

A Smokefree Generation

Action to address smoking and vaping

Ambition for England to become
'smokefree' by 2030.

*(smoking prevalence falls to 5% or less:
current rate is 12.9%)*

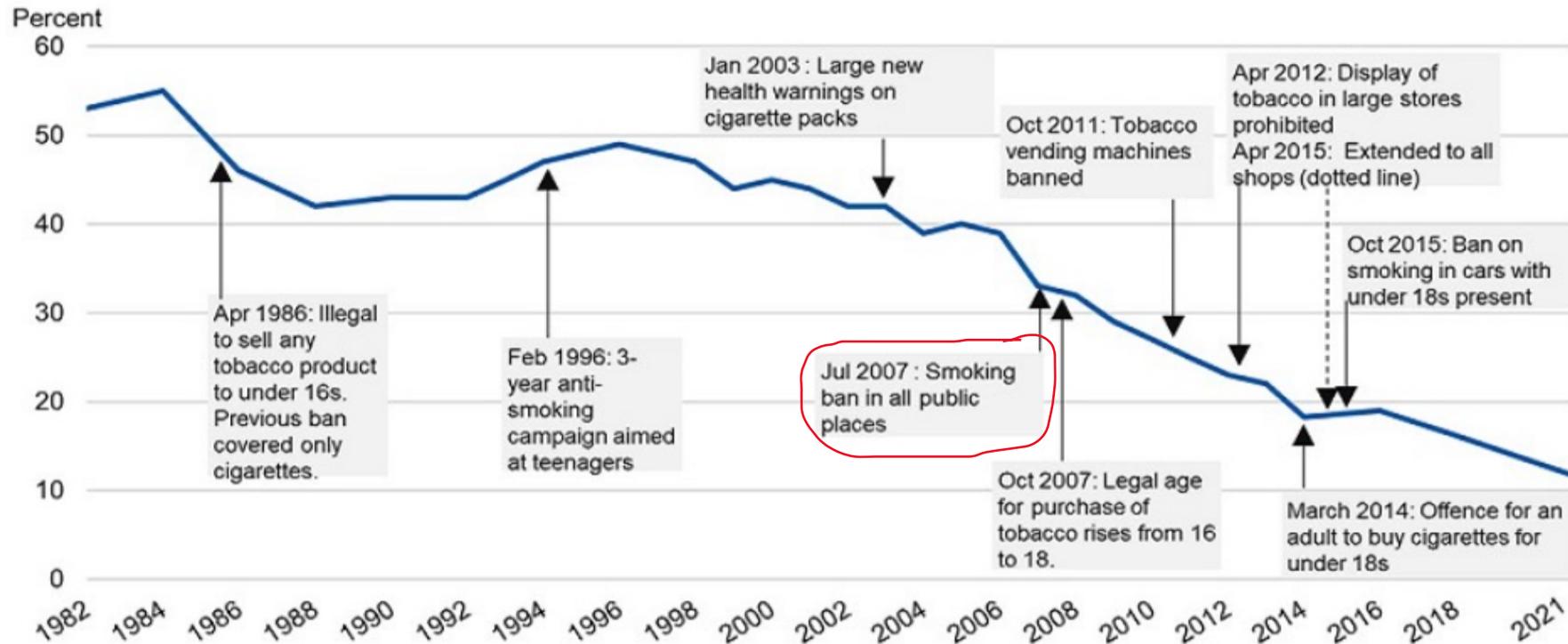
Towards a Smokefree Generation

A Tobacco Control Plan for England

Case for Change

- Smoking is the single biggest cause of health inequality in England
- 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
- **80%** of smokers start when they are teenagers.
- Three-quarters of current smokers would never have started if they had the choice again

Smoking Prevalence in England



Case for Change: Devon

- Smoking rate in DCC is **13.9%** (12.9% England average) but this masks huge variations according to deprivation from 8% to 21%.
- Smoking-related hospital admissions and the treatment of smoking related illness via primary care costing **£29.7million** in Devon per year (ASH, 2023).
- Estimated smoking costs to Devon Social Care Services **£17.4million** per year (ASH, 2023).
- Smoking negatively affects earnings and employment prospects; the cumulative impact of these effects amounts to productivity losses of **£475.3million** per year in Devon (ASH, 2023).
- The illicit tobacco trade is often part of **organised criminal activity** and is linked to a range of other illegal trades including alcohol production, people-trafficking and drug smuggling.

Smokefree Generation: Tobacco & Vapes Bill 2024

- Legislation so that children turning **15 this year** or younger will never be legally sold tobacco products – **To make it harder for children to start smoking**
- An additional **£70million** per year for 5 years to support local authority-led stop smoking services (DCC = £949,746 per year for 5 years) – **This will enable an increase in capacity in local stop smoking services**
- Funding for new national **anti-smoking campaigns (£15mill per year)**
- Roll out of new national **‘Swap to Stop’** scheme (encouraging smokers to swap their cigarettes for vapes).

Vaping

- The evidence is clear for **smokers**, vaping is a **far less risky** option and poses a **small fraction** of the risks of smoking in the short and medium term. **BUT** Vaping is **not risk free** and is **NOT** for children
- The number of children (11-18yrs) smoking is increasing **6%** (2022) - 4.1% (2021) and vaping is increasing **8.6%** (2022) – 4% (2021)
- Adults vaping prevalence in England is about **7%**
- **Tobacco & Vapes Bills 2024 includes key action on Vaping**
 - Restricting flavours and regulating point of sale displays in retail outlets, etc

Heart of the South West Trading Standards Service

Commissioned by Devon, Plymouth, Somerset and Torbay Councils



VAPES

Current Legal controls:

- Regulate the sale and supply of Refillable E-cigarettes, replacement parts, Single use e-cigarettes containing nicotine and e-liquids containing nicotine.
- Covers notifications and approval by MHRA
- Sets out product requirements including labelling and presentation requirements
- Penalties - conviction on indictment to imprisonment for a term not exceeding 2 years, or a fine, or both.
- Nicotine containing vapes can only be sold to over 18's

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Emerging Issues:

- Non-EU marketplace products entering supply chain
- Large tanks on products
- Over strength products (too much nicotine)
- Counterfeit e-cigarettes
- Safety issues with chargers
- Child appealing
- Environmental issues
- CBD Products - Unless these products contain Nicotine, which is very rare they are not caught by TS legislation. Higher levels of THC will make the product a controlled drug and remove the product from TS control into that of Police

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Child Appealing Products:



Enforcement

Operation Joseph:

In April 2023 the Department for Health and Social Care allocated £3 million in funding to support Trading Standards to tackle the issues of non-compliance. Funding for;

- Test purchasing of ‘legal’ vapes (those approved by MHRA)
- Online test purchasing
- Storage & Destruction costs
- HoftSW Trading Standards are one of a few TS to undertake this funded work – 40 samples taken, initial results indicate over half fail the requirements

Enforcement

Issues for us:

- Linked with supply of illegal tobacco & OCGs
- Use of hides and restocking
- Limited resources - planned operations this year are restricted to two per quarter in each LA area and focused on illegal tobacco as well as vapes.
- Use of disruption – Closure notices, Multi Agency Approach, cash seizures
- Storage of seized product
- Close working with Police

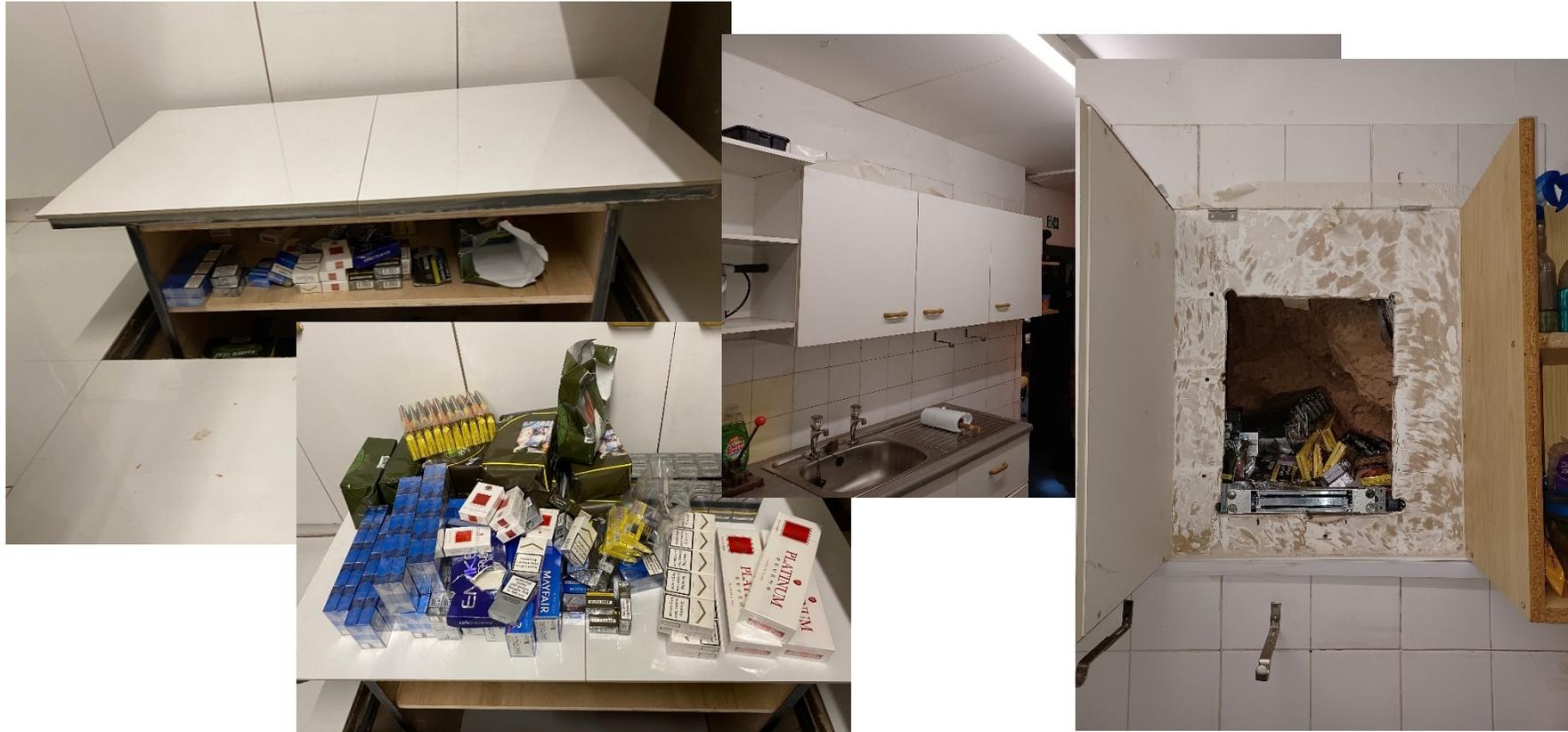
Illicit Tobacco

- Linked with criminality and OCGs
- Undermines Public Health stop smoking initiatives
- Sold for “pocket money prices” – Legitimate = £15 per packet, illegal = £7.30 per packet
- Sold to children

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Enforcement Action – Seizures

Product	Quantity	Street Value	Genuine retail value
Cigarettes	43933 (packets of 20 sticks)	£320,710 (£7.30 per packet)	£658,995 (avg £15 per packet)
Rolling Tobacco	8189 (50g pouches)	£20000 (NDP £20 per pouch) £61537 (Counterfeit £8.56 per pouch)	£311,182 (avg £38 per packet)
Vapes	7897 units (varying size)	£118,455 - £157,940 (£15 – 20 per unit – depending on size)	N/A

In the past year we have conducted 7 Underage sales operations targeting vapes.

Tobacco & Vapes Bill 2024

- Providing powers for ministers to regulate:
 - the flavours and contents of vaping products
 - the packaging and product presentation of vaping products
 - point of sale displays of vaping products
- Making it an offence to sell non-nicotine vaping products to someone who is under 18 and banning free distribution
- Providing ministers with powers to extend the measures for vaping products to other nicotine products such as nicotine pouches.
- Also.... £30 million across HMRC, Border Force and Trading Standards and 'On the spot' fines to be introduced to clamp down on underage sales of tobacco and vaping products of £100
- **The Environmental Protection (Single-use Vapes) (England) Regulations 2024** which propose to ban the sale and supply of single use disposable vapes