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To: The Chair and Members  
of the Health and  
Wellbeing Board

County Hall  
Topsham Road  
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Devon  
EX2 4QD

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Date: 16 October 2024

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### **HEALTH AND WELLBEING BOARD**

Thursday, 24th October, 2024

A meeting of the Health and Wellbeing Board is to be held on the above date at 2.15 pm at Committee Suite, County Hall, Exeter to consider the following matters.

Donna Manson  
Chief Executive

### **SUPPLEMENT**

- 8 Smokefree Devon Alliance Progress Report  
Presentation





# smokefree *alliance*



**DEVON**

**Progress Report 2023-24**

**Ruby Entwistle**

**Public Health Specialist, Devon County Council**

## **Vision:**

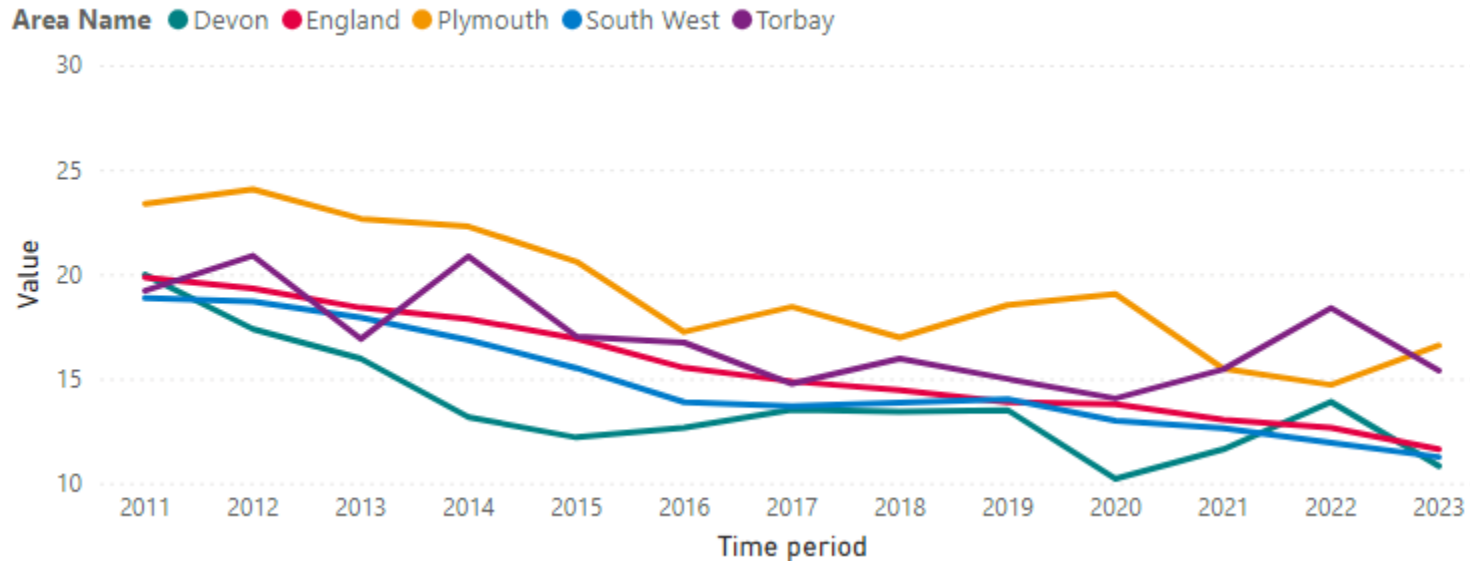
Our vision is to create a Smokefree generation in Devon where people are protected from the harms caused by tobacco and second-hand smoke.

## **Priorities:**

1. Protect children and young people from the harms of tobacco and de-normalise tobacco use to help prevent uptake
2. Reduce health inequalities caused by smoking, by supporting high quality evidence-based interventions, with a focus on achieving equity and fairness.
3. Ensure cross-sector, strategic collaboration around tobacco control, and support the development of a smokefree culture within key organisations

# Newly Released Data

	Smoking prevalence in adults (1 year average)		Smoking prevalence in adults (5 year indicator)
	2022	2023	2023
Devon	13.9%	10.8%	12.1%
Torbay	18.4%	15.4%	16.4%



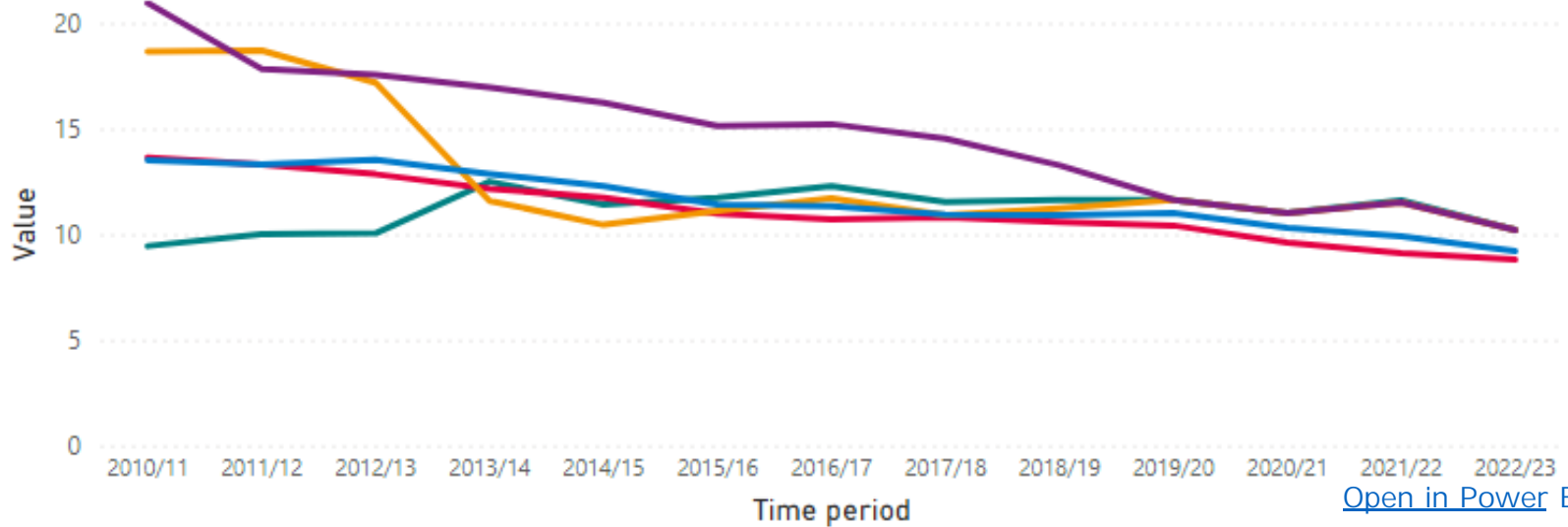
# Progress Towards Priority 1:

Protect children and young people from the harms of tobacco  
and de-normalise tobacco use to help prevent uptake

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# Smoking at Time of Delivery (SATOD)

Area Name ● Devon ● England ● Plymouth ● South West ● Torbay



[Open in Power BI](#)

Objective: To see a sustained reduction in the Smoking Time of Delivery 2021/22 figure (11.6% for Devon) by

**2022/23**

● Devon	10.20
● England	8.80
● Plymouth	10.20
● South West	9.20
● Torbay	10.20

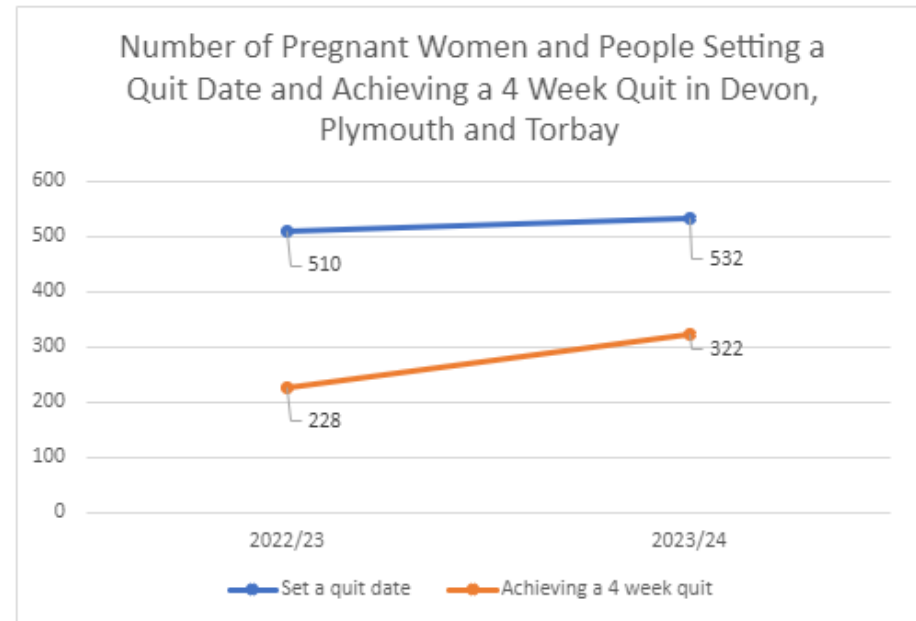
# Treating Tobacco Dependence (TTD) During Pregnancy

The NHS Long Term Plan set out commitments to provide NHS-funded treating tobacco dependence (TTD) services to anyone who is pregnant

This pathway is now fully implemented in Devon and Torbay, with the in-house tobacco dependency advisors providing a highly effective service on an opt-out basis.

This pathway has shown an impressive increase in the number of people successfully stopping smoking (60.5%), highlighting the significant impact and benefit of implementing in-house TTD maternity services (see graph)

The national target for SATOD is to get under 6%, which both Torbay and RDUH East have achieved



This success has been testament to the maternity teams implementing the pathways, and the effective communication and collaboration within the wider



## Maternity Service User Feedback

I haven't touched a cigarette since the afternoon of Saturday the 17th. I'm getting on very well with the vape which arrived on the Saturday morning. I've not used the patches as I haven't needed them. My partner has also switched to using a vape which has made it much easier for us both to quit smoking.

I just wanted to say a massive thank you, I've smoked for nearly 20 years and I've found the switch to using a vape incredibly easy. I've tried vaping in the past and I've never got along with it. The vape you have supplied me with and the brand of juices have been fantastic!!

Thank you so much. I am over the moon and so grateful to you and your team.

# Smoking and Vaping Among Children Young People

ASH 2024 survey shows a plateauing of vaping prevalence in 11-17 year olds nationally



Public Health Devon

Devon  
County Council 

# Smoking and Vaping Prevention Among Children & Young People

## Alliance Progress

Smokefree playgrounds rolled out across Devon and Torbay, through

Stop for Life Devon are co-producing a vaping quit pathway for people under 18 in Devon

Lesson plans available for schools across Devon and Torbay

Comms with schools around vaping prevention completed in Tor and in progress in Devon

Alliance members linked into Operation Vapor, a police-led initiative working to establish prevalence of illegal substances in vapes among young people

Service improvement projects are focusing on supporting homes through the public health nursing service

Trading Standards continue to tackle illegal tobacco and vapes and underage sales, with additional Government funding expected



# Progress Towards Priority 2:

Reduce health inequalities caused by smoking, by supporting high quality evidence-based interventions, with a focus on achieving equity and fairness

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# Smoking Prevalence: Long Term Mental Health Conditions

Objective: To see a sustained reduction in the Smoking Prevalence in adults with a long term mental health condition 2020/21 figure (24.7% for Devon) by 2028

2022/23

●	Devon	24.44
●	England	25.08
●	Plymouth	29.71
●	South West	25.68
●	Torbay	36.71

# Health Inequalities

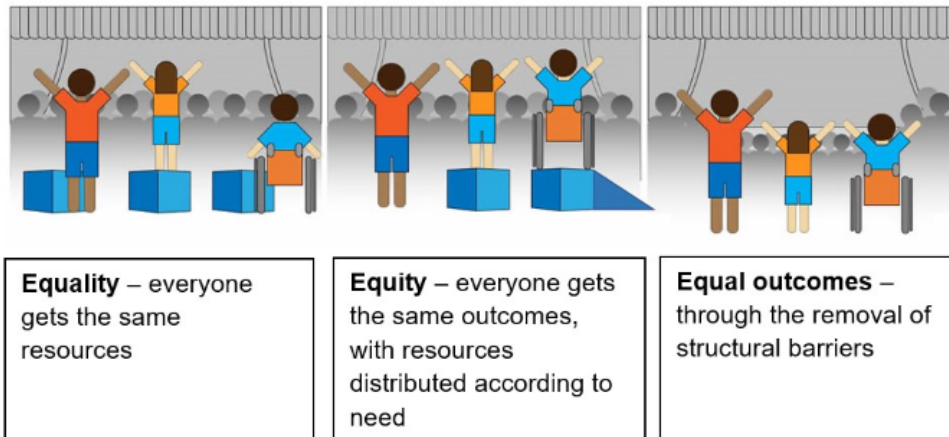
Smokers with mental health conditions die 10-20 years earlier

two-thirds  
serious mental illness (SMI).

good evidence  
stopping smoking improves mental health of all smokers. The effect has been compared to the impact of anti-depressants.

Smoking exacerbates levels of poor mental health: Growing evidence that contributes to development of some mental health conditions

schizophrenia and depression  
health and employability further contributing to the burden of poor mental



# Future Actions: Mental Health

Ensure data on mental health conditions is routinely collected by s and shared to enable effective monitoring

Data shows higher prevalence in Torbay, Torridge, Exeter and North Devon so work will focus on these areas

Share insight into this population and listen to their voices: work collaboratively to make service improvements / commission separate initiatives



# Smoking Prevalence: Routine and Manual Occupations

Objective To see a sustained reduction in the Smoking Prevalence in adults in routine and manual occupations 2020 figure (23.7% for Devon) by 2028



# Reducing health inequalities caused by smoking through effective interventions

## Alliance Progress

All acute and mental health trusts have fully implemented their treating tobacco dependency pathway for inpatients

Stop for Life Devon and Your Health Torbay specialist stop smoking services continued to prioritise groups which experience the most significant health inequalities due to tobacco use

The Government swap to Stop programme enabled people to access free vape starter kits to support a quit attempt, with a touch pathway being trialled which is likely to be more appropriate for key priority groups who may not engage with standard service pathways

The Smokerfree Generation funding has enabled a significant injection of investment into local stop smoking services, taking a proportionate universalism approach

Insight into the voices of priority populations commissioned to hear their voices and better understand the needs of these groups, to adapt our service offer appropriately.

Collaboration around roll out of national campaigns Stoptober

Together Substance Misuse Service have worked with Stop for Life Devon to improve support available to clients and staff, and are rolling out the swap to stop offer

# Progress Towards Priority 3:

Ensure cross-sector, strategic collaboration around tobacco control and support the development of a smoke-free culture within key organisations

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# Smokefree Generation Funding: Plans in Devon

Increasing our contract with Stop for Life Devon to:

- Support more people to stop smoking
- Enable partner organisations to provide free vape starter kits to staff/service users
- Increase training

Improve the online offer of stop smoking support, to include pharmacotherapy

Increase stop smoking activity in primary care and support providers to carry out quality improvement

Work with the Public Health Nursing service to implement Smokefree homes recommendations

Insight development with key priority groups

Working with RDUH to explore opportunities for:

- 
- Direct delivery of tobacco dependence treatment to outpatients
- Brief interventions and swap to stop in the Emergency Department

Contributing to a South-West regional asset to support comms and marketing

Funding work in Devon Partnership Trust to better support those with Serious Mental Illness to stop smoking

Exploring a small grants programme for VCSE organisations to support priority groups with quit attempts

Considering opportunities for vulnerable young people, including children in care, care experienced or those in Pupil Referral Units

# Strategic Collaboration & Smokefree Culture

## Alliance Progress

The Alliance remains active, with a transition of energy from the Smokefree Generation funding to stop smoking services, the swap to stop programme and financial incentives during pregnancy

Funding has enabled Devon-wide post to be collaboratively funded and a focus on working together and effective referral pathways across the 3 local authority areas

Continued variety of members, which cover a broad range of tobacco related areas

Strong collaboration with the ICB led treating tobacco dependence programme, which has resulted in the creation of a smokefree NHS steering group. Actions of this group are focussing on encouraging systematic prioritisation of treating tobacco dependence within acute and mental health trusts

Collaboration with the Targeted Lung Health Checks programme ensure a joined up approach to make the most of the opportunity

The Swap to Stop programme has enabled increased joint working and collaboration between stakeholders to better support priority groups to address their tobacco addiction and to trial new ways of working

# Summary

Fantastic progress has been made towards priorities, with energis active involvement from a variety of stakeholders

There is still lots of work to do, as smoking is still the leading cause of inequalities, with high rates persisting in priority groups

The future looks bright. The Government will soon introduce the Tobacco and Vapes Bill which stands to be the most significant public health intervention in a generation and will put us on track to a smoke-free UK. It could potentially

Restrict age of sale, so that anyone born after 1 January 2009 will never legally be able to buy tobacco  
Make changes to address appeal of vapes to young people



# Recommendations

The board to continue to consider opportunities for reducing harm caused by through existing linked programmes of work

The board to consider its contribution in supporting the introduction of Tobacco and Vapes Bill





Thank you for listening

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