

**Key Performance Indicators – Tobacco Control Plan, Herefordshire, 2025 - 2030**

<b>Aim/Objective</b>	<b>Measurement</b>	<b>Baseline</b>
Reduce the number of adult smokers in Herefordshire	Proportion of adults 18+ that are current smokers	10.1% (2023)
Reduce number of routine & manual workers smoking	Smoking prevalence in adults in routine & manual occupations	20.5% (2023)
Reduce number of women smoking at time of delivery	Proportion of women smoking at time of delivery	8.3% (2023/24)
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)
Increase number of quit outcomes achieved	Smokers that have successfully quit at 4 weeks (per 100,000)	923 per 100,000 (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)
Reduce number of children and young people who have ever tried smoking	% of secondary school pupils who have tried smoking	9% (2024)
	% of Further Education students who have tried smoking	36% (2024)
Reduce number of underage sales (tobacco & vapes)	Number of businesses advised	N/A
	Number of underage sale test purchases undertaken	N/A
	Number of prosecutions pursued	N/A