

Agenda Item No: 5(a)

Report To: Ashford Health & Wellbeing Board

Date: 18th January 2017

Report Title: Priority 1 – Reducing Smoking Prevalence Update Report (3)

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Organisation: Kent Public Health



Summary:

Progress has been made on each of the seven actions to support the reduction of smoking prevalence in Ashford, particularly aimed at communities where people are most likely to smoke. One of the notable activities that will be accessible to all groups is the opening of a One You shop in Park Mall, Ashford. The aim of the shop is to make healthy lifestyle advice and support accessible to people in Ashford. Multi-agency partners are working collaboratively to ensure resources are available to provide the best lifestyle outcomes for people in Ashford.

Recommendations: The Ashford Health & Wellbeing Board be asked to:-

- a) Acknowledge the progress and outcomes of the activities to date.
- b) Agree and support the One You Shop for Ashford
- c) Offer any relevant further support to increase the impact on a reduction of smoking prevalence.

Policy Overview:

Financial Implications:	Minimal cost implication to be determined for the set up of the One You shop. Almost all costs are being met by mobilizing current and existing resources flexibly.
Risk Assessment	YES – previously submitted
Equalities Impact Assessment	YES – currently being undertaken
Other Material Implications:	None
Background Papers:	None
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Report Title:

Purpose of the Report

- 1 One of the Ashford Health and Wellbeing Board's priorities is to reduce smoking prevalence in Ashford. Since April 2016, the multi-agency Smoking Task and Finish Group has been delivering on 7 key specific actions to help reduce smoking across a range of different settings. This report provides an update on work and progress to date.

Background

- 2 Although there is currently a national decline in prevalence, smoking remains the main cause of preventable disease in the UK, accountable for 1 in 6 of all deaths and is a risk factor for lung cancer (90% of which is attributable to smoking), chronic obstructive pulmonary disease (COPD), and heart disease. It is also associated with cancers of the lip, mouth, throat, bladder, kidney, stomach, liver and cervix. Mortality rates due to smoking are three times higher in the most deprived areas than in the most affluent areas, demonstrating that smoking is intrinsically linked to inequalities.

Action on Smoking and Health estimate that smoking prevalence of 26.4% in Ashford (England average 18%) equates to approximately 25,000 people. This costs society nearly £40m per annum in Ashford alone.

Additional data sources are being compiled by Public Health England and it is anticipated that the Annual Population Survey (APS) will replace the integrated household survey data in due course.

Report Specific Section Headings

- 3 Update on Action Plan Themes

3.1 Smoking in Pregnancy: Since the recruitment of the Midwife with a Smoking in Pregnancy (SIP) lead in September, an audit has revealed that there has been a 15% increase in compliance of women being CO monitored at the point of first booking in East Kent from 67% in September to 82% in November 2016. Currently, two thirds of women who are referred to stop smoking services either decline or become '*do not attends*'. This may be reflected in an increase of women who are reported as 'smoking status at the time of delivery' (SSATOD) has increased from 11% in Quarter 1 2016/17 to 13.1% in Quarter 2 2016/17. However, it is too early to realize the results of the improved practices that have been introduced since September and it is hopeful that the SSATOD rates will reduce proportionately. Further training has been provided to midwives to promote the babyclear programme and there are plans to align post-natal smoking cessation support from midwifery to health visiting support teams. Maternity wards across hospitals in the EKHUFT will receive training later this month to deliver brief information and advice to patients who smoke and Nicotine Replacement Therapy will be available in maternity wards. A smoking policy is also being produced for Special Care Baby Units to inform parents of the risks of second hand smoke. This forms part of a wider initiative to support Smoke Free Hospital status.

3.2 Illicit Tobacco: An illicit tobacco roadshow has been organized in the town centre for 5 days from the 14th February 2017. The aim of the roadshow is to raise awareness of the negative impact illicit tobacco has on the local community, undermining efforts of smoking cessation and the links associated with illicit tobacco and organized crime.

Sniffer dog teams will be present at the roadshow and are considered a popular draw to the roadshow. There will be a local intervention programme offered to schools to support these messages later in the year.

3.3 Raise Awareness through campaigns: Posters and campaign resources have been distributed to some local Ashford businesses and to local veterinary surgeries. Further packs are being printed and will be sent to Ashford:

- GP surgeries
- Pharmacies
- Voluntary sector agencies
- Dental Surgeries
- Housing Associations
- Opticians
- Psychological Therapies
- Patient Participation Group
- CCG Consortium
- Parish Councils

In addition, there has been a Smokefree advert in December's edition of Ashford Voice and plans for adverts in Parish Magazines throughout the year.

Local Primary schools are being contacted to engage in the Smoke Free School Gates programme. The aim of the programme is to reduce visibility of adults smoking in front of children, thus de-normalizing smoking behaviours and to reduce the harms caused by second hand smoke to children. Although still in its infancy, the concept of smoke free school gates has reaped media attention from Kent online. The response was met with overall support for not smoking at school gates with a few comments on people's right to smoke outdoors in public areas.

3.4 Promote Quit Packs: Quit packs are still being issued to people who want to quit smoking without accessing stop smoking services but many in receipt of packs have chosen not to be followed up making it difficult to assess the success of quit packs. Public Health England report that generally 70% of people will use the quit kits to start a quit attempt. Using general estimates we would expect approximately 12.5% to go on to successfully quit.

3.5 E-cigarettes: A 'Vape' event was held in November 2016 with Ashford Borough Council, Public Health, Stop Smoking Services, Trading Standards and Vape shops in attendance. Four representatives attended from Vape Shops although others have since shown interest in further partnership working. Following research on evidence reviews, Public Health England reports that although the long term effects of e-cigarettes are not yet known, they are considered around 95% less harmful than smoking and can be useful

to some people as an aid to quit smoking altogether. The use of “e-cigarettes could be a game changer in public health in particular by reducing the enormous health inequalities caused by smoking”¹. The purpose of the event was to identify ways of working in partnership, promoting opportunities for people to quit smoking and to signpost smokers to stop smoking services. Trading Standards reported on the legislation enforceable from May 2017 and the Vape Retailers welcomed the regulations, agreeable that alternative cheaper products on the market should also be subject to safety and quality standards. Stop Smoking Services provided brief intervention training to 13 vape shop workers in December, promoting access to quit services, behavioural support to quitters using e-cigarettes and for services to signpost to retailers that can provide advice and information on e-cigarette use. The Stop Smoking Service provide impartial advice and do not endorse a specific product or retailer.

3.6 Stop Smoking Support for Young People: Ashford Youth Workers are being identified to be trained to become Quit Coaches. Names and training dates are currently being confirmed but staffing capacity is an issue for some youth clubs and centres (such as Sk8side) who are unable to nominate a representative at present.

3.7 Identify innovative ways to help people quit: One You shop

A town centre shop has been identified to become the new Ashford One You one-stop shop that will offer lifestyle information and advice as a drop-in facility. The Task and Finish group have mobilized collective resources to ensure that the One You shop will be ready to open early February. The shop will offer weigh-in support and advice on healthy weight management and exercise, quit smoking advice and support, health checks and access to health trainer services. There will also be opportunities to access advice and support on mental health, diabetes and relevant urgent care messages (such as the Health Help Now app). A communications sub-group is managing the launch of the One You shop which is likely to be the first One You Shop in England. The One You shop will initially run as a pilot and will be first evaluated at four months.

Risk Assessment

4. Since the risk assessment submitted in the last report there has been strong partnership working across all agencies, including the voluntary sector. It should also be noted that the One You shop is working to very tight timescales to open in early February 2017.

Equality Impact Assessment

5. All Activities are subject to an Equality Impact Assessment (EIA) which is currently being undertaken. Activities will universally offered to Ashford residents, but specific target groups and areas of highest prevalence will be targeted with the aim to reduce the gap in inequalities. The Board will be updated on the EIA process as it progresses.

¹ Professor Ann McNeill, King's College London <https://www.gov.uk/government/news/e-cigarettes-around-95-less-harmful-than-tobacco-estimates-landmark-review>

Other Options Considered

6. All options considered are included in the proposed Action Plan. The Task and Finish group are open to further proposals for additional or alternative options as they arise throughout the course of this work.

Consultation

7. All activities undertaken in the Action Plan will be conducted in consultation with specific target groups in the local community and co-designed with target groups where possible.

Implications Assessment

8. The progress and outcomes of this work will be submitted to Kent Health and Wellbeing Board as part of Ashford's update on progress on reducing smoking prevalence as one of Ashford Health and Wellbeing Board's priorities.

Handling

9. The Task and Finish Group will report progress and performance to the Ashford Health and Wellbeing Board as a regular agenda item at each of the HWB meetings. Further updates will also be made available on request of the Board.

Conclusion

10. This work is ongoing.

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ASHFORD SMOKING ACTION PLAN

ASHFORD TASK AND FINISH GROUP Theme	Activity	How this will be achieved:
1. Smoking in Pregnancy	Reduce smoking prevalence in pregnant women	Midwifery role with lead for smoking in pregnancy recruited to work across EKHUFT (including William Harvey Hospital) to support the babyclear programme to increase referrals into the stop smoking service and reduce numbers of smokers who are Lost to Service.
1. Illicit Tobacco	Trading Standards to deliver Ashford-based roadshow on Illicit Tobacco to raise awareness of the criminality of illicit cigarettes and promote enforcement activity available in the area.	Illicit and cheap tobacco undermines attempts to encourage people to quit smoking. It is also often linked to other organized crime activity in the area.
2. Raising Awareness	Maximise opportunities for local and national campaigns to: <ul style="list-style-type: none"> - Give prominence and 'cues' to quitting smoking - To help prevent the take up on smoking - To raise awareness of the range of offers from the Stop Smoking Services. - To support people who want to quit using other means without accessing behavioural support from stop smoking services if this is what they choose. 	Kent SmokeFree Campaign (launched in May 2016) to be launched locally in Ashford in areas with highest smoking prevalence and in local workplaces. Other campaigns (such as Smoke Free Homes and Smoke Free Parks) can also be targeted in areas of greatest need and in local touch points in the community. National Stoptober campaign to have specific focus in areas of greatest need.
3. Promote Kent Quit Packs	Promote the accessibility of newly developed Quit Packs on offer to help people give up smoking on their own if they choose to do so.	Exploring Quit packs piloted by other authorities to identify resources that are useful in assisting smokers to quit
4. E-cigarettes	In line with national public health messages, ensure that people who wish to quit smoking using e-cigarettes are	Raise public awareness on the current research and evidence of e-cigarettes, provide

	supported to do so to increase the success of their quit attempt.	appropriate training for stop smoking advisors and health professionals to advise on the use of e-cigarettes and ensure that Vape Shops comply with new Tobacco Product Directive legislation
5. Provide stop smoking support for young people (current gap in service)	Deliver stop smoking support for young people through Youth Worker 'Quit Coach' role.	Roll out Youth Worker training to enable them and other key professionals to become Quit Coaches (stop smoking advisors) to initiate discussions with young people about smoking, encouraging them to consider quitting and support them in their quit attempt.
6. Identify innovative ways to help people quit	Working with the community and voluntary sector to identify ways to motivate smokers to want to quit and help them quit successfully.	Targeting smokers and working with agencies that already engage with this target group to better understand motivators to quit and cues for behaviour change.

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