

**DERBYSHIRE HEALTH AND WELLBEING BOARD****11 July 2019****Report of the Director of Public Health****Expression of Interest to the East Midlands Cancer Alliance Cancer Prevention Innovation Fund for Tobacco Control****1. Purpose of the report**

The purpose of the report is to seek support for the expression of interest to the East Midlands Cancer Alliance Cancer Prevention Innovation Fund for Tobacco Control to pilot the CURE secondary care treatment programme for tobacco addiction.

**2. Information and analysis****Background**

Tobacco is the single greatest cause of preventable death, disability, illness and social inequality. 1 in 2 smokers die prematurely due to their smoking. Tobacco addiction is a disease that often begins in childhood. In Derbyshire 15.1% of adults smoke, this figure increases to 22.5% for those in routine and manual occupations.

The East Midlands Cancer Alliance are inviting expressions of interest from STP Cancer Boards in partnership with Health and Wellbeing Boards that will contribute to the prevention of cancer through tobacco control initiatives.

The proposed expression of interest for funds of up to £80,000 to the Cancer Alliance is to pilot the CURE secondary care treatment programme for tobacco addiction.

The Health and Wellbeing Board agreed to “enable people to live health lives” as a key priority within the Health and Wellbeing Board Strategy 2018 onwards. The proposal to the Cancer Alliance to pilot the CURE programme would support the action of supporting people to live tobacco free.

**What is CURE?**

The CURE programme has been developed as part of Greater Manchester Health & Social Care Partnership’s Making Smoking History programme. The term ‘CURE’ has been specifically chosen to ‘medicalise’ tobacco addiction and move away from the stigma of a lifestyle choice to disease treatment.

‘CURE’ stands for; Conversation (have the right conversation every time), Understand (understand the level of addiction), Replace (replace nicotine to prevention withdrawal, Expert and evidence based (access to expert and evidence based treatments).

CURE aims to implement and embed a systematic process of treating tobacco addiction within secondary care, delivering the following:

- All patients admitted to hospital are asked whether they smoke and the response is recorded on electronic patient notes
- All smokers are offered nicotine replacement therapy immediately, specialist behavior change support and further support after discharge from hospital

- A culture change within secondary care to embed the treatment of tobacco addiction into all medical team's day to day practice

The above is implemented across hospital areas through training of the medical workforce, a standardised assessment and treatment pathway, specialist support, robust handover process after discharge and appropriate IT systems to support.

Discussions are taking place to pilot the 'CURE' approach at Royal Derby Hospital. Learnings from this pilot will be shared across the system to support the delivery of tobacco addiction treatment in secondary care.

### **3. Recommendation**

That the Health and Wellbeing Board support the expression of interest to the East Midlands Cancer Alliance Cancer Prevention Innovation Fund for Tobacco Control to pilot the CURE Secondary Care Treatment Programme.

**Dean Wallace  
Director of Public Health  
Derbyshire County Council**