

County Council – 27 May 2022

Item 8(c) – Notice of Motion by Cllr Ali

Smokefree Fund – Briefing Note

Access to smoking cessation services to support individuals and communities across West Sussex

West Sussex County Council is committed to working in partnership with organisations across the health and care system in West Sussex to ensure that anyone living and working in the county can access help and support to quit smoking.

Overview

- Smoking remains the number one cause of preventable illness and premature death in England and is a major risk factor for cancer, cardiovascular disease, and respiratory illness.
- Smoking rates have gradually fallen over recent years, however, approximately 70,000 people in West Sussex still smoke. With indications of increased smoking rates among young adults in England since the outbreak of the COVID-19 pandemic, and alongside the risks and impacts of the virus itself, there has never been a more important time to quit.
- Stopping smoking is the single most important thing someone can do to improve their health and the health of the people around them and, with support from smoking cessation services, smokers are three times more likely to succeed in a quit attempt.

Smoking in West Sussex

Current prevalence:

- The current prevalence rate of smoking for adults in West Sussex is 10%. The national ambition is 5% smoking prevalence or less by 2030, for local authority areas.
- Based on the population size of West Sussex, 10% prevalence equates to approximately 70,000 adult smokers. To reach the aspirational 5% prevalence rate by 2030, an additional 48,000 smokers in the county would need to successfully quit in the next eight years, alongside no new starters (wider tobacco control measures are required to support this element). This action is reflected in the tobacco control action plan including the work of Trading Standards.

Cost and impact of smoking to West Sussex

Annually, it is estimated that smoking in West Sussex costs **£188.9m**. This includes:

- £126.4m lost productivity, due to smoking related lost earnings, smoking related unemployment and smoking related early deaths.
- Approximately £40.8m smoking related hospital admissions and primary care activity costs.
- £18.5m social care costs.

- £3.3m Fire and Rescue Services (34 smoking related fires are attended each year by Fire and Rescue Services, costing £3.3m annually).

Smoking Cessation Service Provision (Tobacco Dependency Services)

- The County Council commissions Tobacco Dependency Services funded by the Government's ring-fenced Public Health Grant which provide stop smoking interventions that will treat tobacco dependency and address inequalities, reduce premature deaths and ill-health from smoking related disease. These are accessible to all who are attempting to quit smoking however providers are asked to focus on risk groups such as pregnant women, mental health service users, routine and manual workers and individuals from ethnic minority backgrounds.
- Three types of providers are commissioned to enable services to be accessible throughout the county; General Practitioners (GPs), Community Pharmacies, and the West Sussex Wellbeing Programme (delivered by district and borough councils across the county).
- West Sussex Public Health offers each provider a comprehensive training package enabling an expert cohort of staff delivering evidence based smoking cessation services in line with nationally recognised quality standards.
- The current contract with primary care (GPs and pharmacies) has been in place since April 2020, and the West Sussex Wellbeing programme commenced their smoking cessation provision in 2020, coinciding with the start of the COVID-19 pandemic. NICE Tobacco guidance [NG209] defines a successful quit as not having smoked in the fourth week after the quit date (with carbon monoxide monitoring confirmation).

Smoking cessation services during the COVID-19 pandemic

- During the earlier stages of the pandemic, some primary care providers were unable to maintain delivery of smoking cessation due to restrictions, and other pressures and priorities. There remained, however, a full countywide offer through the West Sussex Wellbeing Programme, which was predominantly through telephone and on-line contact at that time.
- The West Sussex Wellbeing Programme has continued to provide a hybrid model of delivery through on-line, telephone and latterly face to face services, according to the person's needs and preference. In GP practices and pharmacies, activity is yet to recover to reach pre-pandemic levels. Recognising that the considerable pressure on these community providers, public health continues to work with them to break down barriers to delivering this service.

Service Developments

- Developments are being progressed in West Sussex to support referrals to stop smoking services to enable them to be fully integrated into clinical pathways across the NHS, as outlined in the NHS Long Term Plan. This includes ensuring that health care professionals ask all patients admitted into hospital about their smoking status, offer very brief advice on quitting, and provide in-house support or refer them to local stop smoking services.
- The ongoing work with local NHS Trusts and implementation of in-house Tobacco Dependency Treatment Programmes is bringing this aspiration to life.

West Sussex Tobacco Control Strategy and Action Plan 2019-22

- The West Sussex Tobacco Control Strategy and Action Plan was launched in 2019 with the aim of meeting the national objectives to be Smokefree by 2030, through the co-ordinated effort of a wide range of partners.
- Using the Government's 10 High Impact Changes to achieve tobacco control, the strategy outlines a collaborative, solution-focused approach across the partnership and commits to a set of actions, identifying interventions that impact across the wider determinants of health (individual, community and place).
- The Action Plan contains 74 actions, with each attributed to members of the Smokefree West Sussex Partnership, spanning all the High Impact Changes to achieve tobacco control. The Action Plan is currently being updated based on best evidence and local intelligence.

Smokefree West Sussex Partnership

- The Smokefree West Sussex Partnership is our local tobacco control alliance, chaired and managed by West Sussex Public Health.
- Membership includes Trading Standards, the Fire and Rescue Service, West Sussex Wellbeing teams from District and Borough Councils across West Sussex, Health4families programme, Cancer Research UK and representatives from University Hospitals Sussex NHS Foundation Trust.
- The partnership takes forward the delivery of the West Sussex Smokefree Action Plan guided by the West Sussex Tobacco Control Strategy 2019-22.

National policy and implications for West Sussex

- Javed Khan OBE, is leading an [independent review](#) of the Government's bold ambition to make England smokefree by 2030.
- The review will provide independent, evidence-based advice that will inform the Government's approach to tackling health disparities associated with tobacco use. It will also help the Government decide on the most impactful interventions to reduce the uptake of smoking and to support smoking cessation. It will assess the options to be taken forward in the new national Tobacco Control Plan, which will be published later this year.
- The West Sussex Tobacco Control Strategy 2019-22 will also be reviewed in line with renewed national ambitions once these are published.

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