

Smokefree Wirral

Making Smoking History
for Wirral's Children
2015 – 2020

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Foreword

“Smoking remains the single greatest risk factor for poor health and early death in Wirral. Smoking still kills and we cannot say that the job of tobacco control is done when one in five deaths each year in Wirral is related to smoking. Smoking is the principal cause of health inequalities and there are still young people starting to smoke every day.

Smoking is harmful not only to smokers but also to the people around them. Smoking rates have fallen considerably since the 1960s but over 46,000 adults in Wirral still smoke. The decline in smoking rates has lost momentum in recent years.

This plan builds on the achievements in tobacco control policy made over many decades and sets out a comprehensive package of evidence-based action that will be implemented to drive down rates of tobacco use. We also set out how we will continue our work to reshape social norms around tobacco use to promote health and wellbeing. The plan includes our ambitions to reduce smoking rates among adults and young people, and to reduce smoking during pregnancy.

Smoking rates are much higher in some social groups, including those with the lowest incomes. These groups suffer the highest burden of smoking-related illness and death. Smoking is the single biggest cause of inequalities in death rates between the richest and poorest in our communities. Consequently, tackling tobacco use is central to realising our Pledge to promote healthier lifestyles.

The plan is built around the six strands of comprehensive tobacco control that are recognised internationally.

The Wirral Partnership recognises that tobacco control forms a crucial component of our efforts to promote healthier lifestyles. My ambition is for the Partnership to work in close collaboration with local people and communities to implement effective tobacco control and reduce smoking rates.

Let us make smoking history for our children.

Councillor Janette Williamson
Portfolio Holder Public Health

2.0 Introduction

Tobacco use is the major cause of preventable death in Wirral and harms not just smokers but the people around them, through the damaging effects of second-hand smoke. Smoking is an addiction that takes hold largely in childhood and adolescence, with the vast majority of smokers starting to use tobacco regularly before the age of 18.

Whilst nicotine keeps tobacco users physically dependent, there are a wide range of social and behavioural factors that encourage young people to take up smoking and that make it harder for tobacco users to quit.

Our Ambition

Tackling tobacco use in Wirral therefore requires action to address individual, cultural and social influences on smoking behaviour.

It is our ambition, as set out in the Wirral Plan, to work in partnership with all organisations, local residents and others to achieve the following pledge:

We remain committed to addressing inequalities in Wirral through encouraging residents to lead healthier lifestyles and promoting physical activity and healthy eating.

Our Vision

Our vision for taking action to tackle tobacco use is to make smoking history for the children of Wirral.

Action to tackle the harm caused by smoking impacts across a wide range of policy and service priorities i.e. accidents, enforcement and highlights the need for joint-working, as many of the targets held at an organisational level can rise or fall depending on the outcomes from effective partnership activities. We want to continue to build upon our established partnership

working to achieve a co-ordinated approach to the delivery of this strategy that maximises resources and avoids unnecessary duplication of effort. In doing this we will ensure that the goals set out within this strategy are linked to other thematic areas and strategies.

It is expected for example that implementation of the strategy will complement the work of a range of other borough wide strategic plans. These include:

- Healthy Wirral Programme
- Children and Young People's Plan

How has the strategy been developed?

This strategy has been developed with partners from the public, private, voluntary and community sectors. It is intended for use by all Wirral organisations as a framework for supporting and enabling people to live healthy lives in Wirral.

Our main priority has been to ensure that the national model for tobacco control activity has been shaped by local people for local delivery.

This strategy uses the World Health Organisations '6-strands' model¹ to provide a framework for local action, the strategy will address the following issues:

Support for smokers to quit

- Reducing exposure to second-hand smoke
- Developing an effective communications plan
- Reducing tobacco advertising, marketing and promotion
- Regulation of tobacco products
- Reducing the availability and supply of tobacco products

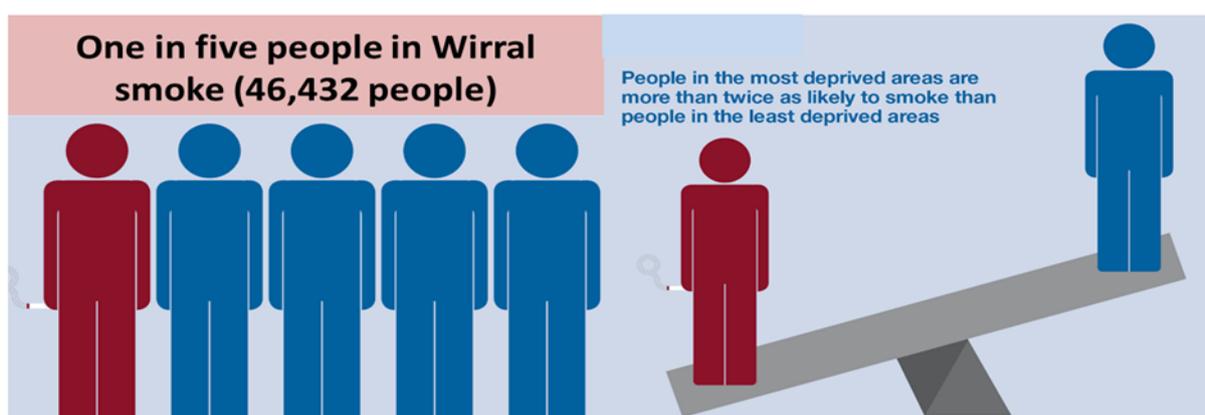
There will be a new national tobacco control plan for England released in early 2017, this plan will contain new targets which will be incorporated into the Wirral Strategy and reflected in local delivery.

WHAT WE KNOW

Smoking is the **primary cause of preventable ill health and early death**, accounting for 1 in 5 deaths per year in Wirral (658 deaths a year)⁴

One in five people in Wirral smoke (46,432 people). **People in our most deprived areas are more than twice as likely to smoke as people in our least deprived areas.** People doing jobs which are classed as 'routine and manual' are much more likely than average to smoke (28.5% or 11,000 people working a routine and manual job smoke). Reducing smoking rates in these groups and areas is one of the fastest ways to increase life expectancy and reduce smoking related ill health⁴

Smoking and the harm it causes are not evenly distributed



People doing jobs which are classed as 'routine and manual' are much more likely than average to smoke (28.5% smoke)

3

Smoking is harmful not only to smokers but also to the people around them. **Tobacco smoke contains thousands of chemicals, many of which are carcinogenic or toxic.** The World Health Organisation (WHO) has listed second hand smoke as a human carcinogen to which there is no safe level of exposure.

Deaths from smoking are more numerous than the next six most common causes of preventable death combined i.e. drug use, road accidents, other accidents and falls, preventable diabetes, suicide and alcohol abuse. 50% of fatal residential fires in Wirral are related to people smoking⁶

Treating smoking related illness cost the local NHS £12.8 million in 2015. However the costs of tobacco use are much greater than just costs to the NHS, with the overall **economic burden of tobacco use** to the Wirral estimated at £77.7 million a year. These costs comprise not only treatment of smoking related illness but also the loss in productivity from

smoking breaks and increased absenteeism, the cost of cleaning up cigarette butts, the cost of smoking related house fires and the loss in economic output for people who die from disease related to smoking or exposure to second-hand smoke.

Annual costs of smoking to wider society in Wirral



Source: Cost effectiveness of smoking services in Wirral report: Wirral JSNA

Smoking during pregnancy can cause serious pregnancy related health problems. These include complications during labour and an increase risk of miscarriage, premature birth, still birth, low birth weight and sudden unexpected death in infancy. Smoking during pregnancy also increases the risk of infant mortality by an estimated 40%. Locally over 10% of pregnant women are still smoking at time of delivery which equates to 320 pregnant women a year⁴

Children from less affluent backgrounds suffer greater levels of exposure to **second hand smoke** when growing up. Although levels of exposure to smoking among children has declined in recent years, it remains a significant health issue.

There are 3,057 additional incidents of childhood diseases each year within Wirral, directly attributable to second hand smoking. Amongst Wirral children exposure to second-hand smoke causes:

- 67 new cases of lower respiratory tract infection in children under three years old
- 625 new cases of middle ear infections
- 104 new cases of wheeze and asthma
- at least 3 new cases of bacterial meningitis

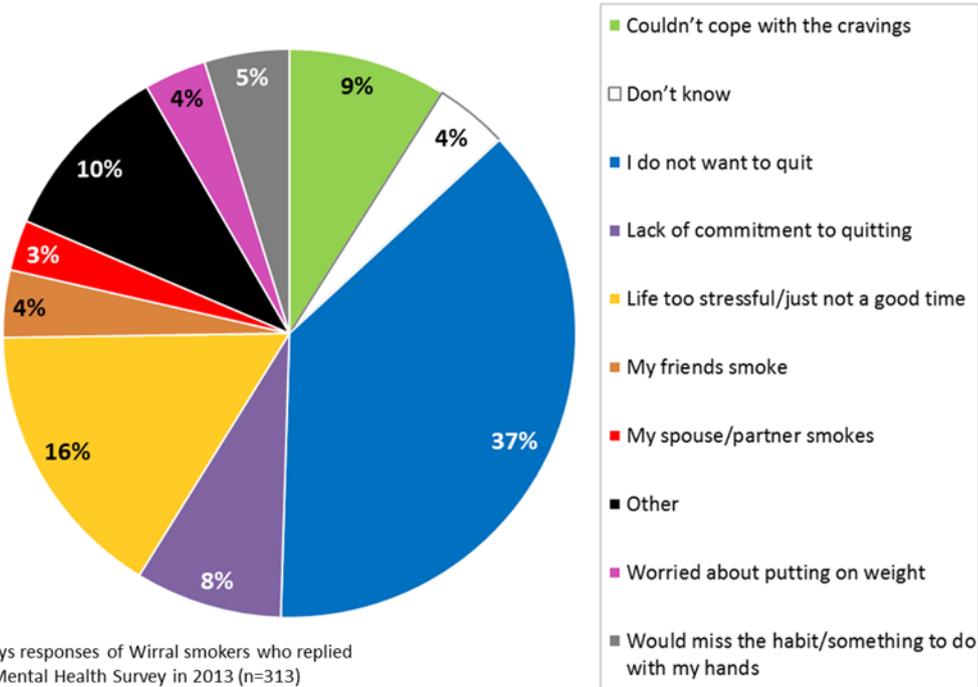
Smoking is an addiction largely taken up in childhood and adolescence, so it is crucial to reduce the number of young people taking up smoking in the first place.

If smoking is seen by young people as a normal part of everyday life, they are much more likely to become smokers themselves^{20,21}. A 15 year old living with a parent who smokes in

80% more likely to smoke than one living in a household where no one smokes^{20,21} Latest research suggest that reducing the uptake of smoking is best achieved by influencing the adult world in which young people grow up. Approximately 5% of 15 year olds in Wirral are regular smokers, this equates to 185 young people. 7% of 15 year olds (280 young people) are current smokers⁴.

Over two-thirds of smokers report wanting to stop smoking and just over 35% of these intend to make a quit attempt soon. The latest data from the Smoking Toolkit Study (STS) shows that the vast majority of smokers attempting to stop choose the least effective methods of doing so (going cold turkey), with less than 5% using the most effective method-their local stop smoking service². Figure 1 shows the factors Wirral residents said that stopped them from quitting. Results from this survey suggests more work can be done to nudge behaviours towards quitting.

Factors Wirral residents said stopped them from quitting



Illegal tobacco can take many different forms and there can be regional variations in the names that it is given. The issue of **illegal tobacco is complex**, affecting partners and local communities in a number of different ways, for example:

- Illicit tobacco has health implications given that the cheapness and easy availability of keeps smokers smoking and enables them to consume more than they would if they were paying full price.
- It presents a danger to children as the trade is not subject to the same regulations as the legal trade e.g. underage sales legislation.
- It is linked to low level and organised crime and often goes hand-in-hand with illegal drug and alcohol trading, child exploitation, money laundering and, in some cases terrorism.

Across the UK tobacco products at the point of sale are no longer visible. In 2012, large supermarkets were no longer allowed to display tobacco products and in April 2015 the same applied to smaller shops. With effect from 1st October 2015, it is illegal to sell e-cigarettes to under 18s, or for adults to purchase e-cigarettes on their behalf. The appearance of all tobacco packs will be standardised including the colour of the pack, in line with the EU Tobacco Products Directive¹⁵

Nationally:

- Half of the of the tobacco bought by 14 to 15 year olds is illegal tobacco¹⁹
- 1 in 4 young smokers regularly gets offered illegal tobacco, which is far more often than adults¹⁹
- 1 in 7 young smokers have gone to a private address (or fag house) to buy illegal cigarettes
- In the 2014 Smokefree Britain survey only 4% of respondents in the North West opposed measures to crack down on tobacco smuggling
- 79% of people support a crackdown on illegal tobacco¹⁷
- The 2015 England wide Smoking, Drinking and Drug Use survey for England reported that e-cigarette use by 15 year olds mirrors the trend for teenagers smoking, and is generally higher in more deprived areas

Locally:

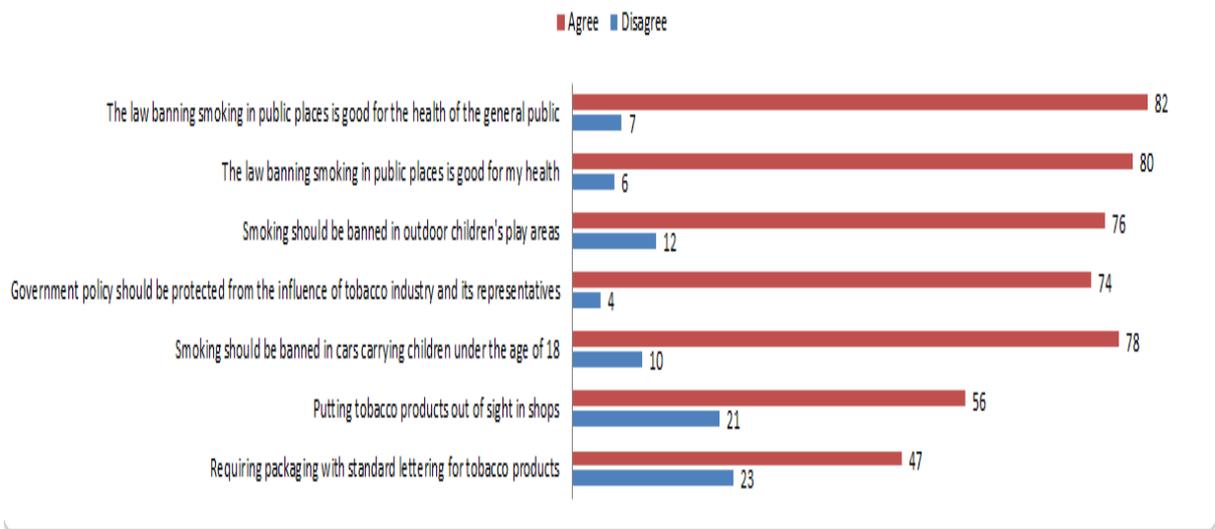
- Some young people see illicit tobacco as less of a problem and are less willing to report sales
- Illicit sales are commonly viewed as victimless
- Sellers who are often viewed as 'part of the community'¹⁰

E-Cigarettes are increasingly popular among smokers who want to limit the risks smoking poses to their health. There is some evidence that they facilitate long-term smoking cessation and are safe to use over short to mid-term²³. In the UK (2016) around 850,000 UK smokers quit and now vape; and another 700,000 smoked and vaped and now do neither²⁴.

What do local people say?

Support for recent measures introduced by the Government to tackle the harm caused by tobacco is high in the North West region¹⁷.

Strong Public Support for Tobacco Control Measures



Support for a ban on smoking in outdoor children's play areas and in public places was reported as 84% in the Public Health England Tobacco Control JSNA Support Pack.

Feedback from a local stakeholder engagement event held in January 2015 suggested that work targeted at the prevention of uptake of smoking in young people should be increased, especially that focused on children e.g. smoke free parks; smoke free school gates.

What works?

The goal of tobacco control is to reduce the harm caused by tobacco by helping smokers to quit, reducing exposure to second-hand smoke and preventing young people from starting smoking. It is not to stigmatise smokers. In Fair Society, Healthy Lives^{2b} it is recommended that interventions are both universal and targeted with a greater focus on smokers who are economically deprived or socially excluded.

Stop Smoking Services

Stop smoking services are extremely cost-effective and form a key part of tobacco control and health inequalities policies at local and national levels³. A targeted high-quality stop smoking service is essential to help reduce health inequalities and improve the health of local people. For those people who are not ready, willing, or able to stop in one step, harm reduction interventions can support them in moving closer to becoming smokefree and reducing the risk to their health.

Over the last few years the number of people using Stop Smoking Services has steadily declined. Anecdotal evidence suggests this may be due to an increase in people using e-cigarettes to help them stop smoking rather than making use of these services.

Stopping smoking at any time has considerable health benefits for people who smoke, and for those around them. For people using hospital services, there are additional advantages, including shorter hospital stays, lower drug doses, fewer complications, higher survival rates, better wound healing, decreased infections, and fewer re-admissions after surgery⁵. Health and social care providers have a duty of care to protect the health of and promote healthy behaviour among, people who use, or work in, their services. This duty of care includes providing them with effective support to stop smoking, or to abstain from smoking while using

or working in health and social care services. All health and social care services can play a key role in identifying smokers and referring people to stop smoking services.

GPs and Primary Care are identified as the main source of support when looking for advice around quitting^{10,11}

Wirral Nicotine and Stop Cessation Service

Wirral Council commissioned a specialist nicotine and smoking cessation treatment service to provide comprehensive and consistent smoking cessation, tobacco and nicotine cessation treatment for local people who want to quit. The service offers a combination of behavioural support and licensed pharmacotherapy.

Cheshire and Wirral Partnership NHS Foundation Trust

In February 2014 the Trust launched their Nicotine Management Policy. From this date, smoking was no longer permitted within their grounds or premises. This policy applies to all staff, visitors and patients. The Director of Nursing, provided strong leadership for the implementation of this policy to drive down the high rates of smoking in people with mental health illnesses. This achievement has been recognised nationally and other mental health trusts look to the Trust for peer support.

Workforce development

Educating and developing local frontline staff to adopt the principles of 'Making Every Contact Counts' would provide a more systematic identification of smokers at every opportunity and signposting to stop smoking services.

Creating a greater awareness with the local workforce is an effective way to influence positive changes in smoking behaviours and culture.

Merseyside Fire and Rescue Service (MSFR)

During 2015 MSFR enrolled fire officers on Choosing Health training. 'Choosing Health' provides information around key public health issues such as smoking, alcohol and physical activity. The objective of the training is to encourage local stakeholders to signpost to local services when a need is identified e.g. stop smoking service.

Safe and Well visits will be developed during 2016/2017 and will incorporate the fire service delivering very brief advice regarding smoking and, when appropriate, signposting to the local stop smoking service.

Secondhand smoke

Smokefree outdoor spaces are growing in popularity, especially where young children play and it is timely to review the ways in which children can be better protected from the normative influence of smoking. Increasing outdoor smokefree spaces will contribute to a reduction in tobacco related litter which in turn reduces the need for street cleaning.

Raising awareness around the benefits of having a smokefree homes and explaining the benefits of creating smokefree environments reduces the harmful effects created by second-hand smoke. It is important that complete smoking bans are introduced in households with children as this will make a significant impact on children's exposure.

On the 1st October 2015 legislation came into force prohibiting smoking in cars carrying children under 18 years old.

Wirral University Hospital NHS Foundation Trust

To mark National No Smoking Day 2015, Wirral University Hospital NHS Foundation Trust announced that was #PROUD to be smokefree. This means that smoking is not permitted anywhere on hospital grounds at Arrowe Park and Clatterbridge hospitals. Their aim is to protect both smokers and non-smokers from the harm of second hand smoke, and provide appropriate support to staff and hospital users in order to manage the symptoms of nicotine dependency whilst on the hospital premises. Adherence to the smokefree approach is having increasing degrees of success across the hospital site.

Smokefree play areas

In 2012 around 75 playgrounds across the borough signed up to a voluntary 'Play Smokefree' code to prevent smoking in children's playareas.

Communication and social marketing campaigns

Effective communication with local people is essential to ensure we effectively convey the dangers of smoking and capitalise on national and regional social marketing campaigns. There is evidence globally to show that targeted marketing and mass media campaigns are effective in prompting quit attempts and reducing smoking prevalence³

Communication and social marketing campaigns should aim to:

- Pinpoint lower socio economic groups and disadvantaged populations with adequate resources to ensure their reach, duration and frequency are in line with best practice
- Ensure local campaigns signpost and promote local stop smoking services

'Your Reason, Your Way' a local social marketing campaign (2009) suggested the internet was an excellent way to engage with people who do not venture far from home. Text and phone support was seen to be more convenient than travelling to a service especially for those who do not own a car¹⁰.

A stop smoking social marketing project, run at Wirral University Teaching Hospital NHS Foundation Trust during 2012, recommended that all forms of hospital communication should reinforce the same key messages tailored specifically to visitors, patients and staff around identifying the benefits of not smoking. Campaign content for staff should include clear, consistent and direct messages from senior management about the smoking policy on site including a rationale, the enforcement policy and sanctions, and that a social norms approach should be considered.²²

According to data provided by Mosaic the two population groups with the highest smoking rates prefer to use mobile phones. The two groups are 'Transient Renters' who tend to be young, single people renting low cost homes and are often highly transient, living in properties for short lengths of time before moving on and 'Municipal Challenge' who tend to be long-term social renters living in low-value flats in urban locations. These people send large numbers of texts every day and are users of social networking.¹¹

National quit campaigns

New Year Health Harms, No Smoking Day and Stoptober campaigns are promoted across

the borough. Wirral Council and its stakeholder partners promote these campaigns using a number of different sources including local press releases, Twitter and Facebook, intranet and internet sites and articles in local magazines.

Healthy Child Programme for 0-19s

This is provided by Wirral Community NHS Foundation Trust and aims to deliver the core components identified in the Healthy Child Programme documentation for children and young people through an integrated service to enable them to achieve optimal health and wellbeing. Smoking cessation and prevention interventions, sign up to smokefree home scheme and development of peer educators in schools/colleges are part of this programme of work.

Young people are more likely to smoke if their friends smoke and generally exhibit greater ambivalence about the present health dangers of their tobacco use than do adults. 200,000 new smokers start each year and two thirds are under 18, the legal age of purchase.¹⁸

Illegal Tobacco

The effective enforcement of tobacco control legislation is a key element of any comprehensive tobacco control strategy. Laws are in place that regulate the way that tobacco products are presented for sale and ensure that tobacco is not sold to people under the age of 18. Locally we need to continue to focus on the enforcement of tobacco legislation which will contribute to driving down the rates of tobacco use in our communities.

Trading Standards

Running since 2012, the Trading Standards programme aims to reduce the supply of illegal and illicit tobacco products within the Wirral population focusing on children and young people. Trading Standards provide an extensive knowledge and understanding of illegal and illicit tobacco to local retailers, stakeholders and partners via a comprehensive training programme. A key component of this work is underage sales as it is illegal to sell cigarettes or other forms of tobacco or tobacco products, including cigarette papers, to a person under 18 years.

Smokefree Commercial Vehicles

Wirral Council's Environmental Health and Licensing Teams in partnership with Wirral Community NHS Foundation Trust Livewell team ran a three-month promotional campaign (2015-2016) to support the 2007 legislation ban on smoking in commercial vehicles. The campaign was designed to encourage smoking cessation as part of a healthier lifestyle choice. If a driver of a commercial vehicle was caught smoking where smoking is prohibited, they were offered a one off opportunity to attend an alternative smoking cessation 'pathway' session instead of receiving a fixed penalty notice. The session provided information on the support available to smokers who wish to quit. If a driver is caught more than once on each occasion they will be issued with a Fixed Penalty Notice. As a result of the campaign only one driver was caught smoking in their vehicle and offered the alternative option of attending a smoking cessation session.

In February 2015 Wirral took part in a peer review exercise with the CLear team¹. The CLear peer review team suggested the following areas for development across the Borough:

- Reform the Tobacco Alliance as a strategic body, accountable to the Health & Wellbeing Board
- Use the Health and Wellbeing Strategy to highlight the role of tobacco control in achieving health improvement for Wirral, and especially on reducing inequalities
- Clinical leadership relating to tobacco control work could be broader and better linked to the Clinical Commissioning Group (CCG). There are opportunities to engage heart health, respiratory health, cancer specialists and GPs
- Work with schools and young people should be reviewed
- Work with 16-24 year olds would benefit from being part of a wider strategic approach in the borough

• ¹ CLear is a self-assessment tool and is designed to help local public health organisations to assess, review and improve their tobacco control work.

Our Priorities

To deliver our vision of making smoking history for Wirral's children we need to reduce overall smoking prevalence across the borough through prevention, protection and treatment activity which will collectively contribute to a reduction in health inequalities.

Our overall priorities are to:

- Develop workforce and community skills and capacity to help people to quit smoking
- Deliver high quality smoking cessation service
- Reduce exposure to second-hand smoke
- Implement and deliver targeted social marketing campaigns and population based campaigns
- Undertake effective tobacco enforcement activity (underage sales; illicit tobacco and legislation compliance)

These priorities will be achieved by adopting a structured and co-ordinated approach across a wide partnership of stakeholders, including the population of Wirral.

How will we deliver this strategy?

The delivery of this strategy will be in partnership with local residents and public, private and voluntary sector organisations. We will deliver the ambitions outlined within this pledge through the following action plans and other key strategies and plans which focus on education, regeneration and promoting the health and wellbeing of local people.

The agreed actions will be delivered over the lifetime of this pledge with detailed project plans to be developed to ensure there is regular review and monitoring of the actions. There will also be further engagement and consultation with residents, partner organisations and other stakeholders to identify who will be responsible for each action and the timescale for delivery.

1. Develop workforce and community skills and capacity to help people to quit smoking

Action	By when	Lead Organisation
Implement a borough wide smokefree policy and develop an approach to include e-cigarettes and harm reduction This will include working with: <ul style="list-style-type: none"> • Health and social care partners • Criminal justice • Local workplaces/businesses • Colleges and higher education settings 	2020	Wirral Council & partners
Provide training that will enable the local workforce to deliver advice in a sensitive manner about the risks of smoking and the benefits of stopping	2020	ABL Wirral
Work with Children and Young People's services including education settings to contribute to preventing young people starting smoking and investigate a risk and resilience approach		Wirral Council and partners
Continue to support the adoption of the voluntary code for smokefree play areas	August 2017	Wirral Council

2. Deliver smoking cessation services

Action	By when	Lead organisation
Actively promote the local stop smoking service (ABL Wirral) and raise awareness of the local offer	Ongoing	ABL Wirral

Support the establishment of a Smokefree town centre for Birkenhead	2020	Wirral Council
Host an annual networking event to showcase the work done around smoking cessation and tobacco control in Wirral and explore future opportunities	March 2017	Wirral Council and Public Health
Explore opportunities to Implement NICE guidance on smoking prevention in school/education settings	2020	

3. Reduce exposure to second-hand smoke

What do we need to do?	By when?	Lead organisation
Increase the number of events in Wirral that are smokefree using a voluntary code of practice	Annual	Public Health,
Ensure the training offer to all frontline staff delivers a strong and consistent message to parents/carers on reducing second-hand smoke exposure to children Increase public awareness of home fire safety particularly in relation to smoking materials	ongoing	ABL Wirral

4. Implement and deliver targeted social marketing campaigns and population based campaigns

Action	By When	Lead Organisation
Develop and implement an effective marketing and communication strategy	February 2017	Public Health
Amplify national and regional marketing and social marketing campaigns e.g. Stoptober, no smoking in cars with U18s and smokefree summer and integrate into a calendar of local events	Ongoing	Public Health, ABL Wirral, CCG and partners
Work with families, youth organisations and schools to increase advocacy so young people are motivated to resist smoking		Public Health, Children & YP dept

5. Effective tobacco enforcement activity (Underage sales; illicit tobacco and legislation compliance)

Action	By When	Lead Organisation
Enforce age of sale legislation relating to tobacco products and e-cigarettes	Ongoing	Trading Standards
Ensure the legislative provisions applicable to the advertising of tobacco are enforced	Ongoing	Trading Standards
Monitor the point of sale legislation across all retailers	Ongoing	Trading Standards
Monitor proxy sales purchasing	Ongoing	Trading Standards
To monitor the introduction of standardised packaging of tobacco products legislation across all retailers	May 2017	Trading Standards

5.2 How Will We Know if We are Getting it Right

In order to achieve our vision and reduce smoking rates in Wirral the strategy will seek to deliver the following interrelated outcomes:

- Reduce the number of people who smoke in the borough
- Reduce the number of women who continue to smoke during their pregnancy
- Reduce smoking among 15 year olds

6.0 Conclusion

Through this strategy we will work collaboratively with our partners and stakeholders to drive down smoking rates and prevent young people starting smoking using evidence based action such as controlling illicit trade, providing a local stop smoking service, mass media work and evaluation.

We are seeing a reduction in the numbers of people that smoke but the rates in our poorest areas of Wirral are still at an unacceptable level. We will work with local people and combine effective enforcement with education and smoking cessation support.

Let us make smoking history for our children.

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