

Appendix 1

Wirral's response to the Khan Review recommendations.

Recommendation	Local Response and future opportunities
Part 1: Invest in reaching smokefree 2030	
<p>Recommendation 1. Urgently invest £125 million per year in interventions to reach smokefree 2030, and make smoking obsolete, addressing the health disparities smoking creates (critical intervention). Within this, invest an increase of £70 million per year into stop smoking services, ringfenced for this purpose, distributed according to prevalence data.</p>	<ul style="list-style-type: none"> • Additional investment is a national decision. <p>Opportunities:</p> <ul style="list-style-type: none"> • Explore opportunities with Wirral Integrated Care Board (ICB) to invest in local stop smoking service and embed the offer across all ICB services.
Part 2: Stopping the start – reduce the number of people taking up smoking, particularly young people	
<p>Recommendation 2. Raise the age of sale of tobacco from 18, by one year, every year, until no one can buy a tobacco product in this country (critical intervention). This will create a smokefree generation.</p>	<ul style="list-style-type: none"> • National decision.
<p>Recommendation 3. Substantially raise the cost of tobacco duties (more than 30%) across all tobacco products, immediately. This includes increasing duty rates for cheaper tobacco products, such as hand rolled tobacco, so they are the same as standard cigarette packages. It also includes banning tobacco products at duty-free entry points.</p>	<ul style="list-style-type: none"> • National decision.
<p>Recommendation 4. Introduce a tobacco licence for retailers to limit where tobacco is available. The government should also ban online sales for all tobacco products, ban</p>	<ul style="list-style-type: none"> • National decision.

<p>supermarkets from selling tobacco and freeze the tobacco market to stimulate innovation in tobacco-free alternatives.</p>	
<p>Recommendation 5. Enhance local illicit tobacco enforcement by investing additional funding of £15 million per year to local trading standards. Give trading standards the power to close down retailers known to be selling illicit tobacco. Alternative tobacco products such as shisha need enhanced enforcement.</p>	<ul style="list-style-type: none"> • Additional investment a national decision. • Local Trading Standards team, on limited resources/capacity, carry out intelligence-based test purchasing operations in relation to age restricted sales and illicit tobacco seizure operations. <p>Opportunities:</p> <ul style="list-style-type: none"> • Increase the capacity of local Trading Standards to tackle illicit tobacco and underage sales. • Increased reporting of local intelligence on underage and illicit tobacco sales.
<p>Recommendation 6. Reduce the appeal of smoking by radically rethinking how cigarette sticks and packets look, closing regulatory gaps and tackling portrayals of smoking in the media.</p>	<ul style="list-style-type: none"> • National decision
<p>Recommendation 7. Increase smokefree places to de-normalise smoking and protect young people from second-hand smoke. Strengthen smokefree legislation in hospitality, hospital grounds and outdoor public spaces. Local authorities should make a significant proportion (70% or more) of new social housing tenancies and new developments smokefree.</p>	<ul style="list-style-type: none"> • Smokefree Homes advice is part of the core service offer from ABL (Wirral's Stop Smoking Service). • Smokefree homes advice is provided, with limited capacity, through 0-19s service. • Smokefree Parks voluntary code of practice established circa 2012. <p>Opportunities:</p> <ul style="list-style-type: none"> • Enhanced partnership working (including feedback of outcomes) – with a focus on Primary Care – including NHS Health Checks & social prescribing, Children & Families Services, Adult Social Care

	<p>and Third Sector organisations.</p> <ul style="list-style-type: none"> • Local NHS and Council organisations, Wirral Community Foundation Trust, Wirral University Teaching Hospital, Cheshire and Wirral Partnership, Wirral Council to ensure their grounds are smokefree. • Insight work with social housing tenants to understand the reality of smokefree tenancies. • Pedestrianised areas in Town Deal for Birkenhead to be promoted as smokefree.
<p>Part 3. Quit for good – encouraging smokers to quit for good</p>	
<p>Recommendation 8. Offer vaping as a substitute for smoking, alongside accurate information on the benefits of switching, including to healthcare professionals (critical intervention). The government should accelerate the path to prescribed vapes and provide free Swap to Stop packs in deprived communities, while preventing young people’s uptake of vapes by banning child friendly cartoon packaging and descriptions.</p>	<ul style="list-style-type: none"> • ABL offers a vaping product (UK manufactured) as a form of nicotine supply to support quit attempts. • Vaping and nicotine briefing has been delivered to primary and secondary Headteachers. • Trading Standards promote adherence to current guidance relating to the retail of e-cigarettes. <p>Opportunities:</p> <ul style="list-style-type: none"> • Continued/scale up training of key professional health and care groups around brief motivational advice. • Scale up the provision of prevention and early intervention activity in schools and other young people’s settings. • Commission Trading Standards to develop a database of all retailers in Wirral who retail vaping products and provide them with regular information regarding compliance with guidance.
<p>Recommendation 9. Invest an additional £70 million per year into stop smoking services, ringfenced for this purpose. The government should commission an update to</p>	<ul style="list-style-type: none"> • Additional investment is a national decision. • ABL reflects National Institute for Health and Care Excellence (NICE)

<p>existing quality of service standards guidance and build the provision of good quality stop smoking support across the country. The government should also ensure that any national helpline complements existing local (and national) virtual offers of support. Employers should follow National Institute for Health and Care Excellence (NICE) guidance on stopping smoking to support their employees to quit.</p>	<p>and National Centre for Smoking Cessation Training (NCSCT) guidance and provides evidence based behavioural support (individual, group, brief advice, carbon monoxide monitoring) including self-help materials.</p>
<p>Recommendation 10. Invest £15 million per year in a well-designed national mass media campaign, supported by targeted regional media. This should be nationwide, direct smokers to support and dismantle myths about smoking and vaping.</p>	<ul style="list-style-type: none"> • Additional investment is a national decision. • Continue to use Keep Wirral Well Comms collaborative as the platform to push out local campaigns informed by local insight e.g. Stoptober and maximise proactive communication of stop smoking messages via multimedia platforms. <p>Opportunities:</p> <ul style="list-style-type: none"> • Carry out local insight with local people to develop an informed approach to the promotion of smoke-free environments.
<p>Part 4. System change – the critical role of the NHS, the importance of collaborative working and improving data and evidence</p>	
<p>Recommendation 11. The NHS needs to prioritise prevention, with further action to stop people smoking, providing support and treatment across all its services, including primary care (critical intervention)</p>	<ul style="list-style-type: none"> • Wirral University Teaching Hospital Acute Trust, Community Pharmacy and ABL are working together to include a community pharmacy smoking cessation offer on hospital discharge. <p>Opportunities:</p> <ul style="list-style-type: none"> • Ensure completion of National accredited training for very brief advice on quitting e-learning

	<p>module/s is mandatory staff training across all disciplines.</p> <ul style="list-style-type: none"> • Increase knowledge across health and social care professionals of the harms of breathing in the smoke of others and reduce exposure to second-hand smoke and its associated risks. • Pathway development, where required across all key stakeholders. • Effective signposting to other agencies/services that are able to support clients to address the causal reasons for their smoking (e.g. services that provide support related to debt management, employment, relationships etc).
<p>Recommendation 12. Invest £15 million per year to support pregnant women to quit smoking in all parts of the country</p>	<ul style="list-style-type: none"> • Additional investment is a national decision. • Low birth weight scanning maternity appointments include brief advice and referral to ABL stop smoking practitioner who is onsite. • Rate of carbon monoxide monitoring at maternity appointments is increasing. • Smoking cessation is embedded within midwifery mandatory training. <p>Opportunities:</p> <ul style="list-style-type: none"> • Very brief advice and referral for pregnant smokers at primary care/GP appointment.
<p>Recommendation 13. Tackle the issue of smoking and mental health.</p>	<ul style="list-style-type: none"> • Cheshire and Wirral Partnership will provide the hospital-based service for smoking cessation which will include a referral to ABL. <p>Opportunities:</p>

	<ul style="list-style-type: none"> • Ensure stopping smoking a key part of mental health treatment in acute and community mental health services and in primary care and embed opt out referral pathways.
<p>Recommendation 14. Invest £8 million to ensure regional and local prioritisation of stop smoking interventions through ICS leadership. ICSs and directors of public health must set, and annually report against, clear targets to reduce smoking prevalence in their areas and commission services to allow that reduction to be achieved. The government should set up a support fund to which ICSs can bid for funding to support regional collaboration and partnership.</p>	<ul style="list-style-type: none"> • Additional investment is a national decision.
<p>Recommendation 15. Invest £2 million per year in new research and data. The government should invest in an innovation fund to support the commissioning of new research, data and monitoring of impact at all levels. This will provide improved and accessible information to identify effective evidence-based interventions that should be rolled out. The government must also commission further research on smoking related health disparities, particularly on ethnic disparities and young people</p>	<ul style="list-style-type: none"> • Additional investment is a national decision.