessing stop smoking services from deprived areas	Wellbeing programme, Primary Care. IPEH Hubs, Voluntary Sector Organisations, District & Boroughs, Public Health	Complete	Insight now being used to identify and target appropriate service provisions for those targeted areas.

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21 - Actively participate in national and local tobacco control campaigns	Actively participate in national and local tobacco control campaigns	Evaluation of campaign reach which increases year on year. Stoptober campaign promoted in Children and Family Centres and Find it out YP Service. Evaluation of campaign assessed by service user feedback. Families signed up for Family Assist receive timed Stoptober information. Lullaby Trust Safer Sleep Campaign is promoted by the Children's Workforce in March. Smoking cessation is part of this campaign.	Wellbeing programme, Health4Families, Trading Standards, District & Boroughs, Public Health	Complete	All Smokefree Partners have positive input and support for Public Health led campaigns.
22 - Annual campaign community event	Actively participate in national and local tobacco control campaigns through at least one annual campaign community event organised by 10 fire stations and through social media	Evaluation of campaign reach, which increases year on year	Fire Service	Complete	Partners support in annual No Smoking Day in March.
23 - Identify approaches that best serve different communities	Identify approaches to disseminating smokefree messages that best serve different communities	Engagement with BAME groups , particularly Eastern European to gain insight into attitudes towards tobacco use	Communities	Complete	All partners can access and share insight for targeted interventions.
24 - Lead on tobacco control communication and campaigns	Lead on tobacco control communication and campaigns	A communication plan for the period of this strategy is produced	Public Health	Complete	Public Health lead on annual campaigns and call for all partners to support with these and draft comms plans accordingly.

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25 - Provide evidence based information via Family Assist	Provision of evidence based and consistent information, including on smoking cessation, to all families across West Sussex, via an easily accessed and interactive digital platform (Family Assist)	Family Assist achieves high levels of engagement with mothers and families in the provision of comprehensive pre-conception guidance, including on stop smoking information	Western Sussex Hospitals NHS Foundation Trust, Sussex Community NHS Foundation Trust, West Sussex County Council	Complete	Family Assist service now concluding however have continued to provide information throughout the duration of this action plan.
26 - Distribute 5,000 Safe and Well information booklets	Distribute 5,000 Safe and Well information booklets to residents receiving a Safe and Well visit. Booklets include information on smoking related fires, how to make a home smoke free and where to go for smoking cessation support.	5,000 booklets will be distributed to vulnerable people in their homes	Fire Service	Complete	Information booklets distributed to West Sussex residents.
27 - Wellbeing programme that supports tobacco control	Develop the role of the wellbeing programme to support tobacco control	West Sussex wellbeing programmes are more engaged in tobacco control	Public Health	Complete	Wellbeing programme fully operational in smoking cessation delivery.
28 - Redesign stop smoking service provision in West Sussex	Redesign stop smoking service provision in West Sussex	Effective stop smoking services reaching those that most need to access them	Public Health	Complete	Increased variation of smoking cessation providers with the addition of Wellbeing and continued provision from General Practice and Community Pharmacy.
29 - Work with Vape shops to support stop smoking providers in primary care	Work with Vape shops to support stop smoking providers	Improved quit rates. Increased confidence in stop smoking providers to discuss vaping as a method to quit tobacco	Public Health	Complete	Vape pilot among General Practice and West Sussex Homeless cohort to be reviewed to see if vape products will be added to pharmacotherapy.

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30 - Patients are asked about their use of tobacco at pre-assessment clinics	All patients attending pre assessment clinic are asked about their use of tobacco. Smokers are given brief advice and signposted to local stop smoking services	Increase in number of elective patients being signposted to stop smoking services	Western Sussex Hospitals NHS Foundation Trust	Complete	Question asked as standard as part of Long Term Plan framework.
31 - Develop a Patient Group Directive around Champix prescribing	Develop a Patient Group Directive around Champix prescribing	Improved quit rates in pharmacy providers	Public Health, Primary Care	Complete	Champix available as part of pharmacotherapy.
32 - Improve quality of stop smoking service delivery	Improve quality of stop smoking service delivery	Improved conversion rates	Public Health, Primary Care	Complete	Priority scoring tool has evidenced an improvement in service delivery and experience of West Sussex residents engaging in smoking cessation services.
33 - Improved training offer for stop smoking services	Improve training offer for providers of stop smoking services	Face to face training for new advisors in place and be spoke eLearning package for top up training	Public Health, Primary Care	Complete	On-going quarterly training sessions available for all service providers.
34 - Referral and follow up to stop smoking services	Referral and follow up to stop smoking services whether the stop smoking intervention is inhouse or external	Drop in number of pregnant women still smoking at time of delivery compared to booking	Maternity at Western Hospitals	Complete	Standard procedure as part of NHS Long Term Plan framework.
36 - Test an integrated midwifery-led stop smoking service	Test an integrated tier 2 midwifery led stop smoking support service	Increase in maternal quit rates between booking and delivery. Shared and integrated learning across Sussex and East Surrey Local Maternity Systems	Local Maternity System	Complete	Standard procedure as part of NHS Long Term Plan framework.

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37 - Preventing ill health from alcohol and tobacco CQUIN	Support NHS achieve the preventing ill health from alcohol and tobacco CQUIN	Local NHS Trusts have achieved the CQUIN	Public Health	Complete	CQUIN no longer used as improvement plan framework, MECC training delivered to staff as alternative.
38 - Training for primary care staff to deliver stop smoking services	Provide training for primary care staff to deliver stop smoking services	Primary care staff are able to deliver stop smoking services	Public Health, Primary Care	Complete	All contracted primary care staff have at least one trained professional and quarterly training sessions available for new members of staff.
39 - Work with primary care service providers to improve services delivered	Work with primary care service providers to improve quantity and quality of services delivered	More stop smoking services within primary care	Public Health, Primary Care	Complete	Greater availability of support for service providers including e-support, improved training options and single point of contact from commissioner.
40 - Home visiting staff trained in Make Every Contact Count (MECC)	Train Prevention Team home visiting staff in Make Every Contact Count (MECC)	Staff will be more confident in having signposting conversations about smoking cessation and making a record	Fire Service	Complete	All visiting staff trained in MECC as standard before commencing home visits.
41 - Rollout Make Every Contact Count (MECC) to 30% of operational crews	Work with the Fire and Rescue Training and Development team to roll out Make Every Contact Count (MECC) to 30% of operational crews	30% of operational personnel will be more confident in having signposting conversations about smoking cessation and recording	Fire Service	Complete	MECC training offered to all staff within service.
42 - A Local Maternity System (LMS) wide action plan	A Local Maternity System (LMS) wide action plan will be developed	Plan developed for use by all organisations which are part of the local LMS.	Local Maternity System	Complete	Part of NHS Long Term Plan framework.



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43 - Carbon monoxide (CO) testing at antenatal appointments	Carbon monoxide (CO) testing at antenatal appointments for all pregnant women.	All Pregnant women attending antenatal appointments will be CO tested	Maternity at Western Hospitals	Complete	Standard procedure as part of NHS Long Term Plan framework.
44 - Training delivered to all HCP staff involved in the care of pregnant women	Ensure training is delivered to all HCP staff involved in the care of pregnant women in the identification of smoking, delivery of smoking cessation advice and referring to smoking cessation services	Each organisation has training developed and available to relevant workforce.	Local Maternity System	Complete	Standard procedure as part of NHS Long Term Plan framework.
46 - Delivery of smoking brief advice to non-elective inpatients	Improve the delivery of smoking brief advice to non elective inpatients	Non elective inpatients receive appropriate advice and support to stop smoking	Western Sussex Hospitals NHS Foundation Trust	Complete	Very Brief Advice (VBA) training available to all staff.
47 - Rollout Make Every Contact Count (MECC) to clinical and non-clinical staff	Rollout Make Every Contact Count (MECC) programme to clinical and non-clinical staff in healthcare settings such as primary care	Increased confidence of front line staff in raising the issue of smoking	Public Health, Primary Care	Complete	Making Every Contact Count (MECC) training available to all staff.
48 - Signpost smokers to stop smoking services	Signpost smokers to stop smoking services when conducting Safe and Well visits	Increase in the number of people accessing the SSS	Fire Service	Complete	Given VBA and MECC training options, referral information known and available all staff engaging with West Sussex residents able to refer if deemed appropriate.

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50 - Wellbeing hub staff level 1 training	Wellbeing hub staff to complete National Centre for Smoking Cessation and Training Very Brief Advice level 1 training.	1. All wellbeing staff will be VBA trained, 2. Wellbeing staff will be confident to discuss smoking cessation and record conversation outcome	Wellbeing programme	Complete	On-going quarterly training sessions available for all service providers.
51 - Wellbeing hub staff level 2 training	Wellbeing hub staff to complete National Centre for Smoking Cessation and Training Very Brief Advice level 2 training.	1. All wellbeing staff will be VBA trained, 2. Wellbeing staff will be confident to discuss smoking cessation and record conversation outcome	Wellbeing programme	Complete	On-going quarterly training sessions available for all service providers.
52 - Midwives level 1 training	Midwives to complete National Centre for Smoking Cessation and Training Very Brief Advice on smoking for pregnant women level 1 to talk about smoking cessation with pregnant women and their partners	1. All midwives will be VBA trained, 2. Midwives will be confident to discuss smoking cessation and record conversation outcome	Maternity at Western Hospitals	Complete	Standard procedure as part of NHS Long Term Plan framework.
53 - Safe and Well visits to test individual levels of carbon monoxide	Use carbon monoxide (CO) Monitors during Safe and Well Visits to test individual levels of CO	Identify people who have high levels of CO in their breath and to raise awareness of the impact from smoking	Fire Service	Incomplete	Challenges with Covid-19 mean this was deprioritised, may be reviewed in subsequent action plan. Information and signposting to existing services is however carried out on visits.
54 - Disrupt the supply of illicit tobacco	Continue to disrupt the supply of illicit tobacco in West Sussex	More traders brought into compliance, increase in numbers of seizures and quantities seized	Trading Standards	Complete	On-going work continuing.

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55 - Educate consumers of illicit tobacco	Educate consumers of issues with illicit tobacco and how to report it	Increase in intelligence and intel reported	Trading Standards	Complete	On-going work with social media messaging.
56 - Clear reporting mechanisms for illicit tobacco among midwives	If staff are aware that illicit tobacco is being used they know how to report	Increase in the number of IT reports to Trading Standards	Maternity at Western Hospitals, Wellbeing programme	Incomplete	No update available.
57 - Review Smoke Free West Sussex Partnership membership	Review Smoke Free West Sussex Partnership membership	A partnership that actively discusses and addresses through working together the tobacco issues in West Sussex	Public Health	Complete	Discussion around Smokefree membership and terms of reference held with partnership, terms of reference reviewed in line with new national guidance and local strategy now agreed.
59 - Link messages into community and voluntary sector organisations	Link messages regarding tobacco control into community and voluntary sector organisations	Communities team raise tobacco control at a minimum of two events per year	Communities	Complete	Smokefree partnership continue to link joined up communications with their own networks.
60 - Link tobacco control messages into directorate team meetings	Link messages regarding tobacco control into directorate team meetings	Tobacco control raised at a minimum of two C&PP directorate management team meetings a year	Communities	Complete	Links established and promotion of priority health messaging sent through community networks.
61 - Raise the issue of tobacco control in West Sussex	Support members and the Director of Public Health in West Sussex to raise the issue of tobacco control	Whole system approaches to tobacco control embedded and health in all policies include tobacco control	Public Health, District & Boroughs	Complete	All partners agreed on current approach as part of best practice.
62 - Under age sales operations on intel led targets	Continue to undertake under age sales operations on intel led targets	Reduction in 'hit rates' of sales in UAS operations	Trading Standards	Complete	Operations on-going.

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63 - Educating businesses in under age sales legislation	Educate businesses in West Sussex in under age sales legislation	Increased number of businesses with knowledge of UAS legislation and engagement with TS	Trading Standards	Complete	Operations on-going.
64 - Understanding attitudes to smoking among young people in West Sussex	Increase local understanding of attitudes to smoking of young people in West Sussex	Appropriate interventions developed based on insight	Public Health	Complete	Initial scoping and research concluded, insight and evaluation will be used to progress strategy and future service provision.
66 - Support the Local Maternity System	Support the Local Maternity System to achieve its aspirations related to tobacco control	LMS has achieved its aspirations	Public Health	Complete	West Sussex Public Health to continue to support and advise as Long Term Plan services are progressed.
68 - Investigate efficacy of interventions for young people	Investigate efficacy of prevention and smoking cessation interventions for young people	Awareness of appropriate interventions for preventing the uptake of smoking among young people as well as helping them stop. This will be through a review of published and grey literature and other social research methods.	Public Health	Incomplete	Further review and recommendation required to help shape future service provision.
69 - Local Maternity System knowledgebase	Information on effects of smoking/smoking cessation services/smoke free homes included on LMS knowledgebase.	Increase in visits/hits to knowledgebase per year.	Local Maternity System	Complete	Literature available and part of Long Term Plan framework.
70 - Nicotine Replacement Therapy available during hospital stay	Nicotine Replacement Therapy (NRT) to be available to all pregnant women during hospital stay	An increase in the number of pregnant women on NRT during their hospital stay	Maternity at Western Hospitals	Complete	Standard procedure as part of NHS Long Term Plan framework.

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71 - Review workplace smokefree policies for local authorities	Review the smokefree policy for local authorities	Evidence based workplace policy in WSCC	Public Health, District & Boroughs	Incomplete	Smokefree Policies to form part of next strategy request to all partners.
75 - Source extra provision via additional providers	Source extra provision via additional providers	Increase 1st appointments to pre-pandemic levels	Public Health	Incomplete	
76 - Conduct a mid-year audit activity of current providers and offer support to inactive providers who wish to continue to provide services	Conduct a mid-year audit activity of current providers and offer support to inactive providers who wish to continue to provide services	Increase in the number of providers and the average activity level of active providers	Public Health, GP practices, Pharmacies	Incomplete	
78 - Consider expansion of vape provision for those seeking support to quit	Consider expansion of vape provision for those seeking support to quit	Increase in the quit rate of services offering a free vape	Public Health, GP practices, Pharmacies, Wellbeing	Incomplete	
79 - Develop a central triage/coordination model to ensure ease of access to services	Develop a central triage/coordination model to ensure ease of access to services	Increase in number of first appointments	Public Health	Incomplete	

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80 - Hospital Trust Inpatient tobacco dependence service rolled out across all sites over 2023/3	Hospital Trust Inpatient tobacco dependence service rolled out across all sites over 2023/3	To be confirmed	University Hospitals Sussex	Incomplete	
81 - Deliver vape awareness session for providers	Deliver awareness session for providers and other key stakeholders regarding the use of vapes as a quit tool and myth busting	Increased proportion of providers feel confident to promote as a quit tool	Public Health, GP practices, Pharmacies, Wellbeing	Incomplete	
82 - Expansion of CO monitors in wellbeing hubs	Expansion of CO monitors in wellbeing hubs	Improved quit rates	Public Health, Wellbeing	Incomplete	
83 - Provision of additional training for Family Nurse Partnership staff to deliver smoking cessation interventions to young parents	Provision of additional training for Family Nurse Partnership staff to deliver smoking cessation interventions to young parents	Increased quit rate in young parents	Public Health, Family Nurse Partnership	Incomplete	
84 - Targeted Stop Smoking communications	Targeted Stop Smoking communications campaign to groups at greater risk of smoking (Central and Eastern European groups, LGBTQ+ groups, people from deprived areas)	Increased uptake in first appointments in people from these groups	Public health, communities, comms	Incomplete	

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85 - Promotion of smoking cessation in pubs/bars in deprived areas	Promotion of smoking cessation in pubs/bars in deprived areas	Increased uptake in first appointment in people from more deprived areas	Public Health	Incomplete	
86 - Model the trajectory required to reach smokefree locally	Model the trajectory required to reach smokefree locally (prevalence <5%) by 2030	We have a clear understanding of the year on year reduction in prevalence we need to achieve to reach smokefree by 2030	Public health	Incomplete	
87 - Develop local mechanism to gather prevalence data in children and young people	Develop local mechanism to gather smoking and vaping prevalence data in children and young people	We are able to regularly measure smoking and vaping prevalence locally in Children and Young people		Incomplete	
88 - Develop whole-schools approach to smoking/vaping	Develop whole-schools approach to smoking/vaping	Shared understanding of the local issues and consensus on effective school-based approaches to reduce smoking/vaping in children and young people	Public Health, Schools, Colleges	Incomplete	
89 - Increase awareness of risks of vaping in children and young people	Education children, young people and parents/carers regarding the risks of vaping	Children, young people and their parents/carers are aware of the risks of vaping	Public Health, Schools, Colleges	Incomplete	
90 - Consider smoking KPI as part of Healthy Child Programme	Consider smoking KPI as part of Healthy Child Programme and ringfenced funding to tackle smoking/vaping in CYP via the programme	There is a specific focus on smoking and vaping within the Healthy Child Programme	Public Health	Incomplete	

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91 - Explore effectiveness of smokefree sidelines projects	Explore effectiveness of smokefree sidelines projects which aim to de-normalise smoking at grassroots football training and matches	Smoke Free environments promoted	Public health, Communities	Incomplete	
92 - Continue to disrupt the supply of illicit tobacco and vaping products in West Sussex	Continue to disrupt the supply of illicit tobacco and vaping products in West Sussex	More traders brought into compliance, increase in numbers of seizures and quantities seized	Trading Standards	Incomplete	
93 - Continue to disrupt the supply of tobacco and vaping products sold to underage residents	Continue to disrupt the supply of tobacco and vaping products sold to underage residents	More traders brought into compliance	Trading Standards	Incomplete	
94 - Financial incentive scheme developed for pregnant people	Financial incentive scheme developed for pregnant people engaged in the smokefree pregnancy service	Reduction in the proportion of pregnant people smoking at the time of delivery	Maternity Services	Incomplete	
95 - Increase capacity of Smokefree pregnancy service	Increase capacity of Smokefree pregnancy service including increasing the digital offer	Reduction in the proportion of pregnant people smoking at the time of delivery	Maternity Services	Incomplete	
96 - Consider the use of provider incentives to support increased quit rates in vulnerable groups	Consider the use of provider incentives to support increased quit rates in vulnerable groups	Increased quit rates in vulnerable groups	Public Health, GP practices, Pharmacies, Wellbeing	Incomplete	



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97 - Embed smoking cessation signposting within housing associations	Embed smoking cessation signposting within Ds and Bs to support those in Local Authority rented or housing association accommodation	Increased quit rates in people in social housing	Public Health, Ds and Bs	Incomplete	
98 - Explore the co-location of services for vulnerable groups	Explore the co-location of services for vulnerable groups, such as people with serious mental health conditions	Reduced smoking prevalence in vulnerable groups	Multiple partners	Incomplete	
99 - Establish formal support for housebound smokers	Establish formal support for housebound smokers	Fewer smoking related housefires.	Multiple partners	Incomplete	
100 - Refresh the Tobacco Control Needs Assessment	Refresh the Tobacco Control Needs Assessment	Improved insight and intelligence into the needs and experiences of tobacco users	Public Health, Multiple Partners	Incomplete	
101 - Develop communications relating to the cost of smoking and support available to quit	Develop communications relating to the cost of smoking and support available to quit	Increased uptake in first appointment in people from more deprived areas	Public Health	Incomplete	