

**KENT AND MEDWAY
JOINT HEALTH AND WELLBEING BOARD**

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REDUCING TOBACCO USAGE

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Summary

This paper seeks to provide members with some background information on the current situation, the services available and set out some key recommendations for the Joint Board to consider.

1. Budget and Policy Framework

- 1.1 The Sustainability and Transformation Partnership (STP) Prevention Action Plan identifies priority health and wellbeing outcomes for the population of Kent and Medway that fall predominately under the responsibility of the NHS, but working in partnership with local authorities and other stakeholders.
- 1.2 The prevention priorities for Kent and Medway are:
- Reducing tobacco usage prevalence
 - Reducing obesity prevalence
 - Reducing alcohol consumption
 - Physical activity.
- 1.3 These priorities have been identified as tackling them is key to reducing the risk factors that give rise to premature death and disability in Kent and Medway, namely:
- Cancer
 - Cardiovascular disease and stroke
 - Diabetes
 - Respiratory disease
 - Mental ill-health.
- 1.4 This report presents a 'deep dive' into reducing tobacco usage prevalence and aligns with Medway Council's Policy Framework, particularly the Council

Plan priority “Supporting Medway’s people to realise their potential”; and with Kent County Council’s strategic outcomes:

- Children and young people in Kent get the best start in life
- Kent communities feel the benefits of economic growth by being in-work, healthy and enjoying a good quality of life
- Older and vulnerable residents are safe and supported with choices to live independently.

2. Background

2.1 To improve the health of the population and reduce health inequalities across Kent and Medway there needs to be a shift from a reactive approach to a proactive approach. This needs to be carried out by embedding evidence-based prevention and early intervention across every part of the health and care system.

2.2 In terms of tobacco control, we have made great strides to reduce smoking prevalence and the harm that it causes. Despite this, smoking remains the leading cause of preventable illness and premature death in the UK and is attributable to over 200 deaths every day. This is equivalent to 1 in every 6 deaths in England. Furthermore, smoking remains one of the largest causes of health inequalities.

3. Prevalence of Smoking

3.1 Adult Population (*PHOF, 2018*)

Smoking prevalence for the adult population across Kent and Medway is as follows:

- Kent **16.3%**
- Medway **17.6%**
- England **14.9%**

3.2 Smoking at time of Delivery (*NHS Digital, 2018*)

The prevalence of smoking at time of delivery (SATOD) in pregnant women is reported by NHS Trust as midwives are responsible for recording and collating this data.

3.2.1 Data for Quarter 1, (April to June) by NHS Trust for 2018/2019 is as follows:

- NHS Medway **15.4%**
- NHS Swale **23.8%**
- NHS Ashford **15.2%**
- NHS Canterbury & Coastal **16.4%**
- NHS Thanet **20.5%**
- NHS West Kent **10.1%**
- NHS Dartford and Gravesham **9.3%**
- England average **10.4%**

3.3 **Young people** (*WAY survey, 2014-2015*)

The prevalence of smoking amongst 15-year olds is also higher in Kent and Medway as compared to England. Smoking prevalence at age 15 - current smokers

- Kent **10.5%**
- Medway **10.0%%**
- England **8.2%%**

3.4 **Routine & Manual Groups** (*PHOF, 2018*)

Routine and manual workers are identified in the UK as the group with the highest smoking rates. Locally this translates to the following:

- Kent **32.4%**
- Medway **23.9%**
- England **25.7%**

4. **National Targets**

4.1 The national vision, stated within the Tobacco Control Plan (2017-2022) is to create a Smokefree generation. To deliver this, the government sets out two aims, a shorter term aim for 2022 and a longer term more ambitious aim by 2027.

4.2 The short-term aim is to achieve the following targets by the end of 2022:

- Reduce smoking prevalence amongst adults in England from 15.5% to 12% or less.
- Reduce the inequality gap in smoking prevalence between those in routine and manual occupations and the general population.
- Reduce the prevalence of 15-year olds who regularly smoke from 8% to 3% or less.
- Reduce smoking in pregnancy to 6%

4.3 The longer-term ambition is to achieve a tobacco free generation by 2027. This will be achieved when smoking prevalence is at 5% or below.

5. **STP Prevention Action Plan**

5.1 The Kent and Medway Sustainability and Transformation Plan Prevention Action Plan states that reducing prevalence in Kent and Medway is a key priority. Key actions to achieve this are as follows:

- All health and social care professionals to be suitably trained, resourced and confident to make every contact count raising the subject of smoking, making a referral and/or supporting smokers directly.
- Generate an increase in volumes of referrals received by the specialist smoking cessation services, who provide a range of tailored treatment services, including pharmacotherapy behavioural support and digital support. Targeted approach with key population groups where prevalence is disproportionately high such as pregnant women, those working in routine and manual occupations, and people living with a mental health condition.
- Creating smokefree environments at NHS and local authority sites, and at school gates.

- Highly visible advertising, media and social media campaigns to motivate people to quit smoking.

6. Existing actions to reduce smoking

- **Support services:** A number of specialist services are in place to reduce smoking prevalence with support based in GP Practices, community settings and establishments such as acute trusts and prisons. Locations for delivery are based on population need.
- **Maternal smoking services:** Trusts and stop smoking services work collaboratively to train midwives and other professionals involved in maternity services to effectively support women and their families to quit during pregnancy.
- **Tobacco control:** Each locality has a Tobacco Control Alliance comprising local partners who work collaboratively to implement approaches to reduce the harm associated with tobacco use. This includes addressing illicit tobacco, minimising the harm associated with exposure to tobacco related environmental pollutants and preventing uptake of smoking in young people.

7. Kent & Medway Local Authority Priority Actions for 2018/19

7.1 Kent

- Focus on Routine and Manual workers
- Support home visits for pregnant smokers and their families to deliver quit support aiming to reduce smoking in pregnancy rates and promote smoke free homes
- Support Acute and Mental Health Trusts with their smokefree site status. This will include maximising opportunities for all health professionals under Making Every Contact Count (MECC) to provide Very Brief Advice (VBA) to smokers and refer them to quit services
- Deliver quit services directly from acute sites to assist with referrals. Work with key mental health workers to provide quit support to people with mental health conditions to quit smoking
- Support the prevention of uptake among young people. Train youth workers, key school nurses and support workers to be Quit Coaches through MECC. Quit Coaches aim to prevent the uptake of smoking among young people and also provide tailored quit support to young people who already smoke
- Work with GPs to increase opportunities to advise smokers to quit through the implementation of the innovative Smoking + model and MECC. GPs are encouraged to prescribe NRT and/or Varenicline to smokers who do not wish to access stop smoking services
- Train health professionals in brief therapies (Motivational Interviewing, Cognitive Behaviour Therapy and Solution-Focused Brief Therapy) as part of the MECC programme, to improve the effectiveness of conversations that aim to encourage smoking cessation
- Promote smokefree environments by supporting local councils to ensure that parks for young children are smokefree. Additionally, support primary

schools to introduce a smokefree school gate policy. This has been developed in Ashford and Canterbury areas to date

7.2 **Medway**

- Targeted support for Routine and Manual workers
- Continue to deliver home visits for pregnant smokers and their families whilst actively promoting a 'Smokefree home status'
 - Medway Council to work collaboratively with Medway hospital to maintain their smoke free site status
 - Medway Council and Medway hospital to sign up to the tobacco control declaration
 - Medway Council to support Medway Mental Health Trusts with becoming smokefree sites, including maximising opportunities for all health professionals under Making Every Contact Count (MECC) to provide Very Brief Advice (VBA) to smokers and refer them to quit services.
- Promote smokefree spaces including parks and the smokefree school gates project
- Ensure that all midwives receive Very Brief Advice (VBA training)
- Support the prevention of uptake amongst young people by working with primary and secondary schools through the PSHE programme
- Train health professionals in brief therapies (Motivational Interviewing, Cognitive Behaviour Therapy and Solution-Focused Brief Therapy) as part of the MECC programme, to improve the effectiveness of conversations that aim to encourage smoking cessation
- Continue to monitor and support Health Visitors with their stop smoking targets
- Deliver VBA training to social care colleagues
- Continue to encourage GPs to participate in the online (VBA training), monitor and feedback on the numbers of referrals received
- Deliver key objectives on the Tobacco Control Action Plan
- Work with the community outreach nursing team at Medway hospital who provide support to families who have children presenting at accident and emergency with respiratory distress, in particular those that are exposed to tobacco smoke

7.3 Appendix 1 of the report set out an action list of recommended evidence based stop smoking interventions for Kent and Medway.

8. **Risk management**

8.1 Attaining the national targets and reducing smoking among vulnerable groups including; people with mental health conditions, young people who smoke, women who smoke in pregnancy and routine and manual workers, is fully dependent on the successful delivery of the action plan. MECC will go a long way to achieving national targets but further financial support is crucial in ensuring that the plan can be fully delivered and the vision of a Smokefree generation can be realised in Kent and Medway.

9. Financial implications

- 9.1 There are no financial implications as a result of this 'deep dive' report, however, scaling up existing or launching new interventions will require additional investment.

10. Legal implications

- 10.1 The Kent and Medway Joint Health and Wellbeing Board has been established as an advisory joint sub-committee of the Kent Health and Wellbeing Board and the Medway Health and Wellbeing Board under Section 198(c) of the Health and Social Care Act 2012
- 10.2 The Joint Board operates to encourage persons who arrange for the provision of any health or social care services in the area to work in an integrated manner and for the purpose of advising on the development of the Sustainability and Transformation Partnership. In accordance with the terms of reference of the Kent and Medway Joint Health and Wellbeing Board, the Joint Board may consider and seek to influence the work of the STP focussing on prevention, local care and wellbeing across Kent and Medway.
- 10.3 The Joint Board is advisory and may make recommendations to the Kent and Medway Health and Wellbeing Boards.

11. Recommendations

- 11.1 The Kent and Medway Joint Health and Wellbeing Board is asked to support the specific actions set out in Appendix 1 of the report focussed on preventing and reducing the use of tobacco in Kent and Medway.
- 11.2 The Kent and Medway Joint Health and Wellbeing Board is asked to note the requirement for the NHS in Kent and Medway to identify resources for specific stop smoking interventions in the 'Health Care' settings that fall outside the remit of local authority stop smoking service provision.

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Appendices

Appendix 1 - Action list of recommended evidence based stop smoking interventions for Kent and Medway

Background papers

None

Appendix 1 Action list of recommended evidence based stop smoking interventions for Kent and Medway

STP/NHS

- Implement NICE PH48 guidance (<https://www.nice.org.uk/guidance/ph48>) in NHS services which includes implementing a fully smokefree NHS by 2020.
- Implement NICE PH26 Guidance (<https://www.nice.org.uk/guidance/ph26>) Smoking: stopping in pregnancy and after childbirth.
- Signing the NHS Smokefree Pledge <http://smokefreeaction.org.uk/smokefree-nhs/nhs-smokefree-pledge/> (an update to the previous NHS Statement of Support for Tobacco Control <http://smokefreeaction.org.uk/smokefree-nhs/nhsstatement/>).
- Ensure that all NHS Estates are Smokefree.
- Prescribing Stop Smoking medications.
- Making sure that everybody is asked if they smoke during contact with health professionals and if so, offered support to quit.
- Making Very Brief Advice training mandatory to all NHS staff and allowing them time to attend training sessions (either online or in house).
- NHS Trusts to encourage smokers who use, visit and work in the NHS to access support services and quit smoking.
- Promote links to "stop smoking" services across the health and care system and full implementation of all relevant NICE guidelines by 2022.
- All commissioners taking up the 2017-19 Commissioning for Quality and Innovation framework which includes tobacco as a national indicator for clinicians to undertake assessment and arrange for intervention where appropriate in relation to smoking status.

Local authorities

- Provide access to training for all health professionals on how to help patients - especially patients in mental health services - to quit smoking.
- Identify the groups and areas with the highest smoking prevalence and take focused action aimed at making reductions in health inequalities in communities.
- Targeted mass media interventions, in the context of a comprehensive tobacco control programme.
- Work with key partners around illicit tobacco.
- Sign up to the Local Government Declaration.
- Roll out the Quit Coach programme across all Kent and Medway areas to reduce the take up and prevalence of young people smoking.
- Roll out the Home Visit Quit Advisers across all of Kent and Medway to reduce the prevalence of pregnant women who smoke.