

**Agenda Item No:**



**Report To:** Ashford Health & Wellbeing Board

**Date:** 26<sup>th</sup> April 2017

**Report Title:** Priority 1 – Reducing Smoking Prevalence Update Report (4)

**Report Author:** Deborah Smith

**Organisation:** Kent County Council Public Health

**Summary:** Work on delivering the Smoking Task and Finish group Action Plan has been ongoing and has incorporated a number of proactive initiatives; the most notable is the Ashford One You shop. Appendix 1 gives the current Action Plan to date and Appendix 2 offers a public facing summary of the issues and progress that has been achieved.

**Recommendations: The Board be asked to:-**

Note the contents of this report  
Agree to receive a full report on the outcomes of the Action Plan for June 2017.

**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 delivered 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.
3. 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.

## Report specific section heading

### Action Plan Update

4. **Smoking in Pregnancy:** More midwives in the Ashford Midwifery teams are CO monitoring pregnant women at the first appointment in line with the Babyclear programme. This is an initial and essential part of the programme that identifies smoking status. The most significant improvement is from the Ashford Red team who recorded 62.5% CO monitoring compliance in October 2016 and are now operating at 81% compliance. In February 2017, 21 smokers were identified from 97 women CO monitored which gives an estimated smoking in pregnancy prevalence of 21.6% in Ashford. The East Kent Midwife with the lead in Smoking in Pregnancy is supporting midwifery teams to routinely CO monitor pregnant women and encourage referrals to Stop Smoking Services where appropriate. More work is needed to encourage women who smoke to accept Stop Smoking Service support.

#### Babyclear CO Monitoring data – Ashford February 2017

Team	Total Bookings	CO Monitored	Not Monitored	% Monitored	Smokers	Referred	Not Referred	%Referred	%smokers of total bookings	% smokers of CO monitored
Ashford Red	63	51	12	81%	13	11	2	85%	21%	25%
Ashford Sapphire	51	46	5	90%	8	7	1	88%	16%	17%
<b>TOTALS</b>	<b>114</b>	<b>97</b>	<b>17</b>	<b>85.50%</b>	<b>21</b>	<b>18</b>	<b>3</b>	<b>86.50%</b>		
*The total % of Co Monitored is taken from the total amount of bookings*										Feb-17

Maternity wards in William Harvey Hospital now offer NRT to pregnant women who would like support in giving up smoking and the Special Care Baby Unit has introduced a campaign to raise awareness of the potential harm to babies of cigarette smoke trapped on skin and in clothing.

5. **Illicit Tobacco:** Aim to raise public awareness on the dangers and illegality of buying and selling illicit tobacco and its potential link to wider organized crime. Trading Standards organised an illegal tobacco roadshow in Ashford from Tuesday 14th until Saturday 18th February 2017, to educate the public on the dangers of illicit tobacco, to carry out enforcement visits to remove illicit tobacco from the market place and to disrupt illicit tobacco sales activity within Ashford. A roadshow trailer was parked for three days in Ashford High Street, one day in Stanhope and one day at the Stour Leisure Centre. The three different locations were used in order to target the different demographics of Ashford residents.

Enforcement visits carried out by Trading Standards over the four days provided seizures from six retail premises. The items that were being seized consisted mostly of Nepalese chewing and oral tobacco. In addition, Polish cigarettes and potentially counterfeit cigarettes were seized. The Intel gathered during the week highlighted there is an issue with illicit tobacco being sold online and via residential addresses within the Ashford borough.

People who visited the roadshow were invited to undertake a short questionnaire. Between 13th February and 24th February 33 questionnaires were completed which showed 91% of respondents were aware of illegal tobacco, 48% had come into contact with illegal tobacco and 91% agreed that we need to keep it out of our community. Out of the 48% of people that had

come into contact with illegal tobacco, 37% of these said that they didn't know how to report it if they came across it. Hopefully, the presence of the tobacco trailer, the literature handed out and the conversations with people helped to make the routes available to report illegal tobacco known.

In addition to the roadshow, two theatre production companies were commissioned to visit and educate children on the dangers of smoking in two Primary Schools and two Secondary Schools within the Ashford borough. Pre and post-performance questionnaires have been completed by the children at the schools and this data is still to be collated and analysed.

6. **Raising Awareness:** In conjunction with the Ashford Healthy Weight Action Plan, the aim is to further promote current commissioned programmes and campaigns - the launch and opening of Ashford One You shop has created opportunities to deliver campaign messages and a convenient location to deliver commissioned programmes. Ashford One You has been promoted in all annual council tax letters, in the local newspaper and through TV advertisements. One You flyers are being sent to all Ashford GP surgeries and pharmacies in Ashford. Resource packs containing healthy weight and smoking health promotion messages are being sent to local communities including Housing Associations, dentists and voluntary organisations.
7. **Promote Kent Quit Packs:** Free Kent Quit Packs are offered to people wanting to quit smoking without receiving behavioural support from Stop Smoking Services. The packs have been acquired from national NHS resources and delivered as part of Kent County Council's Kent Smokefree campaign. The packs have been placed in all GP surgeries and most vets in Ashford, at Ashford Borough Council reception area and advertised at Ashford Leisure Centre.

User response and feedback has been low making it difficult to track the outcome of Quit Kits. Nearly 100 quit kits have been issued from Ashford GP surgeries, with 29 people booking onto the stop smoking service, resulting in 5 quits to date with some still on going on the quit programme.

The view of the Task and Finish group is that the quit kits would not effectively inspire or motivate people to quit but to review and revamp the contents of the Quit kits would be expensive and value for money and effectiveness will need to be assured before any further investment would be made.

8. **E-cigarettes:** In line with national public health messages, ensure that people who wish to quit smoking using e-cigarettes are supported to do so to increase the success of their quit attempt. Following an event with Vape retailers in October 2016, Kent Stop Smoking Services provided level 1 stop smoking training to 13 local Vape shop staff. The purpose of the training was to equip retailers to signpost customers to stop smoking services where appropriate. Although the event received positive feedback there have not been any appropriate referrals to the service. Although disappointing this is not entirely unexpected but has provided channels for future working and building relationships with Vape shops which may be useful when new legislation is implemented in May 2017.
9. **Provide stop smoking support for young people:** 13 Youth Workers in Ashford are currently receiving training to become Quit Coaches to bridge the current gap in stop smoking support for young people. The final part (level 2)

training is scheduled for 17th May, which will upskill youth workers to provide motivational and quit support to young people.

10. **Identify innovative ways to help people quit:** - the launch and opening of Ashford One You shop has created opportunities to deliver campaign messages and a convenient location to deliver commissioned programmes. Ashford One You has been promoted in all annual council tax letters, in the local newspaper and through TV advertisements. There were 18 people in receipt of stop smoking service support at the One You shop within the first 25 days of opening but interest has increased more recently and a weekly clinic now operates from the shop running at full capacity.

## **Conclusion**

11. The Smoking Task and Finish group have explored a number of ways of increasing support and reducing prevalence of smoking in Ashford. Further data analysis of smoking prevalence estimates are being undertaken to present to Ashford Health and Wellbeing Board in June 2017. This work will evaluate the activities undertaken by the group in the last year and will set proposed objectives for the coming year (2017/18).

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ASHFORD SMOKING ACTION PLAN 2016/17

ASHFORD TASK AND FINISH GROUP

Theme	Aim	How this will be achieved:	Progress	Lead	Cost
<b>1. Smoking in Pregnancy</b>	Reduce smoking prevalence in pregnant women	<p>Improved rates of identifying women who smoke.</p> <p>More women who smoke to be referred to Stop Smoking support</p> <p>More women encouraged to accept support from services and go on to quit smoking.</p>	<ul style="list-style-type: none"> <li>Smoking Status at Time of Delivery rates have reduced slightly in the last 12 months: 12.4% to 11.8%<sup>1</sup></li> <li>Improved rates of midwives identifying and referring pregnant women who smoke (Red Team: from 77% to 81% CO monitor compliance and from 37.5% to 85% of smokers referred to services. Sapphire Team: 85% to 90% CO monitor compliance and from 57.1% to 88% of smokers referred.</li> <li>Third hand smoke awareness and guidelines in place in William Harvey Hospital</li> <li>NRT offered in Maternity wards at WHH.</li> <li></li> </ul>	Rachel Garrett	Equiv. £10K

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<sup>1</sup> Q4 2015/16 to Q3 2016/17

Theme	Aim	How this will be achieved:	Progress	Lead	Cost
<b>2.Illicit Tobacco</b>	Reduce prevalence of Illicit Tobacco in Ashford and raise public awareness on the dangers and illegality of buying and selling illicit tobacco	<p>Illicit Tobacco Roadshow in Ashford town in February 2017.</p> <p>Roadshow will raise public awareness of consequences of illicit tobacco</p> <p>Theatre visit to 4 Ashford primary schools to raise awareness to children of dangers of tobacco and its potential involvement with organised crime.</p>	<ul style="list-style-type: none"> <li>• Illicit Tobacco Roadshow delivered in Ashford town centre between 10-17 February 2017.</li> <li>• As a result of intelligence provided at the roadshow, 6 retailers were prosecuted for dealing in illicit tobacco.</li> <li>• Awaiting Report on Roadshow</li> </ul>	Debbie Smith/ Trading Standards	£7.5K
<b>3.Raising Awareness</b>	<p>Maximise opportunities for local and national campaigns to: Give prominence and 'cues' to quitting smoking</p> <p>To help prevent the take up of smoking</p> <p>To raise awareness of the range of offers from the Stop Smoking Services.</p>	<p>Kent SmokeFree Campaign (launched in May 2016) targeted in hotspots in the Ashford locality in areas with highest smoking prevalence and in local workplaces.</p> <p>Campaign resource packs produced and distributed to: -GPs - Vol Orgs -Pharmacies - Gateway -Drug Misuse - vets - Housing orgs -Parish Councils</p>	<ul style="list-style-type: none"> <li>• Resource pack distributed to: -GPs - Vol Orgs -Pharmacies - Gateway -Drug Misuse - vets - Housing/Homelessness orgs -Parish Councils</li> <li>• Kent Smokefree campaign flyers/posters sent to all GPs, Gateways and Pharmacies and local businesses and adverts place in Ashford Voice and Kentish Express.</li> <li>• One You shop launched on 10<sup>th</sup> February and had provided 43 information and advice interventions within the</li> </ul>	Debbie Smith	£0 Delivered as part of Kent campaign costs

	To support people who want to quit using other means without accessing behavioural support from stop smoking services if this is what they choose.	One You shop – drop in shop to be open to the public to provide information and advice on healthy lifestyles including support to quit smoking.	<p>first 25 days of opening.</p> <ul style="list-style-type: none"> <li>Public Facing update sheet on Smoking in Ashford produced and available on the Ashford HWB website..</li> <li>Smoke Free School Gates being planned for 4 Ashford primary schools.</li> </ul>		£8,316
<b>4.Promote Kent Quit Packs</b>	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	<ul style="list-style-type: none"> <li>Quit Packs were displayed in all GP surgeries and most vets in Ashford.</li> <li>Quit Packs were displayed at ABC Council Reception and advertised at Ashford Leisure Centre.</li> <li>Quit Kits were made available but were not popular with the public. Feedback suggests that hard-hitting messages are more effective than Quit Packs.</li> </ul>	Sarah Martin	£0
<b>5.E-cigarettes</b>	In line with national public health messages, ensure that people who wish to quit smoking using e-cigarettes are supported to do so to increase the success of their quit attempt.	Raise public awareness on the current research and evidence of e-cigarettes, provide 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	<ul style="list-style-type: none"> <li>Vape event took place in Ashford on 27<sup>th</sup> October. Four retailers/suppliers attended (50%). Positive discussions highlighted value of working in partnership particularly on legislation due in May 2017.</li> <li>13 local Vape shop staff have received level 1 stop smoking training from the Stop Smoking Services</li> </ul>	Debbie Smith/ Sarah Martin	£0

<p><b>6. Provide stop smoking support for young people</b> (current gap in service)</p>	<p>Deliver stop smoking support for young people through Youth Worker 'Quit Coach' role.</p>	<p>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.</p>	<ul style="list-style-type: none"> <li>• 13 Youth Workers currently undertaking level 1 training</li> <li>• 13 Youth workers will go on to receive level 2 training</li> <li>• Quit Coach support will be delivered to young people in June 2017.</li> <li>• Resources targeted to young people purchased to help Quit Coaches motivate smokers to quit</li> </ul>	<p>Debbie Smith</p>	<p>£3,000</p>
<p><b>7. Identify innovative ways to help people quit</b></p>	<p>Working with the community and voluntary sector to identify ways to motivate smokers to want to quit and help them quit successfully.</p>	<p>Targeting smokers and working with agencies that already engage with this target group</p> <p>Work towards a Smokefree Ashford</p>	<ul style="list-style-type: none"> <li>• Voting cigarette Litter bin located in town for trail period and received positive media interest.</li> <li>• Letter from Ashford HWB to MP and Secretary of State to support tobacco sales ban and promote the idea of Smokefree Ashford.</li> </ul>	<p>Cllr Brad Bradford</p>	<p>£2,500</p>



# Statistics on Smoking in Ashford

January 2017

## A significant Health Issue

### Raising Awareness

Ashford HWB is committed to helping reduce smoking prevalence in the Ashford population.

### Smoking and health

Smoking is a risk factor for lung cancer, COPD, heart disease and cancers of the lip, mouth, throat, bladder, kidney, stomach, liver and cervix.

### Smoking rates

The highest levels of smoking are estimated in:

**22.5%**  
Stanhope ward

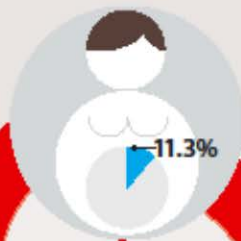
**20.9%**  
Victoria ward

**20.8%**  
Norman ward

**20.8%**  
Aylesford Green

### Smoking in pregnancy

In 2015-16 11.3% of births were to women who were smokers in pregnancy.



### Cost

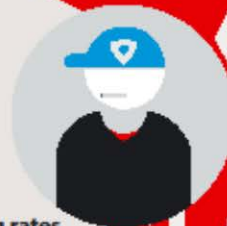
Each year, smoking in Ashford costs the community £34.3m and the NHS across Ashford £5.5m.

**£34.3m**



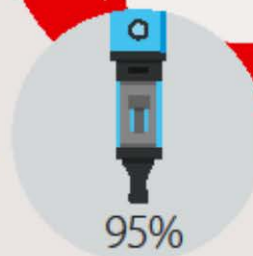
### Smoking rates among young people

Some Youth Workers in Ashford will become Quit Coaches to support young people who want to give up smoking.



### E-cigarettes

Public Health England reports that e-cigarettes are around 95% less harmful than tobacco.



Statistics sourced from Public Health England Public Health Outcomes Framework