

Title of Report	Tobacco Needs Assessment for City and Hackney 2024
For Consideration By	Health and Wellbeing Board
Meeting Date	21 March 2024
Classification	Public
Ward(s) Affected	All
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Is this report for:

<input checked="" type="checkbox"/>	Information
<input checked="" type="checkbox"/>	Discussion
<input type="checkbox"/>	Decision

Why is the report being brought to the board?

The purpose of the report is to:

- inform the Board of the new Tobacco Needs Assessment for City and Hackney 2024
- ask Board members to consider how they can support implementation of the emerging recommendations

Has the report been considered at any other committee meeting of the Council or other stakeholders?

No.

1. Background & context

The purpose of the report is to set out the national and local policy context in relation to tobacco control, provide insights on the local picture of smoking behaviours, examine the latest evidence and best practice as well as the local response, and make recommendations for local action.

It focuses on key areas such as prevention, identification, treatment, and support, addressing inequalities in access across demographics, geography, socioeconomic factors, and vulnerable groups, while also exploring the role of e-cigarettes and workplace interventions in combating smoking.

The report concludes with nine broad recommendations, which are summarised below.

1. Ensure strong, sustained partnership action and collaboration to address smoking harms and inequalities.
2. Prioritise preventing smoking initiation and helping young smokers to quit, with a focus on whole-school approaches and peer-led initiatives.
3. 'De-normalise' smoking through a robust tobacco control plan, advocating for smoke-free public spaces and reaffirming partnership commitments.
4. Tailor support for high prevalence communities to quit, partnering with relevant organisations to co-design and co-deliver interventions.
5. Continue funding evidence-based community stop-smoking services, offering flexible support, harm reduction, and transparent vaping information (see recommendation 8, below).
6. Improve reporting of smoking status in GP records for targeted very brief advice and referrals to quit support.
7. Sustain investment in enforcement to curb illicit tobacco and e-cigarette (vape) supply, preventing underage sales and associated harms.
8. Launch a coordinated campaign to clarify vaping misconceptions, highlighting its effectiveness for adult smokers while discouraging non-smokers and youth from taking up the habit.
9. Implement an insight-informed local communications plan to promote quit attempts, emphasising tobacco harms, the benefits of quitting and local support available.

The accompanying presentation outlines plans to implement these recommendations, led by the local Tobacco Control Alliance, including the procurement of a new stop smoking service plus ongoing and new collaborations with Trading Standards and schools/youth settings.

The presentation concludes with the following questions for discussion:

1. How can the Health and Wellbeing Board - as a collective body and as leaders within your organisations - use your influence to help implement the recommendations of the needs assessment?
2. How can we better align our local tobacco control plans with the implementation of Hackney's Health and Wellbeing Strategy priorities

(improving mental health, increasing social connection, supporting greater financial security)?

1.1. Policy Context:

Please detail which, if any, of the Health & Wellbeing Strategy priorities this report relates to?

<input checked="" type="checkbox"/>	Improving mental health
<input type="checkbox"/>	Increasing social connection
<input checked="" type="checkbox"/>	Supporting greater financial security
<input type="checkbox"/>	All of the above

Please detail which, if any, of the Health & Wellbeing Strategy 'Ways of Working' this report relates to?

<input type="checkbox"/>	Strengthening our communities
<input type="checkbox"/>	Creating, supporting and working with volunteer and peer roles
<input type="checkbox"/>	Collaborations and partnerships: including at a neighbourhood level
<input type="checkbox"/>	Making the best of community resources
<input checked="" type="checkbox"/>	All of the above

1.2. Equality Impact Assessment (EIA)

Has an EIA been conducted for this work?

<input type="checkbox"/>	Yes
<input checked="" type="checkbox"/>	No

1.3. Consultation

Has public, service user, patient feedback/consultation informed the recommendations of this report?

<input checked="" type="checkbox"/>	Yes
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<input type="checkbox"/>	No
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Have the relevant members/ organisations and officers been consulted on the recommendations in this report?

<input checked="" type="checkbox"/>	Yes
<input type="checkbox"/>	No

1.4. Risk Assessment

N/A

1.5. Sustainability

N/A

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Appendices	<ol style="list-style-type: none"> 1) City & Hackney Tobacco Needs Assessment report, 2024 2) Presentation: Tobacco Needs Assessment 2024 - Findings, local implementation and recommendations