

## **Briefing on the Department of Health's new Tobacco Control Plan for England**

The government published its new Tobacco Control Plan for England on 18 July 2017. The plan, titled '*Towards a Smokefree Generation*' has the following four national ambitions before **2022**:

**a. The first smokefree generation:**

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

**b. A smokefree pregnancy for all:**

- Reduce the prevalence of smoking in pregnancy from 10.7% to 6% or less

**c. Parity of esteem for those with mental health conditions:**

- Improve data collected on smoking and mental health to help us to support people with mental health conditions to quit smoking.
- Make all mental health inpatient services sites smokefree by 2018.

**d. Backing evidence based innovations to support quitting:**

- Help people to quit smoking by permitting innovative technologies that minimise the risk of harm.
- Maximise the availability of safer alternatives to smoking.

To achieve the ambitions above, the government has come up with a set of actions based on four main themes.

1. Prevention first
2. Supporting smokers to quit
3. Eliminating variations in smoking rates
4. Effective enforcement

### **1. Prevention first – working to achieve the first smoke-free generation**

**National action:** The government will review the type and level of sanctions for tobacco retailers who repeatedly break laws designed to protect young people. Public Health England (PHE) and NHS England will look at a series of actions around supporting pregnant smokers to quit, including analysing current practice in maternity services and developing a joint work plan for how local areas can work together to achieve reducing smoking in pregnancy.

**What we are doing locally in this area:**

- a. Support the implementation of NICE Guidance on smoking in pregnancy with the Homerton and work with midwifery, Health Visiting, Family Nurse Partnership and the CCG to ensure women are supported to quit and remain smoke-free from conception through to early years.

### **2. Supporting smokers to quit**

**National action:** PHE will monitor effectiveness of stop smoking services and ensure health professionals have access to the information and training they need to provide effective help for smokers to quit. To ensure parity of esteem for those with mental health conditions, PHE and NHS England will support staff in mental health trusts to implement NICE guidance PH45<sup>1</sup> and PH48<sup>2</sup>. The Department of Health (DoH) and PHE will rectify gaps in data on smoking and mental health, and NHS England and PHE will support the implementation of commissioning levers associated with

---

<sup>1</sup> PH45 Smoking: Harm Reduction

<sup>2</sup> PH48 Smoking: Acute, maternity and mental health services

Commissioning for Quality (CQUIN) and Sustainability and Transformation Partnerships. On e-cigarettes – DH will monitor the impact of regulation and PHE will update their evidence report and provide evidence-based advice. PHE will support NHS Trusts and secondary care units to implement NICE Guidance PH48 and will work with employers on supporting workforces to stop smoking.

**What we are doing locally in this area:**

- a. A high quality and effective stop smoking service (SSS) that supports more than 3,000 smokers annually to quit.
- b. A tobacco control action plan that commits multiple stakeholders to deliver and implement activities to reduce smoking prevalence and prevent uptake in Hackney.
- c. Targeted smoking cessation support to people with mental health conditions
- d. Supporting the East London Foundation Trust (ELFT) to implement NICE Guidance PH48 including training more than 50 members of staff to deliver smoking cessation support.

**3. Eliminating variations in smoking rates**

**National action:** DoH and PHE will promote links to SSS across the health and care system and develop guidance and messages for professionals on the delivery of stop smoking interventions. PHE will continue to use mass media campaigns, and will support local areas to implement local smokefree policies. The government will implement smokefree policies across all prisons in England and support implementation in all hospitals.

**What we are doing locally in this area:**

- a. Training a range of health professionals and front-line staff in delivering ‘Very Brief Advice’ (VBA) to smokers.
- b. Identifying and targeting high prevalence groups with tailored smoking cessation support.
- c. Implementing smoking CQUINs with ELFT on screening, recording, giving advice and referral.
- d. Tailoring national campaigns such as Stoptober and No Smoking Day for different cultural groups.
- e. Supporting Homerton to implement their smokefree policy by January 2018.

**4. Effective enforcement**

**National action:** The government will continue to maintain high duty rates for tobacco products and will improve the use of sanctions to address tobacco fraud. It will work with the media to raise awareness of tobacco duty evasion. It will review measures and activities related to tobacco affected by the UK’s exit from the EU.

**What we are doing locally in this area:**

- a. Effective partnership working with Trading Standards in Hackney, and also with 7 neighbouring boroughs and pan London to:
  - raise awareness of illegal tobacco, proxy purchasing and the sale of singles
  - change attitudes towards it
  - increase reporting of premises that do any/all of the above.