

Agenda Item No: 5(a)
Report To: Ashford Health & Wellbeing Board
Date: 17th January 2018
Report Title: Stop Smoking Action Plan report 2017-18 Quarter 3:
October to December 2017
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Organisation: Kent County Council, Public Health



Summary: Smoking Prevalence is declining nationally and locally with Ashford rates estimated at 17.4%. The number of smokers is still stubbornly high (estimated 16,000 in Ashford) and the Stop Smoking Action Plan draws on opportunities across health and social settings to encourage smokers to quit. The national smokefree agenda aims to denormalise smoking particularly in acute and mental health settings and especially in areas where there are children. Discussions with the Acute Trust to support their delivery and enforcement of a smokefree hospital have taken place and Ashford Borough Council and the Ashford Leisure Trust grounds are now smokefree. Smokefree parks and smokefree school gates are also being rolled out in the Ashford area.

The Ashford One You shop is growing in popularity and now delivers a number of stop smoking clinics, including a specialist clinic for pregnant women who smoke. There are further plans for stop smoking clinics to operate from the shop specifically for young people.

New models of stop smoking service delivery will be explored in January 2018, to ensure that smokers in Ashford can receive relevant information and advice on the harms and risks caused by smoking at every opportunity and that there are up to date, fit for purpose services available to support quit attempts.

Recommendations: **The Board be asked to:-**
i) Note the contents of this report
ii) Comment on the report

Purpose of the report

1. The Task and Finish Groups for Smoking and Obesity are delivering specific 2017/18 Action Plans from April 2017. This report provides a quarterly update to the Ashford Health and Wellbeing Board and invites comments on progress.

Background

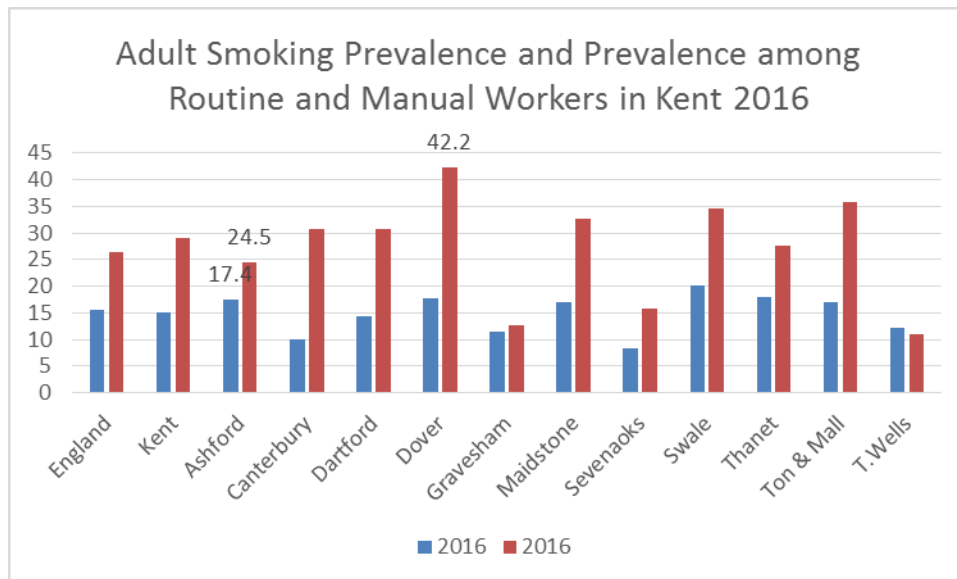
2. In December 2017, the two separate task and finish groups focussing on Stop Smoking and Obesity have amalgamated as the individual plans now include joint initiatives such as the communication plan, the One You shop delivery and a Health event for local

businesses. The merged task and finish group will now cover both priorities, still meet monthly and retain stop smoking and healthy weight specialists.

Smoking Prevalence in Ashford 2016

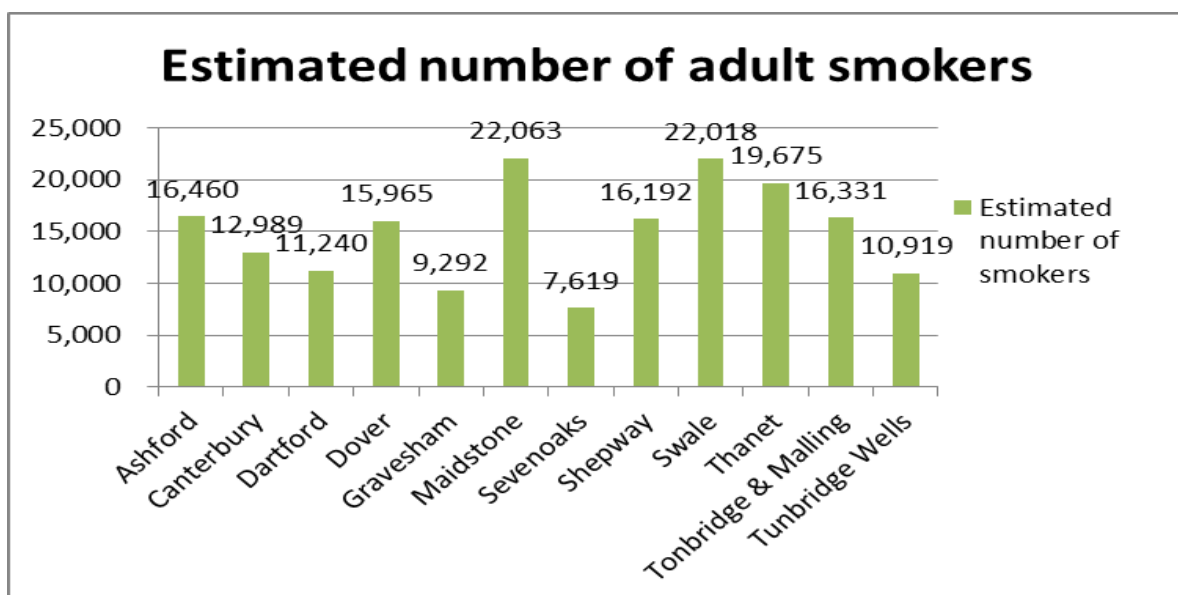
- The national Smoking Prevalence is estimated at 15.5% of the adult population. Ashford prevalence is 17.4%. This is 1.9% above the national average and a reduction in Ashford of 8.9% in the last year. The following charts show that Ashford has the 5th highest smoking prevalence in Kent and an estimated 16,460 adult smokers.

Chart 1: Smoking Prevalence in Kent 2016



Source: Public Health England, Local Tobacco Control Profiles

Chart 2: Estimated number of smokers in Kent 2016



Source: Public Health England, Local Tobacco Control Profiles

Progress to Date:

4. A summary of the status of the Smoking Action Plan is as follows:

Theme	Aim	Summary of Progress
1.Smokefree William Harvey Hospital	Support William Harvey Hospital to be totally Smokefree within all areas of the hospital grounds (in compliance with NICE guidance PH48)	Awaiting response from WHH on details of proposals to be totally smokefree.
2. Smoking in Pregnancy	Reduce smoking prevalence in pregnant women	Smoking status is now more accurately identified and stop smoking clinics delivered by midwifery services in the One You shop are popular and in demand.
3. Increase the number of Quitters in Ashford	Increase the number of smokers in Ashford quitting using stop smoking services.	In line with the national trend, fewer smokers are taking up stop smoking services. To ensure there are a range of services fit for purpose, a new evidence-based Smoking + model could be piloted.
4.E-cigarettes	Work with Vape retailers to support more people to quit smoking completely.	Trading Standards are quality assuring e-cigarettes in line with new regulations. There is potential to work more closely with retailers to support quitters.
5.Quit Coaches	Reduce the number of young people who smoke	Bespoke training programme to be delivered on 14 th February.
6.One You shop	Increase number of people who quit smoking by accessing the Ashford One You shop.	To date, 317 people have received quit support in the One You shop. This is 17% of all services delivered there.
7. Campaigns Strategy	Develop Multi-partnership to maximise potential to encourage people to stop smoking and live in a smokefree environment	Draft campaign strategy prepared to ensure that all activities and programmes maximise potential for promotion.

5. Further detail on Actions:

5.1. Smokefree Hospital

A recent meeting at William Harvey Hospital identified the management commitment to ensuring that the hospital grounds are Smokefree. Further consideration is being given to an updated policy and partnership support has been offered.

In support, Ashford Borough Council and Ashford Leisure Trust have also adopted a Smokefree grounds status with effect of 1st January 2018.

The positive effect of smokefree areas is to reduce the risk of exposure of second hand smoke, especially around children but as fewer people are seen to smoke in public places, there is a denormalising effect on children and young people, decreasing the likelihood of them taking up smoking.

5.2. Smoking in Pregnancy

The number of women who smoke in pregnancy are reported by Midwifery services using Smoking status at Time of Delivery (SATOD) figures. Delivering the babyclear programme, midwives routinely CO monitor women at their first ante-natal appointments and systematically refer women who smoke to the stop smoking services. This data is routinely collected to ascertain smoking in pregnancy status earlier than the time of delivery. In the last year from December 2016 to November 2017, Ashford maternity services have undertaken 1,368 booking appointments. During this time the two Ashford maternity teams have increased the number of women CO monitored from 61% and 80% in November 2016 to 97% and 92% in November 2017. Referral rates to stop smoking services have increased from 63% and 46% in November 2016 to 67% and 100% in November 2017.

The East Kent midwife with a lead in smoking in pregnancy is delivering regular smoking cessation clinics for pregnant women who do not accept core stop smoking services. The weekly clinics operate from the Ashford One You shop and are currently running at full capacity.

5.3. Increase number of quitters

Since April 2017, there have been 152 people successfully quitting smoking in Ashford using the local stop smoking support services. This is comparable to 159 people at the same point last year.

There has, however, been a national decline in numbers of people accessing stop smoking services, choosing to quit on their own or without behavioural support. Evidence-based new models of stop smoking support is being recommended by the University College London and the task and finish group is exploring ways of piloting this model, potentially with GPs and social media in the Ashford area in the New Year.

5.4. Young People

The bespoke Quit Coach training programme has been scheduled on the 14th February to equip Youth Workers and other health professionals who work with young people to deliver smoking cessation support on either a 1:1, group basis or drop in clinic at the One You shop in Ashford. The role will include positive conversations to prevent the take up of smoking in the first place.

5.5. One You shop

The Ashford One You shop is gaining further momentum, having given advice, support or a service to 1,175 people since its opening in February 2017. A total of 1,868 interventions have been recorded, 317 of which are for stop smoking support, that is 17% of all services. More people from the Victoria ward have visited the shop (132 in total) 11% followed by 10% of visitors from the Godinton ward.

Conclusion

6. Increasing numbers of quitters in Ashford remains a challenge, especially as there is a national decline in accessing stop smoking services.
7. There is a strong partnership approach to tackling the smoking agenda, particularly with the promotion of smokefree places. Creating smokefree spaces are important to denormalize smoking in society and reducing the risks of harms caused by second hand smoke.
8. Smoking in pregnancy rates are still high, although new initiatives such as the dedicated stop smoking clinic at the One You shop are looking promising. Pilot programmes delivered in other districts, such as home visit stop smoking advisers are also proving successful. This could be a future consideration for Ashford.

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