

# Health & Wellbeing Board: Tobacco Control Report

17<sup>th</sup> March 2025

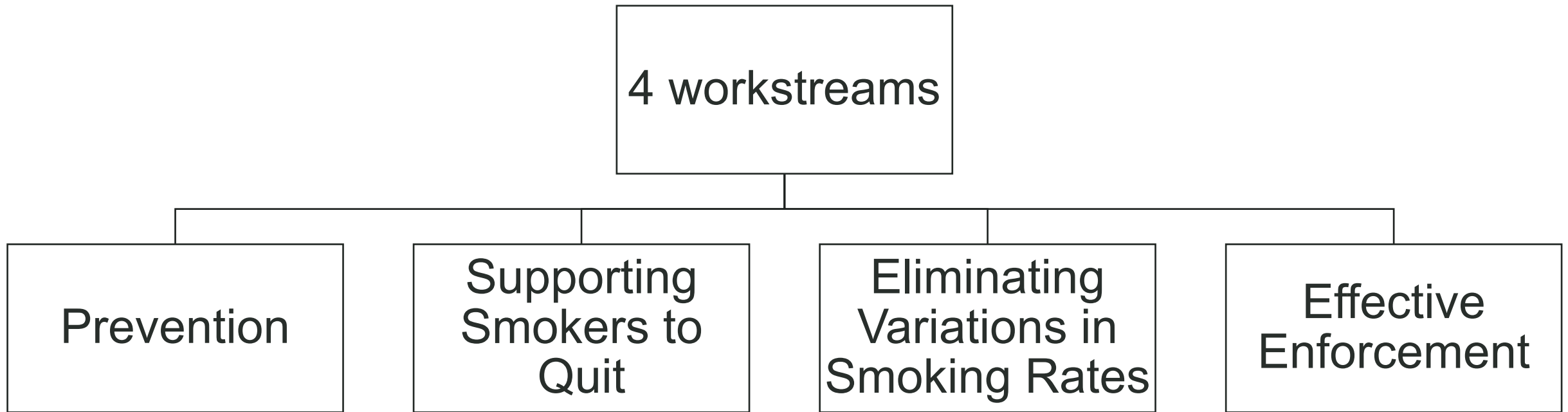
# Background

- 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?