

## **HEALTH & WELLBEING BOARD SUMMARY** **Wednesday 27 July 2022 (2pm)**

Please see Nottinghamshire County Council's website for the [papers](#), [membership](#), [work programme](#) and [strategy](#) of the Health & Wellbeing Board. Joint Strategic Needs Assessment (JSNA) chapters are available on [Nottinghamshire Insight](#).

If you have any queries about this summary, please contact [Briony Jones](#).

### **WORKSHOP**

The Objectives of the workshop included:

1. Partnership commitment to actions arising from the CLear\* process (\*CLear stands for Challenge, Leadership and Results).
2. Discuss emerging issues and opportunities within tobacco and smoking.
3. Agree priorities on tobacco control (adoption of the Vision & signatory to the Tobacco Declaration).

#### **Item 1 Welcome**

Chair Cllr John Doddy welcomed all to the workshop and provided a global and a local perspective on smoking and tobacco use. He highlighted the variation in smoking prevalence rates across the county and spoke about how tobacco use, and smoking is a leading driver of health inequalities. He introduced the government's ambition for England to be smokefree\* by 2030 (\*The definition of smoke-free is smoking prevalence rate in adults of 5% or less) and pointed out that this will be easier in some parts of the county than others.

#### **Item 2 workshop objectives**

Catherine Pritchard (Consultant in Public Health) outlined the session's objectives to secure the commitment of partners to actions identified through the CLear process and to agree priorities on tobacco control including the vision and the updated tobacco declaration. She highlighted that tobacco is one of the nine priorities of the Joint Health & Wellbeing strategy 2022-2026 and it is proposed the Board adopt the Vision for Nottinghamshire 'To work with our local partners to create a smokefree generation for all communities in Nottinghamshire by 2040. which will contribute to and support the delivery of the Joint Health and Wellbeing Strategy (JHWS). The JHWS has a focus on civic-level, community-centred, and service-based interventions.

#### **Item 3 The Nottingham and Nottinghamshire Tobacco Control Alliance and the CLear themes and actions**

Jane Roberts (Senior Public Health & Commissioning Manager) provided a brief overview of the work that has been happening over the last few months where partners have come together across Nottingham and Nottinghamshire to reinvigorate the work on tobacco control that was started at the end of 2019.

A Nottingham and Nottinghamshire Tobacco Control Alliance was formed in June this year, its purpose is to guide us towards a smoke free generation in Nottingham & Nottinghamshire (across the ICB footprint) The Alliance is taking a whole system approach based on the WHO MPOWER model (Monitor tobacco use, protect from tobacco smoke, offer support, warn about dangers, enforce ban on advertising and raise taxes).

The Alliance will do this by working on ASHs (Action on Smoking & Health) 10 High Impact Actions: which includes:

- Prioritise health inequalities
- work in partnership
- support every smoker to quit
- communicate the harms and hopes
- promote harm reduction
- tackle illicit tobacco
- promote smokefree environments
- enable children and young people to live smokefree
- set targets to drive progress
- protect and promote smokefree tobacco control policy

The CleaR process was completed in 2019 but has since been checked and challenged by TC Alliance partners. Our strengths include compliance, vision and leadership and supporting NICE guidance. Areas for improvement include innovation and learning, prevention (working with young people and second-hand smoke) prevalence (reduction in trends, impact of tobacco control activity).

Seven themes were identified through the CleaR process:

1. Multiagency partnership working
2. effective communication for tobacco
3. effective regulation of tobacco products
4. helping vulnerable group tobacco users to quit
5. reducing exposure to second-hand smoke
6. improving the understanding of vaping / e cigarettes
7. prevention & engagement with children and young people.

Next steps for the Alliance:

- Develop a Framework for Action on Tobacco Control to implement actions on the 7 themes.
- Set up initial Task and finish groups starting with Illicit tobacco and one on Stop Smoking Services, as a pilot to drive the smoking and tobacco agenda forward.

#### **Item 4 World Café session -presentations and market stall Presentations**

The World Café session considered emerging issues such as Illicit Tobacco and NHS Long-Term plan issues including Maternal pathway, Mental Health Inpatient's pathway and Stop Smoking services including Lived Experience.

There were 4 short presentations where presenters provided a short overview of their topic:

1. ***'Maternity Dependency treatment services at Sherwood Forest Hospitals Trust (SFHT)' (Claire Allison – Tobacco Dependency Maternity Lead Sherwood Forest Hospitals):*** Claire provided a brief overview of the Maternity Early Implementer site (EIS) for Nottingham and Nottinghamshire ICS. Nottingham and Nottinghamshire EIS were chosen because of the high rates of Smoking at time of delivery (SATOD) In 2021-22 the SFHT SATOD rate was 16.23% in comparison to the England rate which was 8.8%. A Tobacco Dependency Team for Maternity services is now in place which provides stop smoking support to pregnant women and their partners and an Incentive Scheme (funded through LMNS Funding) is being piloted where 'love2shop' e vouchers are issued following a CO validated period of abstinence
2. ***Prevention / Smokefree Lead Nottinghamshire Healthcare Trust (Lisa Evans):*** Lisa provided an overview on 'Putting smokefree into practice – for mental health patients.' She covered training for staff and patients, support for staff and patients, projects with external partners, public health research, the patients voice, and communications
3. ***Illicit Tobacco (Phil Taylor Trading Standards Investigator Nottinghamshire County Council):*** Phil defined 'illicit tobacco' and described some of the challenges of tackling illicit tobacco in Nottinghamshire and stressed the importance of working in partnership with key partners such as the police and he shared photographic evidence of how illicit tobacco is stored and hidden from view.
4. ***Specialist Tobacco Dependency Services (Elizabeth Woodworth Professional Lead ABL):*** Liz highlighted the health issues caused by smoking and reminded attendees that tobacco control is 'everybody's business'. She set out the commitments in the NHS Long Term plan for NHS action to improve prevention by tackling avoidable illness, as the demand for NHS services continue to grow. She summarised the 'cost to health' of smoking in terms of smoking related deaths and smoking related diseases and illustrated this through 3 case studies of smokers (all of whom have been diagnosed with a smoking related illness) accessing support from ABL and have successfully quit smoking.

## **Market stall and Refreshments**

After the presentations, attendees were invited to visit the 3 market stalls – **illicit tobacco, lived experience** and **Mental Health Inpatients pathway** and have a look at posters – providing information on the Khan Review, JSNA overview -tobacco local prevalence data, impact of covid on tobacco use and the INTENT Programme (Smoking Prevention programme for secondary schools) plus a briefing paper on young people and e-cigarettes.

Whilst visiting the stalls attendees were asked to think about their own role, and how it can link into the work presented?

## **Khan Review**

## Item 5 The Khan Review

A summary of the recommendation from the Khan Review was presented by Tracy Carr from the Office for Health Improvement and Disparities (OHID).

The purpose of the review is to inform the government's approach to tackling the stark health disparities associated with tobacco use. The Review calls for an ambitious but realistic target to ensure every community in every area is below 5% by 2035 and drive a new ambition to make smoking obsolete by 2040. Khan recommends 4 'critical must do' actions which are critical to achieving smokefree England by 2030 and they are: increased investment, increase the age of sale, promote vaping, and improve prevention in the NHS.

## Item 6 Group discussion on using e-cigarettes as a quit aid/ way to stop smoking

3 Topic areas were identified through the CLearR process and were used to promote the group discussion on using e-cigarettes as a quit aid/ way to stop smoking:

1. Clear and consistent messaging
2. Understanding government's direction on e-cigs
3. Use of e-cigs used as a smoking cessation tool.

### Summary of discussions on e cigarettes as a quit aid/ way to stop smoking

#### 1. Clear and consistent messaging

- Need clearer messaging across the board
- The government needs to consider regulation regarding messaging targeting young people on Tik Tok / YouTube
- E – cigarette leaflets (ABL) about using e-cigs as a quit aid – for Stoptober
- People should be directed to e- cigarettes from reputable companies
- Promotion of services that provide e-cigs as a quit aid
- Promote the evidence base and the message that using e-cigs can lead to higher quit rates
- Promote the message if you don't smoke, then don't vape
- Need consistent messages – challenge misinformation and disinformation about e-cigs
- Use of the term 'swapping' instead of stopping
- Promotion of e-cigs as a quit aid on social media
- Need better promotion of e-cigs to target groups
- Clear messaging so that public facing staff know stance and consistent approach
- Graphics and tools to support
- Population 'buy in'

#### 2. Understanding government's direction on e- cigarettes

- Engage with community and community champions to spread the word (trusted voice)
- Work with partners to promote the message
- Agree a local position on e-cigs
- Comms to all organisations and staff
- NICE guidance came out last year, vapes should now be first line of treatment
- Pilot – to include e-cigs in staff dependency offer (but a lot of concern because of misinformation)
- More pilots needed to use e-cigs as a quit aid
- Information to the public – to correct misconceptions around nicotine vs tobacco
- Clearer messages from government are needed

<ul style="list-style-type: none"> <li>• Clearer action on areas that locally we have no influence – regulation, marketing, licensing, and cost</li> <li>• Include e-cigs as part of Wellbeing @ Work schemes</li> <li>• Trading standards have a role – education and health &amp; safety with e-cig retailers</li> <li>• Investment in the approach to make e-cigs available through vouchers, prescribed through GPs</li> </ul>
<p><b>3. Use of e-cigarettes as a smoking cessation tool</b></p> <ul style="list-style-type: none"> <li>• All the groups were supportive of e-cigs being used as a quit aid</li> <li>• Promotion of licensing – nationally and locally</li> <li>• Myth busting needed</li> <li>• Harm minimisation tool</li> <li>• Not clear about long term follow up – how many people smoke and vape?</li> <li>• Pilots needed to prove the concept</li> <li>• Barriers to overcome – concerns about liability</li> <li>• Need to make sure that e-cigs are not appealing to young people</li> <li>• Clear consistent approach is needed across all organisations with an agreed position</li> </ul>

**Conclusion**

**Item 7 next steps**

Attendees were reminded about the Vision and the Nottingham and Nottinghamshire Tobacco Declaration and were encouraged to get their organisations to sign the tobacco declaration if they haven't done previously.

*The Vision*

*To work with our local partners to create a smokefree generation for all communities in Nottinghamshire by 2040.*

*The Nottingham and Nottinghamshire Tobacco Declaration*

Signatories are committed to:

- Becoming local leaders and setting standards for local tobacco control
- Reducing smoking prevalence and health inequalities by raising the profile of the harm caused by smoking to communities
- Supporting the development of action plans by local organisations that have signed up to the tobacco declaration
- Protecting tobacco control work from the commercial and vested interests of the tobacco industry by not accepting any partnerships gifts and services offered by the tobacco industry.

Attendees were asked to make pledges on behalf of their organisations – the summary of the pledges are below:

<b>Civic level interventions</b>	<ul style="list-style-type: none"> <li>• To revisit and update the existing action plan that sits behind the declaration and re-sign the declaration if needed (Gedling BC)</li> <li>• To empower people, educate people to want to quit smoking / seek less harmful alternatives (Rushcliffe BC)</li> </ul>
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	<ul style="list-style-type: none"> <li>• Share updated Tobacco Declaration and Toolkit for parties to sign (PH)</li> <li>• Promoting to Councillors who sit on governing bodies (TECT Team, School Health Hub)</li> <li>• Sign up to Tobacco Declaration (Mid Notts PBP) <ul style="list-style-type: none"> <li>• Encourage businesses across N&amp; S District to sign tobacco declaration (Newark &amp; Sherwood DC)</li> <li>• Sign up to TD (Nottingham and Nottinghamshire ICB) and South Notts PBP</li> <li>• Educate colleagues re the harmful effects of tobacco (trading standards)</li> <li>• Explore opportunity to work through CFS (Colin Pettigrew) to promote INTENT to Notts schools (DPH)</li> </ul> </li> </ul>
<b>Community Centred interventions</b>	<ul style="list-style-type: none"> <li>• Work with third sector to routinely refer to services (N&amp;S DC)</li> <li>• To promote consistent messages around smoking &amp; vaping targeting areas with highest need (Gedling BC)</li> <li>• To facilitate and introduce, smokefree places and campaigns (Rushcliffe BC)</li> <li>• Share children and young people vaping review with partners (PH)</li> <li>• Providing free resources and signposting to relevant information (TECT Team)</li> <li>• Use Community coordinators to build on smoking cessation (Mid Notts PBP &amp; South Notts PBP)</li> <li>• Work in partnership with local providers to share and capture learning / best practice to disseminate across the system (ICB) <ul style="list-style-type: none"> <li>• Close shops involved in illegal tobacco trade (Trading Standards)</li> <li>• Use HWB members to equip councillors who are school governors to promote the INTENT programme (Director of PH)</li> </ul> </li> </ul>
<b>Service Based interventions</b>	<ul style="list-style-type: none"> <li>• Advocate for policy to use e-cigs for quitting within NCC services (JG – DPH)</li> <li>• Ensure all frontline staff are trained in MECC to be able to have conversations and signpost (N&amp; S DC)</li> <li>• To collaborate with local provider (ABL) to ensure that they are targeting the right people through local insight (Gedling BC)</li> <li>• Promoting relevant stop smoking services (Rushcliffe BC)</li> <li>• Continue to support LT Plan referral pathways (PH)</li> <li>• Deliver prevention programme to schools (INTENT) and engage and encourage the use of e cigs as quit aid (TECT Team schools' hub)</li> <li>• Work with ABL to understand the barriers for accessing services and to work with communities to use services available (Mid Notts PBP)</li> <li>• Support providers to deliver the LTP projects to improve access to services at a time when they are accessing services and may be motivated to quit and to capture best practice to inform longer term commissioning (ICB)</li> <li>• Support workforce with the staff tobacco dependency offer pilot (ICB)</li> <li>• Address the supply of illicit /illegal tobacco working in partnership with agencies to achieve this (TS)</li> <li>• Review referral area at practice level and work with areas with lower referral rates, have a PCN approach and work with ABL (South Notts PBP)</li> </ul>