

## DERBYSHIRE HEALTH AND WELLBEING BOARD

3 October 2019

### Report of the Director of Public Health

#### Tobacco Control in Derbyshire

##### 1. Purpose of the Report

To provide an update to the Health and Wellbeing Board on tobacco use in Derbyshire, and seek approval for proposed steps to further reduce the impact tobacco use has within Derbyshire.

##### 2. Supporting Information

Tobacco remains the single-most harmful legal substance to health. It is the leading cause of preventable deaths in Derbyshire, and is a major cause of ill health. Approximately 1 million cigarettes are smoked each and every day in Derbyshire, and tobacco use is responsible for 6 deaths a day in Derbyshire.

Key tobacco use statistics:
<ul style="list-style-type: none"> <li>Nearly 90,000 adults across Derbyshire smoke (13.9% of the population) with higher rates amongst routine and manual workers (23.3%), and those with a serious mental illness (39.9%)</li> </ul>
<ul style="list-style-type: none"> <li>Approximately 1,100 pregnant women smoke at the time of delivery (15.4%)</li> </ul>
<ul style="list-style-type: none"> <li>1 in 4 young people in year 10 in Derbyshire have tried a cigarette and 7% are regular smokers</li> </ul>
<ul style="list-style-type: none"> <li>Approximately 2,200 deaths each year are caused by smoking</li> </ul>
<ul style="list-style-type: none"> <li>Tobacco use is responsible for approximately half the difference in life expectancy between the most and least affluent communities, and if 5 out of every 100 smokers quit then healthy life expectancy figures would rise by more than 3 years</li> </ul>
<ul style="list-style-type: none"> <li>Smoking costs local NHS organisations £40m annually through treating smoking-related illnesses in hospitals and primary care</li> </ul>
<ul style="list-style-type: none"> <li>Over 4 million illicit cigarettes and nearly 2 tonnes of illicit hand-rolling tobacco has been seized in Derbyshire since 2011/12</li> </ul>
<ul style="list-style-type: none"> <li>The wider cost across health and care, fire service, and impact on productivity in Derbyshire is calculated to be £175m each year, almost double the estimated amount collected in duty on tobacco products (£91m)</li> </ul>

Smoking rates have been declined in Derbyshire over recent years, and if the current trend continues then prevalence is likely to fall below 10% by 2024. However, smoking remains concentrated among people from more deprived communities, with

smoking prevalence among adults in routine and manual workers projected to remain above 15% by 2024.

There is an extensive programme of work in place across the county to reduce the harm caused by tobacco use, but a recent Health Needs Assessment has highlighted opportunities to strengthen efforts to reduce the harms further.

The rationale for increasing efforts on tobacco control in Derbyshire is grounded in clear health and economic arguments. Preventing uptake, promoting quitting and treating dependence, and reducing availability of illicit tobacco will reduce the number of smokers, and impact associated with using tobacco.

## **2.1 Current tobacco control work**

### **Prevention First**

Derbyshire is taking a system-wide approach to tackling smoking in pregnancy across the Local Maternity Services footprint. The recently established Smoking in Pregnancy Implementation Group (SIPIG) will deliver a coordinated approach to reducing smoking in pregnancy across the pregnancy pathway, both ante- and post-natally. As part of this work, Smoking in Pregnancy champion midwife posts have been created for both University Hospitals of Derby and Burton and Chesterfield Royal Hospital. A partnership team from Derbyshire was successful in applying to the Design in the Public Sector programme in 2018, and this has allowed an innovative approach to be adapted to tackling smoking in pregnancy, and this is informing local action.

Derbyshire Trading Standards carry out visits to assess due diligence and risk of under-age tobacco sales, based on information received on premises of concern.

### **Supporting smokers to quit**

Live Life Better Derbyshire (LLBD) offers community-based stop smoking services across Derbyshire. In 2018/19 LLBD helped approximately 850 people across Derbyshire achieve a successful quit, including people in routine and manual occupations and those with serious mental illness.

LLBD has an active communications campaign to raise awareness of the stop smoking service and is working with non-traditional partners such as Housing Associations, food banks and the Probation Service to ensure that services are promoted and easily accessible, especially to disadvantaged communities and groups.

### **Eliminating variation in smoking rates (including increasing public awareness and smokefree places)**

The For you and Baby Campaign is currently running a targeted social media campaign focusing on lifestyle choices for women in Derbyshire. One of its main focuses is smoking in pregnancy and it aims to dispel myths surrounding the effects of smoking in pregnancy and raise the profile of local non-judgemental support available across the footprint.

During the summer of 2019, Derbyshire County Council consulted with the public to find out their views on creating additional smokefree public spaces. The results of the consultation were overwhelmingly positive in supporting the creation of additional smokefree public spaces, especially premises frequented by children and young people. The initial focus will be creation of smokefree school gates across Derbyshire.

### **Regulation and enforcement**

Derbyshire Trading Standards, in conjunction with Derbyshire police and HMRC, respond with test purchasing and enforcement operations on received intelligence on illicit and illegal tobacco. Trading Standards continues to receive a substantial number of complaints about illicit tobacco. In 2018/19 the retail value of seized illicit tobacco in Derbyshire was in excess of £180,000.

## **2.2 Next steps**

There is a need to strengthen local work to further reduce the impact of tobacco use on local communities and organisations. Further success will be had through adopting a strategic approach to tobacco control, with a focus on the following key priorities:

- Recognise that the use of tobacco is an addiction, that needs treatment like other addictions
- Reduce uptake amongst young people
- Support smoke-free pregnancies
- Support smokers to quit, with a focus on those population groups with the highest rates
- Ensure staff who have contact with smokers have the skills and knowledge to advise them to stop using tobacco products, using consistent messages
- Increase public awareness of the harms of tobacco-use and support available to quit
- Reduce the impact of illicit and illegal tobacco

Derbyshire's Health and Wellbeing Strategy and Joined Up Care Derbyshire Prevention Plan state a level of ambition in Derbyshire to take further steps to becoming smokefree. However, there is no Tobacco Control Strategic Group in Derbyshire to bring together system partners to oversee work and co-ordinate

efforts. While there is committed work happening across different organisations, the impact of these efforts is happening in isolation, without the benefits of amplification that partnership working can bring. The Health and Wellbeing Board are asked to support the establishment of a multi-agency Tobacco Control Strategic Group to lead and co-ordinate tobacco control work across Derbyshire.

### **Derbyshire's Ambition**

Current projections suggest that by 2024, smoking prevalence in adults in Derbyshire will reduce to below 10%, but remain at 15% in routine and manual occupation groups, and 13% among pregnant women.

Action on Smoking and Health have called on local areas to reduce smoking prevalence to below 5% in all socio-economic groups by 2029. In addition, the national government have an ambition to reduce the smoking in pregnancy rate to less than 6% by 2022.

A stated ambition would provide focus for tobacco control work in Derbyshire, and secure a shared commitment from all partners to work collaboratively to achieve it. Health and Wellbeing Board members are invited to recommend what Derbyshire's ambition should be.

### **3. Recommendation**

That Health and Wellbeing Board members:

- Note the continued impact of tobacco use in Derbyshire
- Note the current work planned to reduce the impact of tobacco use in Derbyshire, and support implementation of new work
- Support a collaborative whole-systems approach to tobacco control, with strategic responsibility overseen by a newly-established group
- Agree an ambition to provide a focus and shared commitment for tobacco control efforts

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