



HEALTH AND WELLBEING BOARD

21st December 2022

REPORT TITLE:	WIRRAL'S RESPONSE TO THE KHAN REVIEW 2030: MAKING SMOKING OBSOLETE
REPORT OF:	DIRECTOR OF PUBLIC HEALTH

REPORT SUMMARY

Smoking is a significant contributor to health inequalities. Good long-term progress has been made in reducing smoking rates in Wirral, with a year-on-year reduction in smoking prevalence rates. However, smoking rates remain highest among some of our most disadvantaged groups. This report provides the Board with a summary on the tobacco control work achieved across the borough to date with a focus on all the factors required to control tobacco. The report also provides a response to the recently published independent Khan Review with a proposal to review local priorities and processes. The report seeks agreement from the Health and Wellbeing Board to refresh Wirral's Local Tobacco Control Plan with support from Health and Wellbeing Board members and that the Plan comes back to Board for approval.

Tobacco control is aligned to Wirral's Health and Wellbeing Strategy and is a core component of delivering the strategy priorities, specifically, 'strengthening health and care action to address differences in health outcomes'. It also supports the implementation of Wirral Plan's strategic ambition to narrow the gap in life expectancy within the Borough.

This matter affects all wards within the Borough; it is not a key decision.

RECOMMENDATION/S

The Health and Wellbeing Board is recommended to:

- Note the good progress made in reducing smoking prevalence in Wirral but recognise we need to go further in order to address inequalities in smoking rates within the Borough.
- Commit to utilising the Khan review and its recommendations to refresh the Wirral Tobacco Control action plan with all members committing to contribute to this work and to nominate a representative to take this forward.
- To receive the refreshed Wirral Tobacco Control plan once developed for sign off.

SUPPORTING INFORMATION

1.0 REASON/S FOR RECOMMENDATION/S

- 1.1 Smoking is a significant contributor to health inequalities and remains the single most preventable cause of illness and death. The Covid-19 pandemic and the subsequent cost of living crisis are exacerbating health inequalities in Wirral. It is those who can afford it the least who spend the most on their smoking addiction. In Wirral alone, smokers spend over £53.59million a year on tobacco. Nearly all this money goes straight out of the local economy as tobacco industry profits or tax. Helping our most disadvantaged smokers to successfully quit is an income maximisation measure that will restore thousands of pounds to family budgets.
- 1.2 The Khan review was a significant independent review into current tobacco control policies which looked into whether government will achieve its ambition to make England smokefree by 2030. This review presents an opportunity to review our local priorities and processes and continue to build on the work achieved across the borough to date with a focus on all the factors required to control tobacco. Working in partnership we need to reach the target groups with the highest smoking rates, break generational smoking patterns, and offer good quality support to those who need it most.
- 1.3 This work is aligned to Wirral's Health and Wellbeing Strategy and is a core component of delivering the strategy priorities, specifically, 'Strengthening health and care action to address differences in health outcomes'. It also supports the implementation of Wirral Plan's strategic ambition to narrow the gap in life expectancy within the Borough.

2.0 OTHER OPTIONS CONSIDERED

- 2.1 Good long-term progress has been made in reducing smoking rates in Wirral, with a year-on-year reduction in smoking prevalence rates. The current smoking rate in Wirral is lower than both regional and national figures, therefore, an option of taking no local action in relation to the Khan review recommendations could be considered. However, the Khan review presents an opportunity to review our local tobacco control priorities and processes and continue to build on the work achieved across the borough to date to prevent avoidable ill health and deaths and reduce health inequalities. Therefore, not acting on the Khan Review has not been considered.

3.0 BACKGROUND INFORMATION

- 3.1 Smoking is the biggest cause of preventable ill health and will drive people deeper into poverty which will intensify health inequalities. Smoking in Wirral contributes to approximately 1,386 deaths annually. It is estimated that one in five deaths each year in Wirral are related to smoking, making it the single greatest preventable risk factor for poor health and early death. Although data shows that Wirral is performing much better than the national benchmark (11.4% vs 13.4%) for smoking prevalence among adults overall, we know, as nationally, that deprivation is strongly associated with higher smoking rates; 6.7% in least deprived areas vs 36.7% in the most deprived areas. Wirral's smoking prevalence average hides the socio-economic gap

and far higher smoking prevalence. Quitting smoking brings immediate benefits in terms of both health and wealth. Smoking continues to pull our most disadvantaged communities further into poverty by costing them billions each year, supporting residents to successfully stop smoking and spend less on tobacco products is a key strand of making people and their families more resilient to the cost-of-living-crisis.

Data on Wirral's tobacco control profile can be found here <https://fingertips.phe.org.uk/profile/tobacco-control>

3.2 Inequalities in smoking in Wirral

1. Around one third of adult tobacco consumption is by people with a current mental health condition, with smoking rates more than double that of the general population. People with mental health conditions die 10 to 20 years earlier, and the biggest factor in this is smoking.
2. 12.5% of pregnant women smoke at the time of giving birth, something which increases the risk of stillbirth, miscarriage and sudden infant death syndrome.
3. Children of parents who smoke are almost 3 times as likely to take up smoking.
4. People in routine and manual occupations are 3 times more likely to smoke than people in other occupations.
5. People living in social housing are 3 times as likely to be smokers than those who have a mortgage ([Smoking habits in the UK](#))
6. In 2019/20 there were 2,899 smoking related admissions to hospital in Wirral.
7. Smokers are 36% more likely to be admitted to hospital and also need social care 10 years before they should. ([Hiding in plain sight: Treating tobacco dependency in the NHS](#))
8. National data ([Statistics on Smoking](#)) tells us that in 2019, a quarter of deaths from all cancers were connected to smoking. 1 in 4 people will die from cancer, this is the leading cause of death in Wirral.

3.3 The cost of smoking in Wirral

The benefits of making smoking obsolete are a multitude – whether in population health, social or economic benefits. Recognising that the poorest, suffer the most from smoking and its effects, our ambition to address health inequalities cannot be fully delivered without tackling smoking. It is estimated that the total cost of smoking to the wider society of Wirral is £69.5 million per annum. The direct cost to healthcare is £15.87 million per year, of which hospital admissions accounts for £5.59million. The Ash Ready Reckoner (<https://ash.org.uk/resources/view/ash-ready-reckoner>) is a tool that breaks down the cost of smoking in Wirral.

3.4 Tobacco Control

Tobacco control is a whole systems approach focusing on every aspect of tobacco. The key components can be seen the infographic below:

Figure 1: Tobacco Control key components



The PDF file below may not be suitable to view for people with disabilities, users of assistive technology or mobile phone devices. Please contact rebeccamellor@wirral.gov.uk if you would like this document in an accessible format.

3.5 National Tobacco Control Policy

Reducing the number of people who smoke is high on the national agenda. The Government has recently published the Khan Review: Making Smoking Obsolete. The independent review sets out a plan to achieve Smokefree 2030 ambition for England, meaning only 5% of the population would smoke by then, and to address the substantial health and economic disparities caused by smoking. The review makes 15 recommendations for government to achieve a smokefree society, this includes four critical recommendations that are ‘must dos’ for the government, around which all other interventions are based:

1. The case for investment now: provide a minimum additional investment of £125 million per year to fund comprehensive smokefree interventions.
2. Increase the age of sale for all tobacco products from 18, by one year, every year, so we achieve a smokefree generation in this country.

3. Embrace the promotion of vaping as the most effective tool to help smokers quit.
4. Prevention must become part of the NHS's DNA.

The Government has signalled that the new Tobacco Control Strategy and Plan will be published by the end of 2022.

3.6 Tobacco Control in Wirral

Wirral's approach to tackling tobacco in 2015-2020 was driven by the Smokefree Strategy which set out a comprehensive plan intended to drive down rates of tobacco use among adults, young people and expectant mothers. This formed part of Wirral's 'Healthier Lives Pledge', with the aim to "make smoking history for the children of Wirral". In 2018, Wirral took part in an external peer review called CLear (Challenge, Leadership, Results). CLear is a way for local systems to assess, review and improve their tobacco control work. The report can be found in [Wirral's Joint Strategic Needs Assessment Tobacco Chapter](#).

A summary of the key actions from the CLear review are as follows:

- A strong borough wide commitment to build a broader consensus for tobacco control across a wide range of council functions and partners. Maximising the impact of this work across key areas such as community safety, children and young people and debt management.
- Ensure that smoking in pregnancy is a priority for all relevant organisations.
- Use insight from local communities to better understand how to use local resources.
- Develop a sustained, strategic and comprehensive approach to media and communications with a clear vision for Smokefree Wirral.
- Stronger NHS partnership action to prioritise prevention.
- Sustain and maintain underage and illicit tobacco activities led by Trading Standards.

- 3.5 In response to the Khan review an initial mapping exercise has been carried out against the 'local' recommendations, please see Appendix 1. The key headlines from this exercise suggest there is still work to be done in reviewing our local tobacco control priorities and processes with a focus on our health and care system creating opportunities for people to quit; increasing activity to prevent illicit tobacco and underage sales and creating smokefree environments.
- 3.6 Smoking is a complex problem, and there is no one magic bullet. We know that comprehensive, multi-pronged tobacco control approaches are needed to achieve success, and the report's recommendations represent such an approach in getting smoking rates down is essential for levelling up in both health and wealth. The proposed next step is that Board members contribute to a refresh of Wirral's Tobacco Control Plan, using the Khan review as the template for the plan.

4.0 FINANCIAL IMPLICATIONS

- 4.1 There may be future resource implications for system partners to commit resources to refreshing the Wirral Tobacco Control action plan and then delivering local actions. For example, workforce development/staff training to ensure every health

and social care contact offer advice to proactively address smoking and health inequalities.

5.0 LEGAL IMPLICATIONS

5.1 There are no legal implications directly arising from this report.

6.0 RESOURCE IMPLICATIONS: STAFFING, ICT AND ASSETS

6.1 System partners will be asked to commit resources to refreshing the Wirral Tobacco Control action plan and then delivering local actions.

7.0 RELEVANT RISKS

7.1 Without co-ordinated efforts we will not be able to reduce avoidable and unfair inequalities caused by tobacco within the borough.

8.0 ENGAGEMENT/CONSULTATION

8.1 No direct public consultation or engagement has been undertaken in relation to this report.

9.0 EQUALITY IMPLICATIONS

9.1 Any associated local actions may need an Equality Impact Assessment, and this will be done at the earliest opportunity.

10.0 ENVIRONMENT AND CLIMATE IMPLICATIONS

10.1 The environmental costs of tobacco production and consumption have not been extensively studied; however, a growing body of evidence demonstrates that the tobacco industry is having a significant effect on the planet's natural resources and vulnerable ecosystem. Every stage of the tobacco supply chain poses serious environmental consequences, including deforestation, the use of fossil fuels and the dumping or leaking of waste products into the natural environment. Post consumption, cigarette butt littering represents not only a public nuisance but are exerting hazardous and toxic effects on the environment and ecosystems where they end up. In Wirral, it is estimated that litter due to smoking results in 10 tonnes of waste annually and 6 tonnes of discarded street litter.

11.0 COMMUNITY WEALTH IMPLICATIONS

11.1 Achieving the smokefree 2030 target through focussing on all factors required to control tobacco within the Borough will contribute to reducing health inequalities. Helping our most disadvantaged smokers to successfully quit is an income maximisation measure that will restore thousands of pounds to family budgets. To do this tobacco control interventions must be delivered as a whole system approach including universal access to support for smokers to quit, in healthcare but also through community services, using effective evidence-based methods; continued efforts to tackle illicit trade at a local level, proactive targeted communications and

promotion of smokefree spaces and places. This will have a positive impact on local Community Wealth.

REPORT AUTHOR: **Rebecca Mellor**
Senior Public Health Manager
Email: rebeccamellor@Wirral.gov.uk

Appendix 1 - Wirral's response to the Khan Review recommendations.

BACKGROUND PAPERS

- [The Khan Review: making smoking obsolete](#)
- [Wirral Tobacco Joint Strategic Needs Assessment](#)
- [CLear local tobacco control assessment](#)
- [ASH -Smoking and Poverty](#)
- [Tobacco and the Environment \(ASH\)](#)

SUBJECT HISTORY (last 3 years)

Council Meeting	Date