

WIRRAL **SMOKEFREE** **STRATEGY**

MAKING SMOKING HISTORY
FOR WIRRAL'S CHILDREN

THE WIRRAL PARTNERSHIP

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FOREWORD

Councillor Chris Jones

Cabinet Member for Social Care and Health

Smoking remains the single greatest risk factor for poor health and early death in Wirral

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 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 insight and evidence we have suggests that it will be beneficial to focus our efforts on four key areas:

- Ensuring people understand the risks of smoking and how to quit
- Supporting those who want to quit
- Creating healthy smokefree environments
- Taking action on illegal tobacco activity

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
Chris Jones**

A SNAPSHOT OF SMOKING FACTS IN WIRRAL

1/5

PEOPLE IN WIRRAL SMOKE
(46,432 PEOPLE)



28.5%

PEOPLE DOING JOBS CLASSSED AS 'ROUTINE AND MANUAL' ARE MUCH MORE LIKELY THAN AVERAGE TO SMOKE

PEOPLE IN THE MOST DEPRIVED AREAS ARE MORE THAN **TWICE AS LIKELY** TO SMOKE THAN PEOPLE IN THE LEAST DEPRIVED AREAS



2/3

SMOKERS WANT TO QUIT

ANNUAL COSTS OF SMOKING TO WIDER SOCIETY IN WIRRAL

£7M



COST TO SOCIAL CARE

£12.8M



COST TO NHS

£53.8M



LOST PRODUCTIVITY (INC SMOKING BREAKS)



£77.7M
TOTAL COST

1 IN 10

PREGNANT WOMEN IN WIRRAL SMOKE AT TIME OF DELIVERY
(320 PER YEAR)



SMOKING DURING PREGNANCY INCREASES THE RISK OF INFANT MORTALITY BY

40%

3,057

ADDITIONAL INCIDENTS OF CHILDHOOD DISEASES EACH YEAR IN WIRRAL DUE TO **SECONDHAND SMOKING**

79%

OF PEOPLE SUPPORT A **CRACKDOWN ON ILLEGAL TOBACCO**

1 IN 4

YOUNG SMOKERS GET OFFERED ILLEGAL TOBACCO (FAR MORE THAN ADULTS)



76%

SURVEYED IN NW BELIEVE SMOKING SHOULD BE **BANNED IN OUTDOOR CHILDREN'S PLAY AREAS**



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 secondhand 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 makes it harder for tobacco users to quit.

Our Ambition

As part of our Healthier Lives Pledge, we aim to make smoking history for the children of Wirral.

To do this means that we will have to work collectively to address those areas where we know from global evidence that it is possible to make a difference. These include supporting smokers to quit, reducing exposure to secondhand smoke, developing an effective communications plan, reducing tobacco advertising, marketing and promotion, regulating tobacco products, and reducing the availability and supply of tobacco products.

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.

Who is the strategy for?

This strategy is for Wirral residents who want to quit smoking and to be supported to do so, and for all stakeholders and partners who can create the environment to reduce the impact of tobacco on our communities.

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.

How has the strategy been developed?

This strategy has been developed through insight from residents, and support, advice and expertise from public, private, voluntary and community sector partners.

Over the summer of 2015, research was undertaken with local people to understand their motivation for improving their health and wellbeing and the challenges they face in doing this. The research findings challenge current ways of working and suggest that change is required in the way health and wellbeing services and communications are designed, commissioned and delivered. This research has been used to develop the strategy. A stakeholder event took place on the 23rd November 2016 to inform the development of the strategy.

Our priority has been to ensure that we put in place an evidence-based approach that will encourage people to quit smoking and protect others from the impact of smoking. We want to ensure that the views of local people about smoking are reflected, and that we continue to engage and involve as many people as possible in delivering our ambition. We will aim to:

- Reduce the number of people who smoke in the borough
- Reduce the number of women who continue to smoke during pregnancy
- Reduce and prevent the uptake of smoking among young people



STRATEGIC INTENTIONS

1. COMMUNICATING THE RISKS OF SMOKING

Effective communication is essential to ensure we convey the dangers of smoking and capitalise on national social marketing campaigns. There is global evidence to show that targeted marketing and mass media campaigns are effective in prompting quit attempts and reducing smoking prevalence.²

We know that getting our messages right for young people and their families is really important. If smoking is seen by young people as a normal part of everyday life, they are much more likely to become smokers themselves³. A 15 year old living with a parent who smokes is 80% more likely to smoke than one living in a household where no one smokes⁴. Latest research suggests that reducing the uptake of smoking is best achieved by influencing the adult world in which young people grow up.

What do we already know?

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 secondhand smoke as a human carcinogen to which there is no safe level of exposure.

Deaths from smoking are more numerous than the 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 smoking⁵.

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.

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.

What have people told us?

There is strong public support for banning smoking in children's outdoor play areas and an equally strong belief that banning smoking in public places is good for health. We know that many people do understand the risks of smoking but there is more we can do to keep awareness high in our communities. Too many people in our local community are being impacted by the effects of tobacco.

Young people told us they are more likely to smoke if their friends smoke and generally are less worried about the present health dangers of their tobacco use than adults. 200,000 new smokers start each year and two thirds are under 18, the legal age of purchase⁶.

How are we going to get there?

- We will put in place an effective communication and marketing campaign which targets people in our community who are at higher than average risk of smoking or being exposed to smoking.
- Promote and signpost to the local stop smoking service.

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 car⁷.

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 considered⁸.

How will we measure if we are getting it right?

- Increased contacts made with local stop smoking service
- Evaluate the impact of local marketing campaigns

What's already happening in Wirral?

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 0-19yrs

This programme delivered by Wirral Community NHS Foundation Trust provides smoking cessation and prevention interventions for young people and encourages parents, carers and family members to sign up to the smokefree home scheme.

2. SUPPORTING PEOPLE WHO WANT TO QUIT

Quitting smoking is one of the most positive actions that anyone can take to improve their health. We know that over two thirds of people who do smoke would like to quit, and we are keen to support them to do so.

What do we already know?

Stop smoking services are extremely cost-effective and form a key part of tobacco control and health inequalities policies at local and national levels⁹. 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.

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 surgery¹⁰. 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 the provision of 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 should play a key role in identifying smokers and referring them to stop smoking services.

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 year¹¹.

GPs and Primary Care are identified as the main source of support when looking for advice around quitting and thus identification of smokers^{12, 13}.

E-Cigarettes are increasingly popular among those who want to limit the risks smoking poses to their health. There is some evidence that e-cigs facilitate long-term smoking cessation and are safe to use over the short to medium term¹⁴. In the UK in 2016 around 850,000 UK smokers quit and now vape and another 700,000 smoked and vaped and now do neither¹⁵.

Work is taking place with local NHS Providers for the introduction of a scheme in 2018-19 to ensure patients using tobacco receive advice and appropriate referral to the local stop smoking service.

What have people told us?

We know there are lots of reasons why people find it difficult to quit smoking. 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 service¹⁶. The graph below shows the factors Wirral residents said stopped them from quitting.

We recognise it is difficult, but feel that this feedback gives us a good opportunity to work with those who do want to quit so that they can overcome these issues.

FACTORS WIRRAL RESIDENTS SAID STOPPED THEM FROM QUITTING

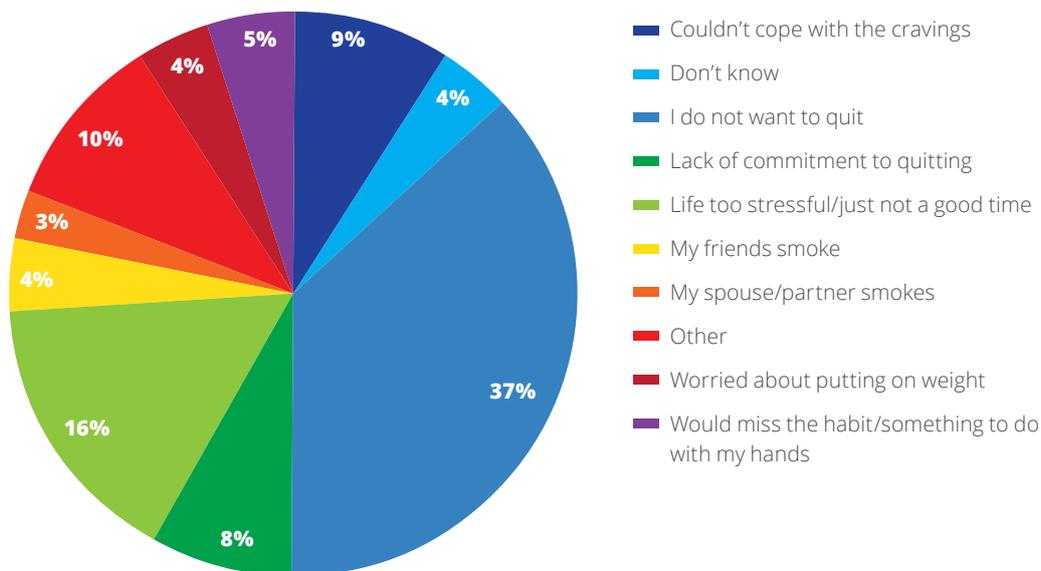


Chart displays responses of Wirral smokers who replied to the NW Mental Health Survey in 2013 (n+313)

Creating a greater awareness is an effective way to influence positive changes in smoking behaviours and culture. A programme called 'Making Every Contact Count' has been shown to help with delivering a more systematic identification of smokers at every opportunity and signposting to stop smoking services.

How are we going to get there?

- We will develop materials that employers can use to establish smokefree policies in their workplaces
- We will provide training to front-line staff to deliver advice about the benefits of stopping smoking
- We will make sure that people know how to access our stop smoking service
- We will focus on helping pregnant women to quit smoking

How will we measure we are getting it right?

- Monitor uptake of the local stop smoking service
- Increase in local workplaces adopting smoke free policies
- Increase in pregnant women quitting smoking
- Monitor referrals to appropriate services by local health care providers for people who want to stop smoking

What is already happening in Wirral?

Wirral Stop Smoking Service

Wirral Council commission 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 stop smoking medicines. The service offers bookable appointments, drop in sessions, home visits where appropriate, open and closed groups, and telephone support. Clients can either be referred by a professional or can self-refer. The service can be contacted: Tel: 0151 541 5656; Text ABL 60777 or email WICCG.ablwirral@nhs.net

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 the grounds or premises. This policy applies to all staff, visitors and patients. The Director of Nursing, provides 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.

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 e.g. stop smoking service when a need is identified.

Safe and Well visits have been developed to incorporate brief advice regarding smoking and, when appropriate, signposting to the local stop smoking service.

3. CREATING HEALTHY SMOKEFREE ENVIRONMENTS

There is strong support for creating smokefree environments amongst the public. We know that reducing indoor smoking has already had a significant positive impact on health, and that we can do more to reduce exposure to secondhand smoke.

What do we already know?

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 can contribute to a reduction in tobacco related litter which in turn reduces the need for street cleaning.

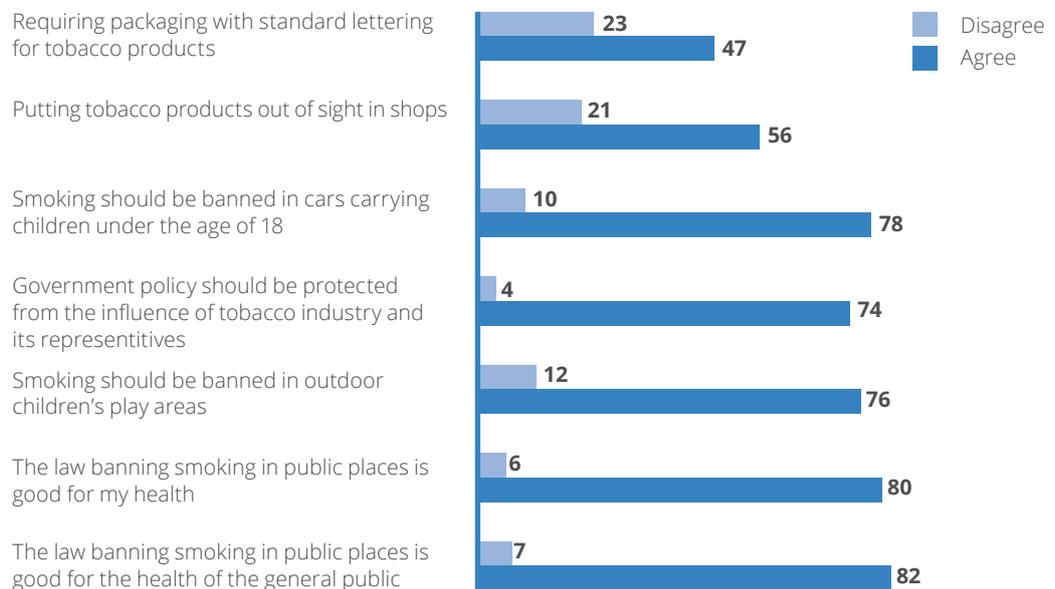
Raising awareness around the benefits of having a smokefree home and explaining the benefits of creating smokefree environments reduces the harmful effects created by secondhand smoke. It is important that complete smoking bans are introduced in households with children as this will make a significant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

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

What have people told us?

Support for recent measures (as shown in graph below) 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



www.ash.org.uk/localtoolkit

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 Joint Strategic Needs Assessment 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; smokefree school gates.

How are we going to get there?

- We will develop a voluntary code for smokefree outdoor spaces e.g. hospital sites, in parks and outside school gates
- We will ensure people understand the risks and the importance of not exposing vulnerable people to secondhand smoke, in particular we will work with carers and foster carers
- We will continue to promote home fire safety

How will we measure if we're getting it right?

- Increased number of local events that promote themselves as smokefree
- Working with secondary care to support the implementation of Tobacco CQUINS (17/18)
- Fire Service 'Safe and Well' visits will increase referrals to local stop smoking service

What's already happening in Wirral?

Wirral University Hospital NHS Foundation Trust

To mark National No Smoking Day in 2015, Wirral University Hospital NHS Foundation Trust announced that it was #PROUD to be smokefree. This means that smoking is not permitted anywhere on hospital grounds at Arrowe Park and Clatterbridge hospitals. The aim is to protect both smokers and non-smokers from the harm of secondhand 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 play areas.

4. TAKING ACTION ON ILLEGAL TOBACCO

The effective enforcement of tobacco control legislation is a key element of any comprehensive tobacco control strategy. Laws already exist 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.

What do we know?

Illegal tobacco can take many different forms and there can be regional variations in the names that are 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. The cheapness and easy availability 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 Directive¹⁸.

Nationally:

- Half of the of the tobacco bought by 14 to 15 year olds is illegal tobacco
- 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 tobacco²⁰
- The 2015 Health Survey for England to other people's smoke 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'²¹

How are we going to get there?

- We will work with schools and young people workforce to raise awareness of the dangers of illegal tobacco
- We will develop a responsible retailers scheme for tobacco
- We will enforce age of sale legislation relating to tobacco products and e-cigarettes
- We will ensure legislation relating to advertising is enforced
- We will ensure compliance with smokefree legislation in enclosed places

How will we measure if we're getting it right?

- Monitor point of sale legislation across all retailers
- Monitor proxy sales purchasing
- Monitor the introduction of standardised packaging of tobacco products legislation across all retailers



Quit
Smoking

13

DELIVERING THE 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 through the following action plans and other key strategies 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 strategy 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.

We will annually review the strategy, assessing progress against the actions and reporting outcomes that have been achieved.

A child's drawing on a white surface, possibly paper or a chalkboard. At the top, there is a tray filled with various colored crayons. Below the tray, a girl with long blonde hair is drawn in pink, holding a black crayon. To her right, a boy with brown hair and a purple mustache is drawn in green. The background of the drawing is filled with faint, wavy lines drawn in brown. The entire image is overlaid with a semi-transparent blue filter.

ACTION PLANS

1. COMMUNICATING THE RISKS OF SMOKING

Action	By When	Lead Organisation
Develop and implement a marketing and communication plan to amplify national and regional marketing and social marketing campaigns e.g. Stoptober, no smoking in cars with U18s and smokefree summer. Integrate into a calendar of local events	March 2017	Wirral Partnership Communications Group

2. SUPPORTING THOSE WHO WANT TO QUIT SMOKING

Action	By When	Lead Organisation
Develop an exemplar Smokefree policy based on good practice for adoption by local partners	May 2017	Wirral Council
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	Ongoing	Stop Smoking Service provider
Provide Making Every Contact Count training for frontline staff	Ongoing	Wirral Council
Actively promote the local stop smoking service and raise awareness of the local offer	Ongoing	Stop Smoking Service provider
Host an annual networking event to showcase the work done around smoking cessation and tobacco control in Wirral and explore future opportunities	Autumn 2017	Wirral Partnership and Stop Smoking Service provider

3. CREATING HEALTHY SMOKE-FREE ENVIRONMENTS

Action	By When	Lead Organisation
Continue to support the adoption of the voluntary code for smokefree outdoor areas e.g. regeneration schemes; parks and gardens; hospital sites	August 2017	Wirral Partnership
Ensure the training offer to all frontline staff delivers a strong and consistent message to parents/carers on reducing secondhand smoke exposure to children	Ongoing	Stop Smoking Service provider
Increase public awareness of home fire safety particularly in relation to smoking materials	Ongoing	Merseyside Fire and Rescue Service

4. TAKING ACTION ON ILLEGAL TOBACCO		
Action	By When	Lead Organisation
Explore the development of a responsible retailers' scheme for tobacco	2020	Wirral Council
Enforce age of sale legislation relating to tobacco products and e-cigarettes	Annually	Wirral Council Trading Standards
Ensure the legislative provisions applicable to the advertising of tobacco are enforced	Ongoing	Wirral Council Trading Standards
Ensure compliance with the smokefree legislation in enclosed places and within workplaces including vehicles	Ongoing	Wirral Council
Monitor the point of sale legislation across all retailers	Ongoing	Wirral Council Trading Standards
Monitor proxy sales purchasing	Ongoing	Wirral Council Trading Standards
Monitor the introduction of standardised packaging of tobacco products legislation across all retailers	May 2017	Wirral Council Trading Standards

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smokefree

summer



thank you
for not smoking
at this event



To find out more:



search: Wirral 2020



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THE WIRRAL PARTNERSHIP