

Smokefree Portsmouth: a tobacco control plan

2024 - 2030

Introduction

In 2019, the Government announced an ambition for England to become 'smokefree' by 2030 – achieved when adult smoking prevalence falls to 5% or less. A dedicated focus to consistently drive down smoking prevalence in Portsmouth, for all population groups, is essential if this challenging target is to be achieved. In 2023, the Government set out commitments to implement recommendations from the Khan Review in order to achieve a smokefree society that will support local efforts.

Smoking is still the largest preventable cause of illness, death and health inequalities in England. It is associated with almost every indicator of deprivation. Those already experiencing high levels of deprivation and health inequalities are more likely to smoke, such as routine and manual workers and those with long term mental health conditions.

This strategy for Portsmouth supports stopping the start, supports people to quit smoking and supports our local systems in working collaboratively to achieve a smokefree generation by 2030. This collaboration requires system wide partnership and leadership to create a Smokefree Alliance for Portsmouth and also requires effective enforcement.

Healthcare costs due to smoking

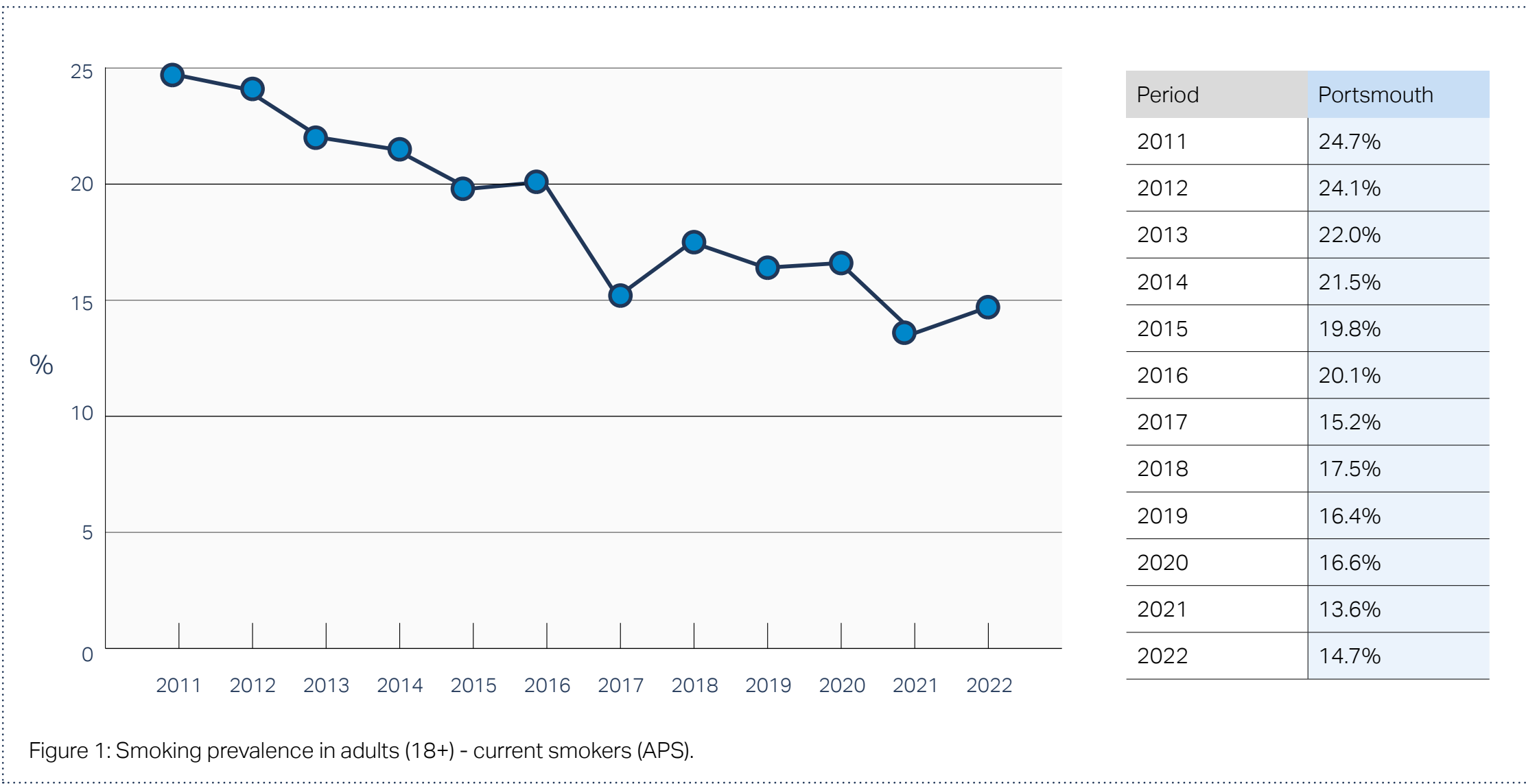
ASH (Action on smoking and health) estimates that in 2024, the combined cost of smoking related medical treatment via hospital admissions and primary care services is

£6.9M



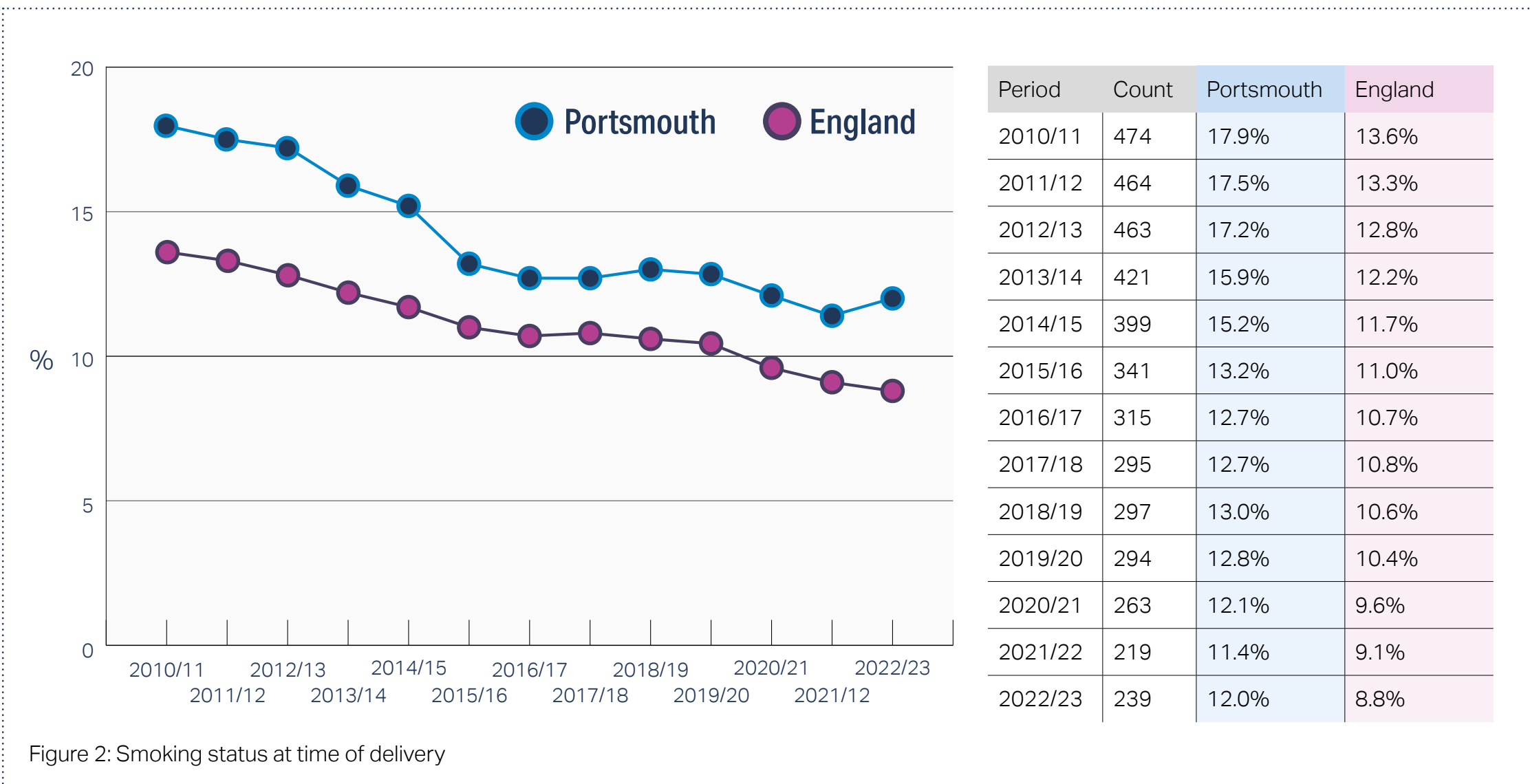
Smoking prevalence in Portsmouth

In Portsmouth, the proportion of adults who continue to smoke across the population has increased since 2021 from 13.6% to 14.7% in 2022 (OHID, 2024), this is slightly higher than the England average which is currently 12.7%. However, Portsmouth's overall trend has been in a downward direction over the last 10 years.



The smoking rates for our targeted areas see a much higher prevalence compared to the adult population in Portsmouth, adults in routine and manual occupations currently stands at 21% (v 22.5% for England) and adults with long term mental health conditions is 22.5% (v 25.1% for England). Both have been trending in the right direction.

As shown in figure 2 smoking status at time of delivery also continues to be an area with stubbornly higher prevalence than the England average of 8.8% - where it currently stands at 12% in Portsmouth.

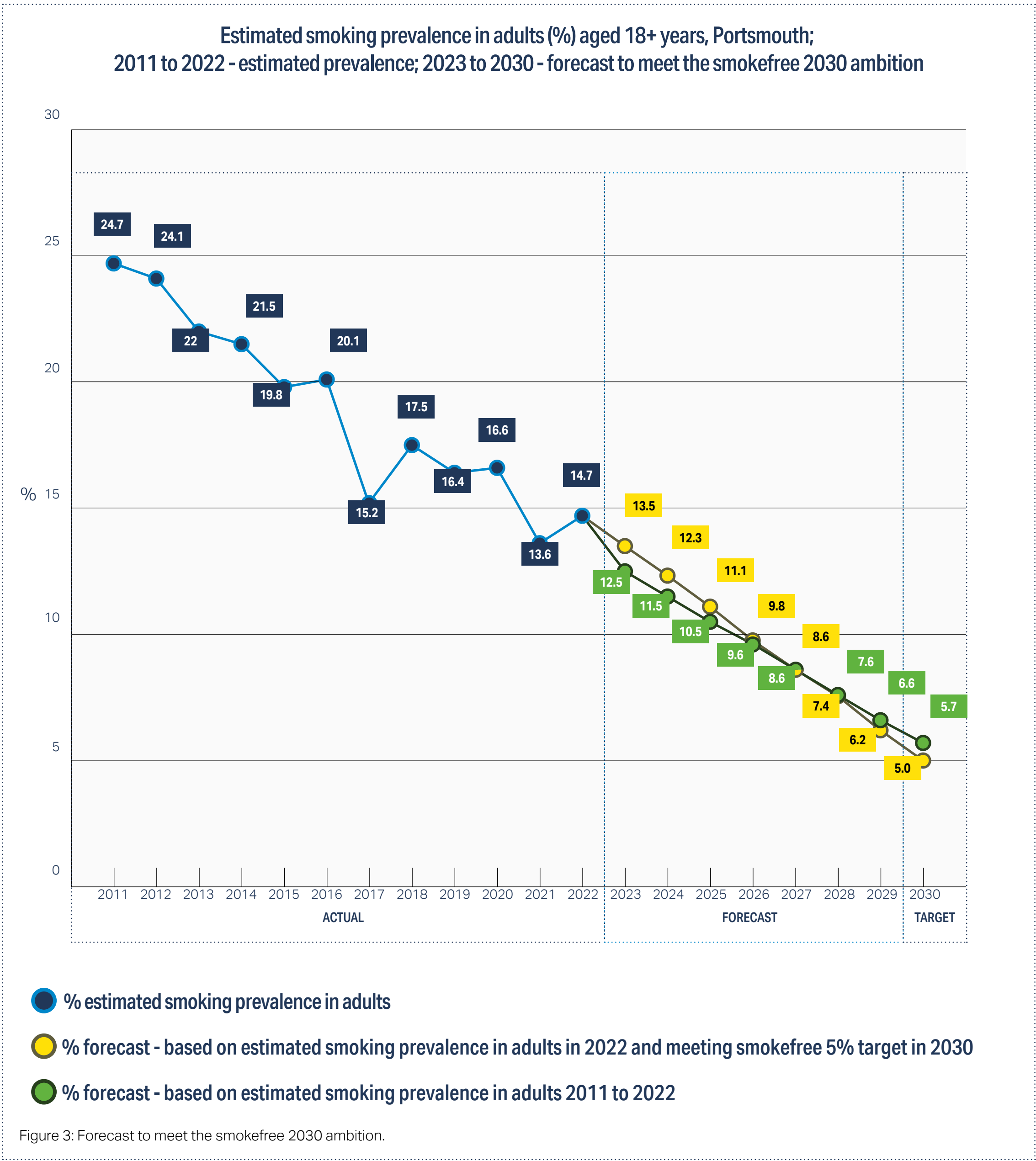


Achieving smokefree 2030

Figure 3 shows the projection for Portsmouth to meet the smokefree target of 5% by 2030.

The green line uses existing data of the smoking prevalence of adults from 2011 - 2022, the yellow line forecasts the smoking levels that we need to reach each year so that we meet the goal of 5%, this equates to an additional 16,100 quits and highlights the importance of the work that will be required to help Portsmouth accomplish our target.

We have highlighted four key areas of focus for how we plan to achieve this (see next page).



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Aims and actions

Stopping the start

The Tobacco and Vapes Bill has been laid before Parliament. This proposed Bill focuses on stopping the start through introducing new legislative proposals to stop future generations from starting to smoke and tackle the rise in youth vaping.

In the Stopping the Start policy paper it highlights that in England, three-quarters of smokers would never have started if they had the choice again, and the majority of smokers start as teenagers - 83% before the age of 20. People who start smoking under the age of 18 have higher levels of nicotine dependence compared to those starting over 21 and are less likely to make a quit attempt and successfully quit.

The latest data from the Health Survey for England in 2022 showed that in England there has been a decreasing trend in school aged children who have ever smoked cigarettes (9% in 2012 to 3% in 2022); but there has been increasing trend in school aged children (aged 8-15 years) who have ever vaped (9% in 2016 to 12% in 2022).. Whilst vapes offer a unique opportunity for adult smokers to quit, they also bring with them some unique challenges for staff and organisations working with children and young people who may be using them.

In the Autumn of 2023, the #BeeWell survey listened to the voices of over 22,000 young people from year 8 and 10 pupils in Hampshire, Isle of Wight, Portsmouth and Southampton. They helped to provide insight on what's important to them and what impacts their wellbeing such as the use of substances like alcohol, cigarettes, e-cigarettes and drugs. In Portsmouth, use of e-cigarettes and alcohol is much more commonplace than other substances - 9.8% of Portsmouth pupils from Year 8 and 10 report currently or previously using e-cigarettes. This compares with about 3% currently or previously using cannabis and similar for tobacco (3.2% and 3.0% respectively); and less than 1% (0.9%) for other illegal drugs.

Aims

- To improve life chances for children and young people most at risk of health inequalities by working towards a reduction of smoking prevalence during pregnancy, with emphasis on supporting pregnant people and their families through midwifery and health visiting.
- To work collaboratively with education and youth settings to reduce youth vaping, ensuring we get the balance right between protecting our children and supporting adult smokers to quit through delivery of high quality PSHE in schools and sharing of consistent messages.

Supporting people to quit smoking

The majority of smokers in England want to quit and smokers who use stop smoking services are up to three times more likely to quit successfully compared to those who choose to quit without help. The most effective approach remains the provision of specialist behavioural support combined with pharmacotherapy or vapes (e-cigarettes) as provided by evidence based local stop smoking services. Activity within our local service is supported by national and local all year stop smoking campaigns highlighting the harms of smoking and signposting people to support.

Aims

- We will continue to provide specialist stop smoking services to residents via the Portsmouth Wellbeing Service and commissioned stop smoking services; including specialist behavioural support combined with pharmacotherapy and the option of vapes via the Swap to Stop programme
- To increase the number of quits in groups with higher smoking rates and those impacted by health inequalities such as workforces and workplaces that employ routine and manual workers, pregnant smokers, mental health service users and those with long term conditions through outreach and tailoring our approach to meet the needs of these groups enabled through Smokefree Generation 2024/5 - 2028/9 funding for enhancing local stop smoking services.
- To continue working collaboratively with NHS colleagues ensuring appropriate referral pathways are in place for programmes such as the Targeted Lung Health Check Pathway (TLHC).
- Continue to support our NHS trusts in being smokefree sites.

Effective enforcement

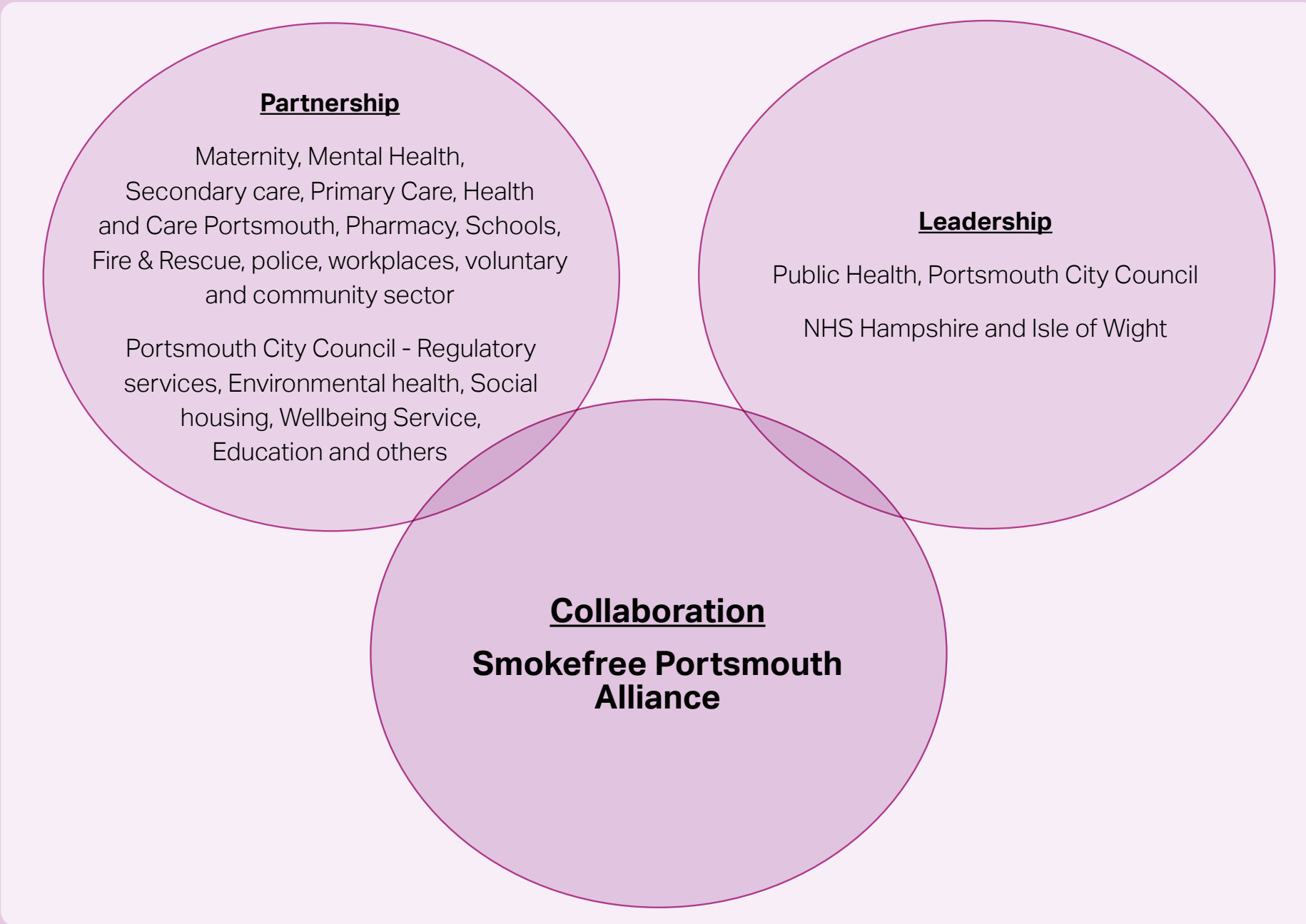
A strong approach to enforcement is vital in creating a Smokefree generation by 2030. Underage and illicit sale of tobacco, and more recently vapes, is undermining efforts to regulate the industry and protect public health.

Aims

- Public Health and Regulatory Services, such as Trading Standards, continue to work collaboratively to reduce the demand and supply of illicit products, such as non-compliant tobacco and vapes.
- Work with retailers to reduce underage sales whilst taking a proportionate approach to enforce age of sale restrictions on tobacco products and vapes, that reflects the level of offence committed.

Collaboration

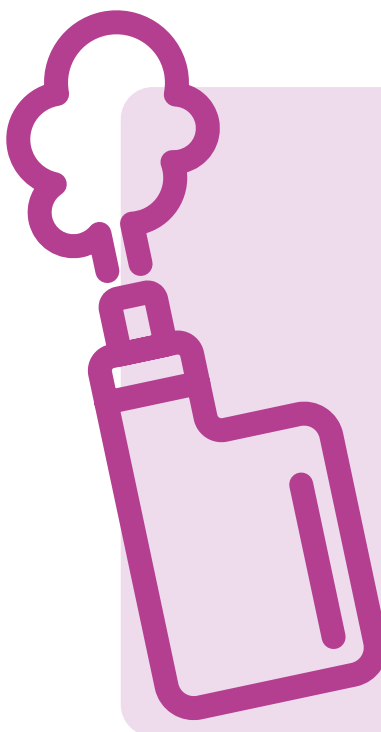
There is a higher prevalence of smoking in more deprived areas which contributes to inequalities, as smokers experience a greater incidence of poor health and disease. Smokefree Alliances are local partnerships working to reduce smoking rates and tackle health inequalities and include a wide range of members and partnerships from across Portsmouth as detailed in the following chart:



As well as a smokefree alliance it's also vital that we collaborate and work alongside our local residents so that they have a voice and can provide us with insights on tobacco control such as the smoking information and support that is available to them

Aims

- Assemble a Smokefree Alliance in Portsmouth to work collaboratively to increase the number of smokers engaging with effective interventions to quit smoking across the Health & Care Portsmouth system, including primary and secondary care, education, and social care.
- To ensure that we collaboratively target stop smoking support and promotion in our most deprived areas and population groups experiencing poorer than average health access, experience and/or outcomes. Including training partners across Portsmouth on very brief advice on smoking and Making Every Contact Count (MECC).
- Continue to support NHS colleagues in achieving their Long-Term Plan objectives, by offering NHS-funded tobacco treatment services and support within acute, maternity and mental health settings.
- To improve the environmental impact of smoking through creating outdoor smokefree environments, especially where there is a risk of litter or water pollution recognising our coastal setting and climate change strategy.



10%

of young people report currently or previously using e-cigarettes

In 2022/23, there were

1,319

smokers in Portsmouth aged 16 years and over who set a quit date.

