

<b>Committee(s):</b>	<b>Date(s):</b>
Health and Wellbeing Board	30 September 2014
<b>Subject:</b> Smoking Harm Reduction Pilot	<b>Public</b>
<b>Report of:</b> Commissioning and Performance Manager (Public Health)	<b>For Information</b>
<b>Summary</b>	
<p>Following the release of the NICE Tobacco Control Harm Reduction Guidance in 2013 officers have developed a pilot programme to implement the recommendations within the guidance. This report describes to Members the six month pilot programme, which includes:</p> <ol style="list-style-type: none"> <li>a. The supervised use of electronic cigarettes within the specialist level III service</li> <li>b. Further research regarding the use of electronic cigarettes and other harm reduction methods that are emerging</li> <li>c. An extension to the current level II smoking cessation service (within pharmacies) for those finding it harder to quit, at advisor discretion, for a longer service than the standard 12 weeks</li> <li>d. Developing care pathways for a pilot harm reduction service to run from level II services that can work with the current commissioned service, including a “cut down” service, and the supervised use of electronic cigarettes.</li> </ol>	
<b>Recommendation(s)</b>	
Members are asked to:	
<ol style="list-style-type: none"> <li>e. Note the report.</li> </ol>	

## Main Report

### **Background**

1. Members will remember from the report relating to the substance misuse and tobacco control review in July 2014 that officers are working with research partners, Public Health England, tobacco control providers and Action on Smoking on Health (ASH) to review the evidence and best practice relating to harm reduction programmes for tobacco control.
2. Numbers of patients accessing smoking cessation services across the City, in line with national figures, are decreasing steadily. This has been associated with an increase in the use of electronic cigarettes and a focus on harm reduction programmes.
3. A City harm reduction workshop led by the Director of Public Health was held in April 2014 with key partners in order to discuss the potential to develop a

harm reduction programme for the City. The aim of this meeting was to review the 2013 NICE Tobacco Control Harm Reduction Guidance and how it could apply to the City in order to increase the numbers of people cutting down and/or quitting smoking, as per Health and Wellbeing Board priorities.

### **Current Position**

4. The recommendations from the Director of Public Health following this meeting were to:
  - a. Pilot the supervised use of electronic cigarettes within the specialist level III service
  - b. Perform further research regarding the use of electronic cigarettes and other harm reduction methods that are emerging
  - c. Provide an extension to the current level II smoking cessation service (within pharmacies) for those finding it harder to quit, at advisor discretion, for a longer service than the standard 12 weeks
  - d. Develop care pathways for a pilot harm reduction service to run from level II services that can work with the current commissioned service, including a “cut down” service, and the supervised use of electronic cigarettes.
5. The City is one of the first local authorities within the UK starting to implement the NICE guidance in this manner, particularly with the use of electronic cigarettes. As such, officers have been invited to speak at conferences and have been contacted by other local authorities who are awaiting the outcomes of our pilot schemes in order that they can present these to their Health and Wellbeing Boards to be able to follow suit.

### Electronic cigarettes within the specialist level III service

6. The electronic cigarette pilot having started with the level III provider alongside research in to the use of electronic cigarettes in tobacco control. The pilot utilises electronic cigarettes alongside nicotine replacement therapy and behavioural therapy with the aim of assisting more people to quit smoking.
7. Early indications from the pilot show that there has been a high level of interest in the service with more people accessing the service. In the first three months of the pilot there was a 50% quit rate among those using electronic cigarettes.
8. The pilot is due to report on its results in January 2015 and this will then be reported to Members.

### Research relating to electronic cigarettes and other harm reduction methods

9. Research relating to harm reduction programmes and electronic cigarettes is ongoing. For the City, much of this research is being completed by Queen Mary University of London, although the policy team within Community and Children’s Services are also reviewing written evidence.

10. There is ongoing discussion between academics looking at the benefits that e-cigarettes can bring to tobacco control programmes, with some citing that the rise in prevalence of e-cigarette use has been accompanied by an increase in smoking cessation rates and a continued fall in smoking prevalence.
11. There are concerns around the safety of electronic cigarettes as they are not currently licensed medicines however the key message from many public health professionals is that the health benefits brought by substituting cigarettes for e-cigarettes due to the tar and other substances within cigarettes far outweigh the concerns.

#### Extension to current service

12. A six month pilot to provide an extended service beyond the current 12 week programme started within four Boots pharmacies within the City on the 1<sup>st</sup> September 2014. During the standard 12 week programme, should an advisor see that a patient is struggling to quit within the programme but is making good progress, they can use their discretion to extend the service by an additional 12 weeks. It is anticipated that this option will increase the quit rates for patients within the programme.
13. This option is not advertised and patients would only be made aware of this at the final stages of the original programme in order that it is not seen as the easy option with all patients feeling entitled to additional time within the programme.
14. Officers will be monitoring returns from the provider to ensure that the service is being used appropriately.

#### Level II Harm Reduction Pilot

15. A six month harm reduction pilot started in four Boots pharmacies across the City on 1<sup>st</sup> September 2014. This pilot has two strands; the standard smoking cessation programme alongside the supervised use of electronic cigarettes and a “cut down” programme.
16. The smoking cessation programme runs in the same manner as the level III programme, incorporating electronic cigarettes alongside behavioural therapy and nicotine replacement therapy.
17. The “cut down” programme is designed to encourage those smokers who want to cut down but are not ready to quit to engage with smoking cessation services. They receive four weeks of nicotine replacement therapy and behavioural support in order to cut down their smoking, and again have the option of including electronic cigarettes within this programme. The aim is that at the end of this process smokers will be encouraged to quit and will join the smoking cessation programme.
18. At the completion of both pilots with Boots a report will be presented to Members on the outcomes.

### **Corporate & Strategic Implications**

19. The pilot programmes address Priority Four of the Department of Community and Children's Services Business Plan, of which one of the aims is to improve the health and wellbeing of City workers and residents by reducing the number of City workers and residents who smoke.

## **Implications**

20. Electronic cigarettes are not licensed as a medicine, and therefore there is a legal risk of stating within advertising that they can assist in smoking cessation programmes. The City has been working closely with providers and their advertising departments in order to ensure that all associated advertising is therefore legally compliant.

## **Conclusion**

21. The City is pioneering in its approach to implementing the recommendations of the NICE Tobacco Control Harm Reduction Guidance and the use of electronic cigarettes. Members will be updated with the results of the pilot programmes once these have been analysed.

## **Appendices**

- None

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