



Office for Health
Improvement
& Disparities

A Smokefree Generation

Action to address smoking and vaping

10/2023

The Case For Change

- Tobacco is the one of the most [preventable causes of ill health](#), disability and death, responsible for [64,000 deaths](#) in England a year
- Almost every minute of every day someone is [admitted](#) to hospital because of smoking
- 75,000 [GP](#) appointments could be attributed to smoking each month
- It is estimated that the total costs of smoking in England are over [£17 billion](#) including £14 billion loss to productivity
- [Three-quarters](#) of current smokers would never have started if they had the choice again



Smokefree Generation

- Children turning 14 or younger this year will never be able to be legally sold cigarettes
- This will mean effectively raising the age of sale by one year each year for this generation (born on or after 1 January 2009)
- This will not criminalise smoking nor will it mean anyone who can buy cigarettes now will be prevented from doing so in the future
- This will implement the recommendation from the independent Khan Review



Funding

- Additional £70 million per year for next five years to support LSSS - in addition to the PHG, doubles spending from £68 million to £138 million
- Exact funding allocations communicated to LAs through the grant agreement process. Indicative [funding allocations](#) as an annex to the Command Paper
- Funding uplift based on number of smokers in each LA - targets high prevalence areas
- Additional £5 million this year then £15 million per year after to fund new national anti-smoking campaigns
- Funding on top of national Swap to Stop scheme (up to £45 million over 2 years) & financial incentives to support pregnant smokers (up to £10 million over 2 years)



Youth Vaping – UK-wide consultation

Ensuring vapes can continue to be made available to current adult smokers is vital to tackle smoking – must take a balanced approach. However, rates have tripled amongst children. UK wide consultation looks at new measures to reduce appeal, access, affordability of vapes to children:

1. Restricting the flavours and descriptions of vapes
2. Regulating point of sale displays in retail outlets
3. Regulating vape packaging and product presentation
4. Considering restricting the sale of disposable vapes – Defra led
5. Introducing a duty on vapes - HMT led
6. Introducing product standards for non-nicotine vapes and other consumer products

In addition, we will look to ban free samples of vapes and introduce age of sale for non-nicotine vapes – without consultation



Enforcement

To help support proposals we will need increase enforcement activity across smoking and vaping. To do this, we will:

- Strengthen enforcement activity, through new funding (£30 million a year) to HMRC, Border force and local Trading Standards
- Introduce new powers to fine rogue retailers on the spot who sell tobacco products or vapes to people underage
- Enhance age verification online to stop the sale of tobacco products and vapes to underage people online



Next Steps

- 8 week UK wide consultation on new legislative proposals has been launched (closes 6th Dec)
[Creating a smokefree generation and tackling youth vaping](#)
- Legislate when parliamentary time allows (Fourth Session Bill TBC in the King's Speech)
 - Scope of any Bill will likely follow scope of the [Command Paper](#)
- SSS funding allocations to be confirmed, delivered through a section 31 grant
- Other funding – marketing and enforcement – to be worked through in the coming weeks
- Expression of interest for first wave/pathfinder applicants opened 5/10/2023 for S2S
- Commencing tender process for financial incentives delivery partner

