

Supplement 1 to the agenda: presentation slides

Health and Wellbeing Board

Monday 17 March 2025, 2.00 pm

Conference Room 1 - Herefordshire Council, Plough Lane Offices, Hereford, HR4 0LE

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Health & Wellbeing Board: Tobacco Control Report

17th March 2025

AGENDA ITEM 8

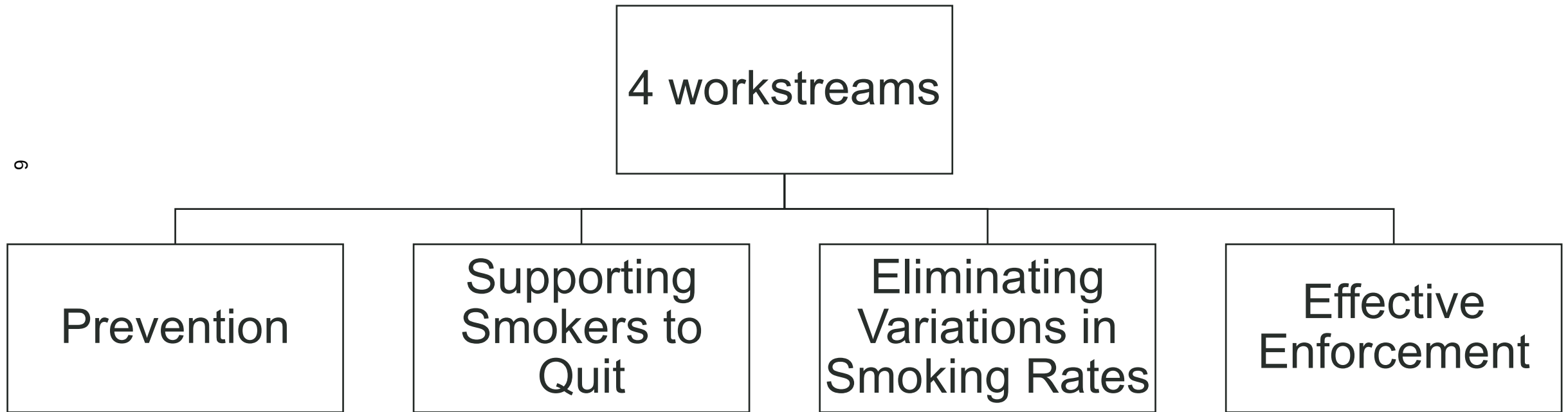
Background

- Herefordshire Tobacco Control Alliance formed Nov. 2024
- Alliance have developed a five-year Tobacco Control Plan (TCP)
- Purpose of the TCP is to reduce smoking prevalence across the county and create a smokefree Herefordshire by 2030 (prevalence of 5% or below).
 - In-line with national objectives set by government in 2019 for England to be Smokefree by 2030
 - Smoking prevalence in Herefordshire currently 10.1% (2023/24) - just under 16,000 people.
 - Smoking remains leading cause of illness, premature death, & differences in life expectancy
- TCP supports the following strategies:
 - Joint Local Health & Wellbeing Strategy
 - Herefordshire Council Plan
 - ICS H&W
 - NHS LTP

Expected Impact

- TCP will play a key role in tackling inequalities:
 - Health & financial impact of smoking is borne disproportionately by the most disadvantaged in society: most deprived areas 18%, least deprived 9% prevalence (2024).
 - TCP will bring a coordinated and targeted approach to smoking cessation and tobacco control across Herefordshire.
- Reduce smoking-related costs of £123M per year (productivity, healthcare, social care, fire)
- Target Populations
 - Routine & manual workers 20.5%
 - Adults with a long-term mental health condition 27.8%
 - Mothers Smoking At Time of Delivery (SATOD) 8.3%
 - People living in more deprived areas
 - Children & Young People
- Good example of partnership working

Tobacco Control Plan



- **Prevention:** Actions that prevent uptake (smoking & vaping) in children and young people; increase the number of smoke-free spaces; reduce smoking during pregnancy and after birth.
- **Support Smokers to Quit:** through continuing to provide free, accessible and effective stop smoking services; increasing service referrals and MECC/VBA training; introducing smokefree champions and delivering communications campaigns.
- **Eliminate Variations in Smoking Rates:** Activities that reduce smoking rates amongst higher prevalence groups via provision of training for partners working with target populations; undertaking a smoking needs assessment; introduction of community-based smoke-free champions.
- **Effective Enforcement:** Actions that tackle the supply and demand of illegal tobacco and under-age sales of smoking and vape products; reduce cigarette-related waste and litter, and environmental smoke.

Measuring Progress

Objective	Measurement	Baseline
Reduce the number of adult smokers in Herefordshire	Proportion of adults 18+ that are current smokers	10.1% (2023)
Reduce smoking rates among individuals with a long-term mental health condition.	Proportion of adults 18+ with a long-term mental health condition that are current smokers.	27.8% (2022/23)
Increase number of quit dates set	Smokers setting a quit date (count)	393 (2022/23)
Reduce number of children and young people who vape	% of secondary school pupils who vape regularly	8% (2024)
	% of Further Education students who vape regularly	21% (2024)

- Tobacco Control dashboard with Key Performance Indicators with baseline levels and targets (tbc)
 - Table opposite shows some KPI examples.
- Progress of agreed actions will be assessed at quarterly Alliance meetings
- Progress will be reported to the Health & Wellbeing Board annually

Recommendations:

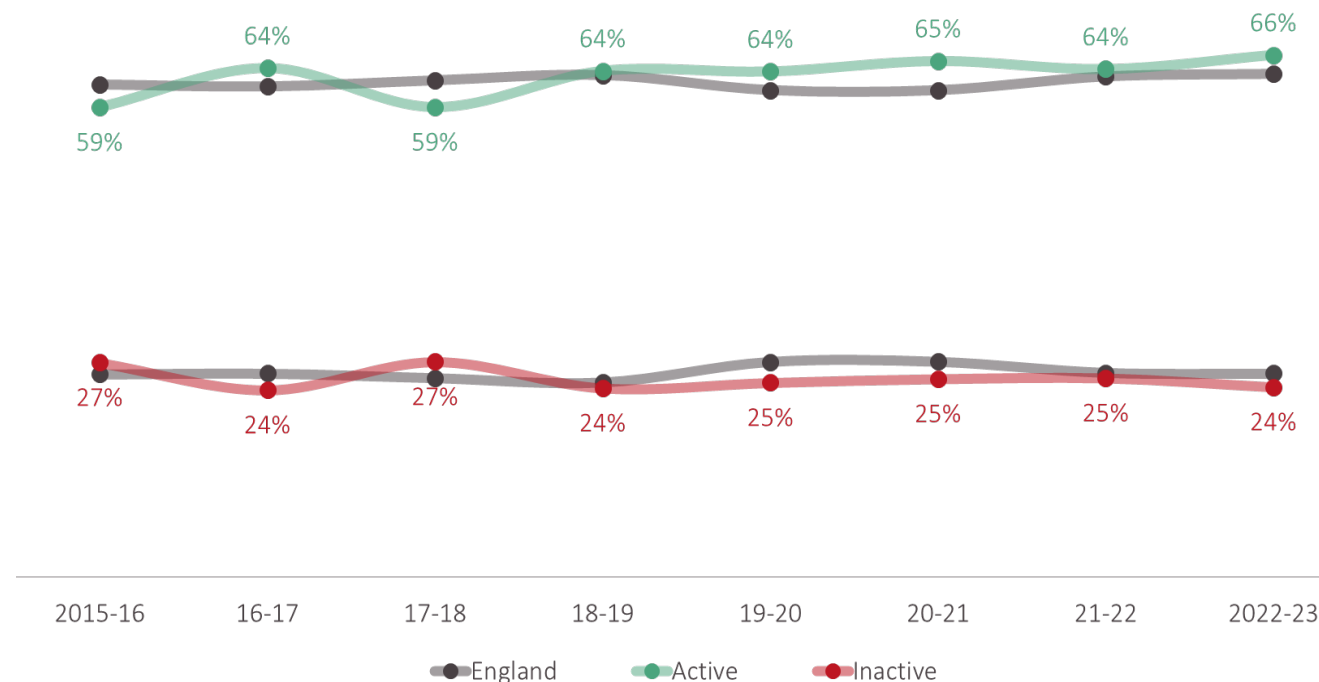
- H&WB support the new Tobacco Control Plan for Herefordshire and the roadmap to achieve a Smokefree Herefordshire by 2030
- H&WB support actions to deliver on the Smokefree Herefordshire 2030 strategic priorities including building strong place-based
 - partnerships to achieve our Smokefree ambition
- H&WB welcome an annual report from the Tobacco Control Alliance on progress against the planned actions of the Tobacco Control Plan

Questions?

- Herefordshire's Physical Activity Strategy 2001- 2026
- 17th March 2025

Physical Activity in Herefordshire

- The core aim of Herefordshire's Physical Activity Strategy is to improve the health and wellbeing of Herefordshire residents by increasing levels of physical activity, opportunity for and accessibility to activity, therefore reducing health inequalities.
- The strategy has four shared outcomes with an accompanying action plan to support the delivery of the strategy. The four shared outcomes are: Active Environments, Active Communities, Healthy Individuals & Partnerships and Collaborative Working
- Action plan sits with the physical activity strategy steering group to oversee the delivery, with a range of partners across the system.
- Physical inactivity is one of the leading risk factors for noncommunicable disease mortality. People who are inactive have a 20% to 30% increased risk of death compared to people who are physically active.
- Physical activity levels in Herefordshire are increasing over time. In 2015-16 only 59% of people were active, whereas in 2022-23 66% of Herefordshire's population were active.
- Although activity is increasing, there is still almost a quarter of our community that are inactive.
- Compared to England inactivity levels for those aged over 75 is much higher in Herefordshire (58% compared 45%).

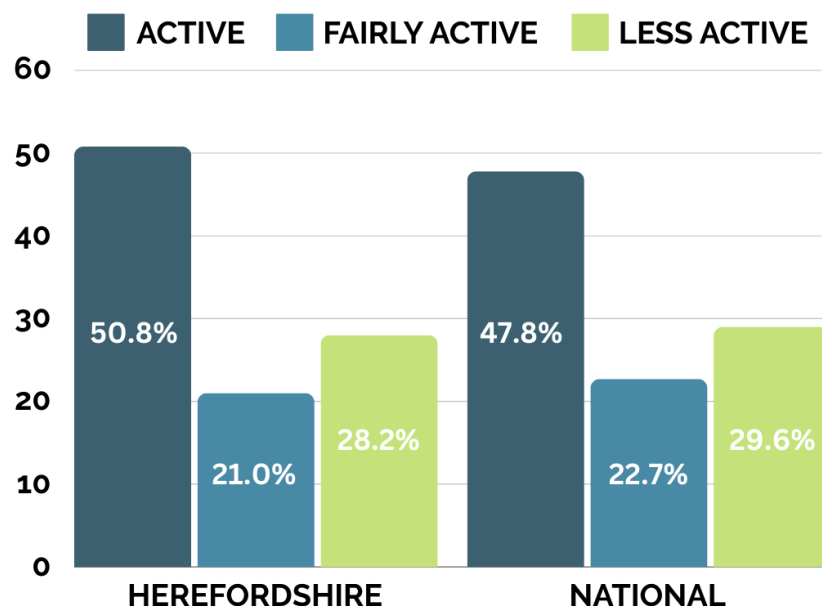


Source: Sport England Active Lives Survey 2015-16 to 2022-23 (16+).
Measure Physical activity levels (excluding gardening)

Sport and Physical Activity Levels

(Children and Young People in school years 1-11)

Children & young people's activity levels



- Children's activity is similar to national trends, but 28% are still 'less active' - participating in less than 30 minutes activity per day

Highlights of the Action Plan Deliverables

1. **Active Families:** Levels of physical activity increased significantly amongst the families using this programme, and over half of the clients (51.89%) were living within the two most deprived areas within the county.
2. **Here Girls Can:** The festival has engaged with over 40% of schools in Herefordshire. 85% of girls said their confidence had improved and 95% felt inspired to take part in physical activity after the festival.
3. **Street Tag:** By the end of Street Tag season 2, 718 users were signed up and 127,380 miles were travelled in total. The key motivations for using Street Tag were to increase physical activity levels and to spend time with family and friends.
4. **Wellbeing Walks:** The walk leader training under the Ramblers Wellbeing Walks license and framework creates a network of free accessible walking groups across the county and is accessed by a range of partner organisations as well as community volunteers.
5. **Feel Good for Life:** The Feel Good for Life project in Hereford won the Inclusion award at the Community Leisure UK Seriously Social Awards, for its impact on reducing social isolation and keeping people physically active.
6. **Halo Exercise Referral Programme:** This programme provides one to one support with a registered exercise professional and between 2023/24 908 referrals have been received.

Halo - Feel Good For Life

Feel Good for Life

Supporting people living with isolation, depression, dementia and complex health needs, and their carers, to become more physically active and resilient

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Programme Overview

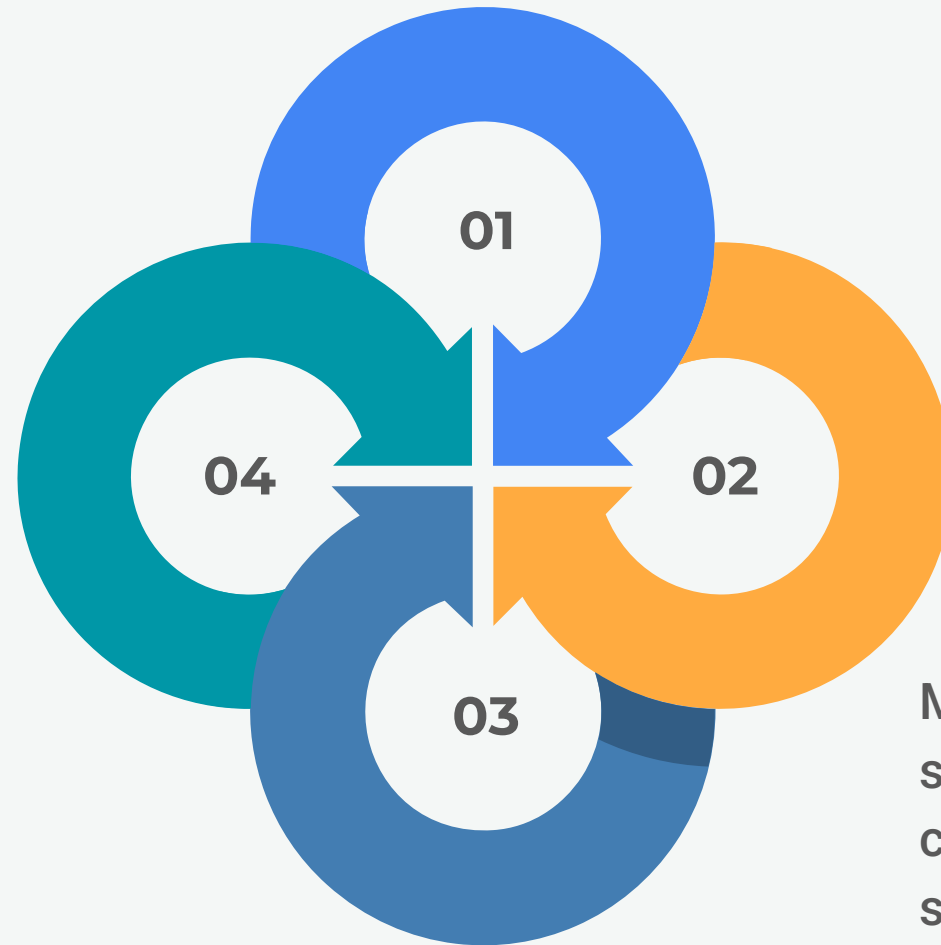
- FGFL Hereford launched in Nov 2023
- FGFL Leominster launched in Oct 2024 - includes swimming
- Weekly two-hour sessions
- Each session includes low-impact physical activity and a social/entertainment activity
- Free transportation



Project Goals

A community leisure environment will be made accessible.

Participants will lead more active lifestyles, improving quality of life in terms of mobility, self-care, anxiety, and mood while maintaining independence.



In year one, 40 Older people with long term complex needs including dementia, and carers, will be supported through community based physical activity and social engagement opportunities.

More people will be trained to support older people with complex needs, thereby supporting the National Dementia Plan.

Training and Support

- Dementia e-learning module for all Halo staff and volunteers
- Dementia Friends training



Accessible Leisure Environment

Adjustments made include
contrasting toilet seats colors,
20 covers for mirrors, sturdy chairs
purchased, and dedicated signage
produced; dedicated use of HLC
Toning Suite.

A transport service has also been
arranged to support accessibility



Key Performance Indicators - Highlights

1. Average age: 76 years old
2. 22% of participants inactive at intake
3. At 6-months, 100% day they are active for 30-minutes or more at least once per week
4. 79% live with dementia, 74% disability; 89% have long-term medical condition
5. 26 unpaid carers
6. Several participants say they live with isolation, CPTSD, loneliness, and/or depression



Wellbeing

On a scale of 1-5, with 5 being the highest, please rate your:	Average Rating At Registration	Average Rating at 6 Months
Physical Health	3.1	3.6
Mental and Emotional Health	3.2	3.6
Confidence to enter a leisure centre and take part in activities	3.5	4.3
Connection to supports in your community	3	3.9
Awareness of entitlements and support	2.9	4.0

What do you most enjoy? meeting others in the same position; toning suite; friendships; the volunteers and staff!



Partners and Signposting

Sessions delivered in collaboration with Dementia Matters Here; Art Therapy session; Herefordshire community falls prevention service; therapy dogs; music man; fire prevention; signposting by BHF Healthy Eating, Carers Link, many more



Rika and Colin

Colin suffers from depression and anxiety. "Colin's illness makes it difficult for him to be alone or away from me for any length of time, which has put restrictions on my life." says Rika

When they entered the programme, Colin rated his physical health at a 3 and his mental health at a 2 on a scale of 1 to 5, with 5 being the highest. He did not exercise regularly and said he hadn't exercised at all over the previous week. Rika said their goal in attending FGFL was to meet people and become more active.

After six months, Colin rated his physical health at a 4 and his mental health at a 3 on a scale of 1 to 5. He had incorporated physical activity into his life and said he had exercised for 30 minutes or more one or two times in the previous week. He said what he enjoyed most about the programme was, "The company of the group, the exercises....tea and jammy dodgers!! Please can we do it more often?"



Session Information

Leominster: Tuesdays 11:15am-1:15pm

Hereford: Thursdays 11:30am-1:15pm

To register:

<https://haloleisure.org.uk/feelgoodforlife/>

Questions: Mark Farrell at mark.farrell@haloleisure.org.uk or by phone at 07977 946989





STRIDE
ACTIVE

Stride Active Community Interest Company

INSPIRING ACTIVE FUTURES

An overview of Stride Active

27

91 schools
engaged

5 members
of the
team

School
focused

Based at
Whitecross
School

87%

CIC

PE, school
sport, physical
activity, play
& movement

Health &
wellbeing
outcomes

Young
people's
voice



INSPIRING ACTIVE FUTURES

Areas of focus

- Healthy Schools
- Here Girls Can
- Confidence and resilience interventions
- Active Families

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Supporting Healthy Schools

- Integrated the School Games Mark with the Healthy Schools physical activity criteria
- Helping schools achieve the physical activity criteria – bespoke support, resources and opportunities
- Nursery settings, primary schools and secondary schools
- Engaging new schools in the scheme



Here Girls Can

Designed by girls, for girls.

47 schools
engaged
(40%)

Over 500
participants

88 Girls
Champions
trained

“It was quite life changing for me to have a chance to stay out of my home/ school. I feel safe.”



INSPIRING ACTIVE FUTURES

Climbing & Resilience Interventions

Kick with
Confidence

Climbing for
Confidence

Roller for
Resilience

- 88% - 94% said their confidence had improved or remained the same
- 68% - 80% said they found it difficult but kept trying



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Active Families Physical Activity Impact

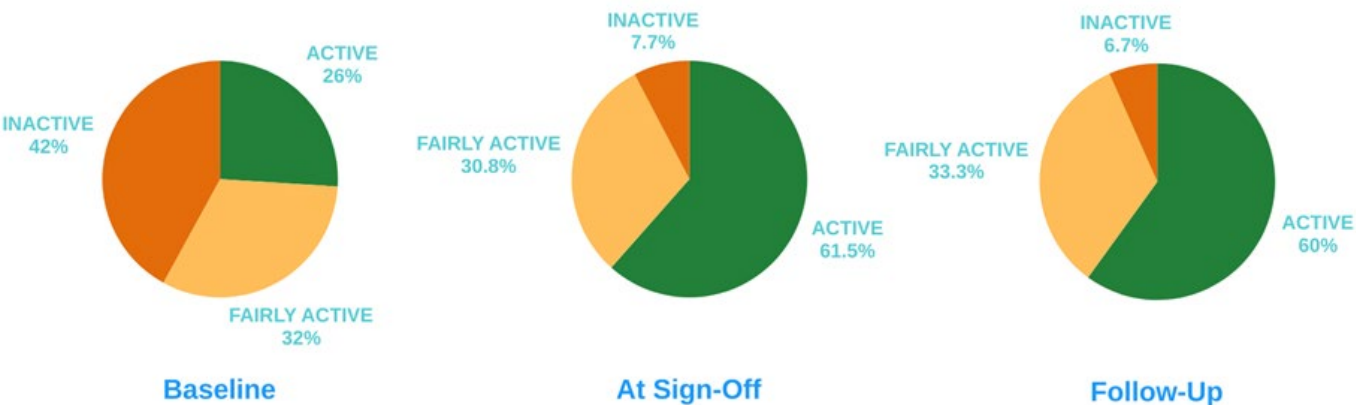
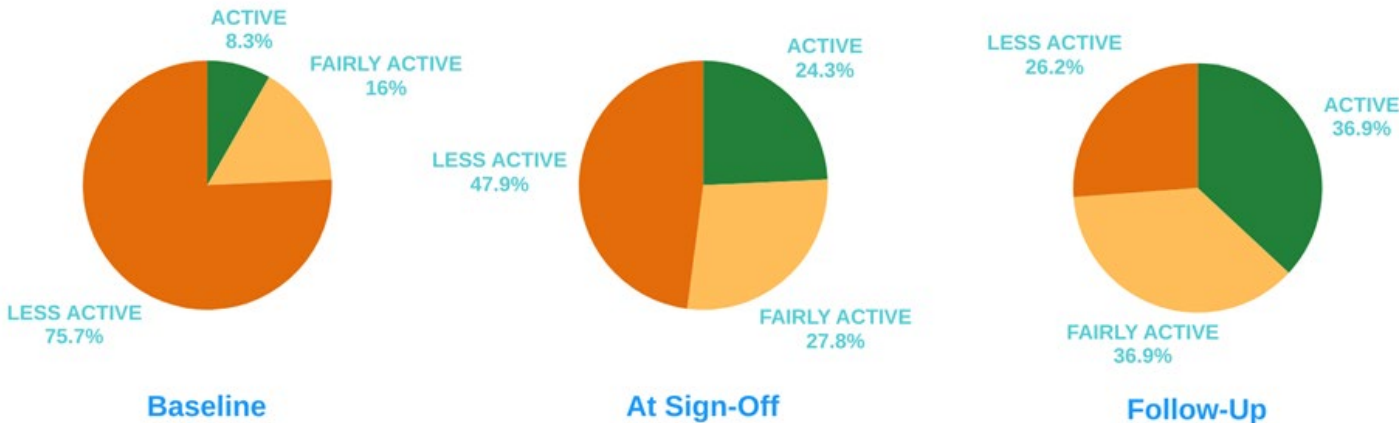


Figure 1: Classification of adult participant physical activity levels

Figure 2: Classification of under-18 participant physical activity levels



Active Families Outcomes

Theme One: **Increased Physical Activity**

Theme Two: **Increased information and knowledge about accessible, affordable and local physical activities**

Theme Three: **Benefits of Play**

Theme Four: **Positive Social Impacts**

Theme Five: **Improved Health and Wellness**



A Family's Physical Activity Journey

Signposted by school pastoral team.

Mum initially requested to look at activity for her children to get them active and off their devices, wanting easy to do and low cost activity. She also recognised that her knee injury prevented them from doing more activity, as she can only walk a short distance. The family were given an activity bag and a range of games that could be played indoors or out.

Twelve weeks later mum says 'They love it!' They are using the bag and games three times a week for thirty minutes a time, making up their own games and mum created a times table throwing game too.

Six months later mum commented that 'The bag has helped them to want to go out and play.' The children are more interested in playing together and with friends and neighbours rather than using their devices. Frequency of activity increased to daily, taking the ball out and make up games.

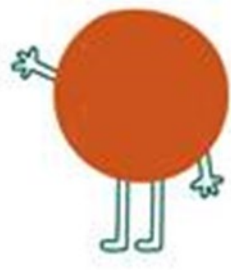
With access to HALO support rate mum lost three stone and has managed to reduce one of her pain killers which has helped with weight loss. 'Feel better in myself not as tired in the day. April time I would get up take kids to school come home lie on sofa back to sleep.'



Opportunity for questions



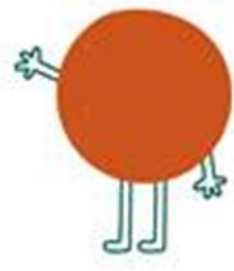
Ramblers' Wellbeing Walks



Ramblers Wellbeing Walks – To build up a network of walking opportunities across the County through a combination of closed and open walks.

- Free, short, led group walks, designed to help people take the first step towards becoming and staying active.
- A partnership led community engagement programme that is run and governed by the Ramblers.
- License purchased by Public Health; delivery sits within the Healthy Lifestyle Service, implemented May 2024.
- Health Trainers trained at coordinator level and able to deliver walk leader training.





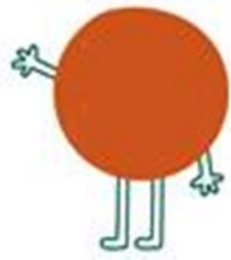
48 People have expressed an interest in walk leader training – combination of community volunteers and partner organisations.

24 people have completed their walk leader training, which includes community volunteers, MIND link workers, PCN wellbeing teams (to offer closed walks to their groups/client base)

5 open walks live on Ramblers website - [Ramblers Wellbeing Walks Herefordshire](#)

Kingstone, Bromyard, Ledbury, Newtown Farm, Colwall – approx. 50 weekly attendees.





“I wanted to say what an absolute pleasure yesterday was, I sincerely and thoroughly enjoyed it and the walk brought us all literal joy! I went back to office feeling so good and genuinely happy. You and Jenny are very engaging trainers, I appreciated your patience and understanding throughout our discussions on how we make the walks fit with our client group and organisations aim for providing a walking group for the people we work alongside. We’re all very inspired to get planning in motion, literally 😊”

“Thank you for this morning, it feels good to get out of the house, get some fresh air and have good company”

“It’s so much nicer than walking on one’s own, and helps with weight loss”

“While any walking is beneficial to one’s health the social interaction is as important”

“Joining the group has made me do a lot more walking which I may (probably not) not have otherwise done”



Next Steps

- The PA steering group remains committed to delivering the strategy action plan. Significant progress has been made since the publication of this
- Broaden the existing strategy to focus on the development of a Healthy Weight Strategy – including, environment, physical activity, weight management and food. With the PA steering group keeping oversight of PA
- Provide updates to the Health and Wellbeing board regarding progress
- The Physical Activity Steering Group will assist in guiding and informing the leisure review set for 2025.
- The Physical Activity Steering Group will collaborate with Active Herefordshire and Worcestershire as they initiate their Place Universal Offer project with Sport England, sharing research and insights regarding regions with low physical activity participation.

