

## New Smokefree Devon Alliance Strategy 2023-2028

### Report of the Director of Public Health, Communities and Prosperity

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Please note that the following recommendations are subject to consideration and determination by the Health and Wellbeing Board before taking effect.

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#### 1) Recommendation

That the Health and Wellbeing Board be asked to:

- (a) Take note of the new [strategy](#) of the Smokefree Devon Alliance and support its delivery, by including it in the next Joint Health and Wellbeing Strategy, and connecting it into other relevant strategies, policies and actions.
- (b) Agree to take an active role in the monitoring of the objectives outlined, including reviewing an annual update report, alongside the Torbay Health and Wellbeing Board.

#### 2) Background / Introduction

The Smokefree Devon Alliance is a partnership of organisations committed to reducing the harm caused by tobacco in Devon and Torbay. It is co-ordinated by the public health team at Devon County Council and has two co-chairs:

- Steve Brown, Director of Public Health, Communities and Prosperity at Devon County Council
- Joanne Watson, Health and Care Strategy Director at Torbay and South Devon NHS Foundation Trust.

The Smokefree Devon Alliance has been providing a co-ordinated, multi-agency approach to tobacco control since 2010 and currently has a varied and active membership. The formation of the new [strategy](#) was based on extensive research into local data and insight, as well as exploration and collaboration between the multi-agency partners of the alliance.

This report outlines the key elements of the strategy, but the whole document can be viewed on the Alliance website [here](#), or an interactive presentation can be viewed on [Sway](#).

#### 3) Main Body

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

This ambition is achievable if we all work together. Tobacco impacts on all aspects of society, but the impact falls more heavily on our most vulnerable groups (ASH, 2023). We need to reduce these unjust inequalities caused by tobacco.

No single approach to tackling smoking will be successful; concerted, sustained, and coordinated action on a number of issues by a wide range of stakeholders, agencies and individuals is required.

This strategy sets out the aims and objectives of the Smokefree Devon Alliance for the next five years.

### Aim

The aim of this strategy is to improve the health of Devon's population by reducing the prevalence of smoking and exposure to second-hand smoke, in doing so reduce health inequalities and smoking related illnesses and deaths.

### 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

### Objectives

1. There is sustained reduction in smoking prevalence compared to the baseline data in the indicators listed below:

|  | Devon | Torbay | Plymouth | Indicator Last Updated |
|--|-------|--------|----------|------------------------|
| Smoking Status at Time of Delivery   | 11.6% | 11.5%  | 11.5%    | 2021/22                |
| Smoking prevalence in adults with a long-term mental health condition (18+) - current smokers (GPPS) | 24.7% | 33.3%  | 28.3%    | 2020/21                |
| Smoking prevalence in adults in routine and manual occupations (18-64) - current smokers (APS)       | 23.7% | 22.7%  | 28.6%    | 2020                   |

Statistically significantly better compared to England

Statistically similar compared to England

Statistically significantly worse compared to England

Source: Tobacco Control Profiles (OHID, 2023)

2. There is good collaborative working across the Integrated Care System which enables a joined-up approach to smoking cessation, consistency, and equity in delivery. The Smokefree Devon Alliance, the Integrated Care Board, Local Maternity and Neo-Natal Services (LMNS), Public Health, community stop smoking services and secondary care are all connected and participating in discussions in partnership, and reporting structures are in place and working effectively.
3. The Smokefree Devon Alliance has prioritised supporting smoking cessation services to reach and support people with mental health conditions and pregnant women and people to quit each year across Devon and Torbay. This information is

regularly collected and monitored, to allow measurement of progress towards this objective and for services to regularly evolve and improve.

4. The sale and supply of illegal tobacco in Devon is disrupted. Activity is measured by the quantity of illegal tobacco products (including vapes) seized by Trading Standards, the number of enforcement measures taken against suppliers and ultimately by a reduction of complaints. Also by the number of “cease and desist” letters sent to illegal tobacco sellers.
5. Data on smoking and vaping prevalence amongst children and young people in Devon and Torbay is routinely collected, enabling the actions of the Smokefree Devon Alliance to be informed by intelligence.

#### 4) Strategic Plan

The strategy aligns well with the Council’s strategic plan, having a direct effect on the following strategic priorities:

|   |   |
|---|---|
| <p>Be ambitious for children and young people</p> | <p>By protecting children and young people from the harms of tobacco, through actions outlined such as:</p> <ul style="list-style-type: none"> <li>- Supporting smokefree pregnancies to protect harm caused to unborn babies</li> <li>- Promoting smokefree environments for children</li> <li>- Enforcing legislation to prevent underage sales of tobacco and vapes</li> <li>- Monitoring youth vaping and promoting vape education</li> </ul> |
| <p>Tackle poverty and inequality</p>              | <p>Smoking is the leading cause of health inequalities in the UK and accounts for half the difference in life expectancy between the richest and poorest in society.</p> <p>Reducing smoking prevalence and targeting support to priority groups will have a significant effect on health inequalities</p>  |
| <p>Improve health and wellbeing</p>               | <p>Smoking is the largest cause of premature death and disability. The strategy outlines actions which will:</p> <ul style="list-style-type: none"> <li>- support people to stop smoking and therefore receive the many health benefits this brings</li> <li>- denormalise smoking and help prevent uptake</li> </ul>   |

## **5) Financial, Equality, Environmental and Legal Considerations**

This report has no significant financial, equality, environmental or legal implications that are not already covered within the strategy.

## **6) Risk Management Considerations**

This strategy has been assessed and has been deemed low risk to the Council and Alliance partners.

## **7) Summary / Conclusions / Reasons for Recommendations**

Tobacco dependence is still the biggest cause of preventable illness and death, and high rates persist in some of our more vulnerable populations, making it a significant driver of health inequalities. Creating a smokefree future would not only significantly lower the pressure on our health and social care systems, but it would support a greater quality of life for many local people. We must therefore continue to focus on this important area.

There are significant policy changes currently proposed around the age of sale of tobacco and legislation around e-cigarettes/vapes. This strategy demonstrates how the Council is contributing locally to this national tobacco control policy context and formalises our support for the NHS around the prioritisation of treating tobacco dependence.

Approving the recommendations of this report will enable the continued prioritisation of this important area, as well as provide accountability to the members of the Alliance to deliver against the objectives that have been set out.

### **Steve Brown**

Director of Public Health, Communities & Prosperity

**Electoral Divisions:** All

## **Local Government Act 1972: List of background papers**

Smokefree Devon Alliance Strategy 2023 - 2028

July 2023

Published on the [Smokefree Devon Alliance](#) website.

Smokefree Devon Alliance Strategy Supporting Information

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