

Committee(s): City of London Health & Wellbeing Board	Dated: 13 09 2024
Subject: City & Hackney Tobacco Needs Assessment 2024	Public
Which outcomes in the City Corporation's Corporate Plan does this proposal aim to impact directly?	Providing excellent services Diverse engaged communities
Does this proposal require extra revenue and/or capital spending?	N
If so, how much?	N/A
What is the source of Funding?	N/A
Has this Funding Source been agreed with the Chamberlain's Department?	N/A
Report of: Dr Sandra Husbands, Director of Public Health	For Decision
Report author: Connor Melia, Senior Public Health Specialist	

Summary

This report summarises a more detailed presentation (Appendix I) which sets out:

- a summary of the recently published Tobacco Needs Assessment for City and Hackney
- the local response to the evidence and intelligence
- an overview of the newly re-commissioned City & Hackney stop smoking service, including new funding streams
- a set of recommendations for Board Members to consider.

Recommendation(s)

Members are asked to:

- Note the content of the 2024 City and Hackney Tobacco Needs Assessment
- Consider and respond to the following questions.
 1. Does the Board endorse the recommendation for a joint City & Hackney partnership commitment to reduce the harms from tobacco?
 2. How can the Health and Wellbeing Board - as a collective body and as leaders within your organisations - use its influence to implement the recommendations of the tobacco needs assessment?
 3. How can we better align our local tobacco control plans with the implementation of the City Health & Wellbeing Strategy priorities (improving mental health, increasing social connection, supporting greater financial security)?

Main Report

1. Background

- 1.1 Tobacco smoking remains the biggest cause of preventable illness and premature death (accounting for almost 75,000 deaths a year in England) and the leading cause of health inequalities (accounting for half the difference in life expectancy between the richest and poorest in society).
- 1.2 Locally, work to combat tobacco-related harms is led by the City & Hackney Tobacco Control Alliance (TCA).
- 1.3 It is essential that the work of the TCA is guided by the latest evidence to maximise our potential for reducing smoking-related harms. The publication of the 2024 City and Hackney Tobacco Needs Assessment (TNA) provides updated context in relation to tobacco control; providing insights on the local picture of smoking behaviours, examining the latest evidence and best practice as well as the local response, and making recommendations for local partnership action.

2. Current Position

2.1. The TNA focuses on key areas such as prevention, identification, treatment, and support. It addresses 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 emphasises the need for strong, sustained collaboration to address smoking-related inequalities, and concludes with eight broad recommendations, which are summarised below.

1. Prioritise preventing smoking (and vaping) initiation and support young smokers to quit, with focus on whole-school approaches and peer-led initiatives.
2. 'Denormalise' smoking through a robust tobacco control plan, advocating for smoke-free public spaces and reaffirming partnership commitments.
3. Tailor support for high-prevalence communities to quit, collaborating with relevant partner organisations to ensure a targeted approach.
4. Continue funding evidence-based community stop-smoking services, offering flexible support, harm reduction and transparent information on vaping.
5. Improve reporting of smoking status in GP records to facilitate targeted very brief advice and referrals to stop smoking services.
6. Sustain investment in enforcement to curb illicit tobacco and e-cigarette supply, preventing underage sales and associated harms.
7. Launch a coordinated campaign to address vaping misconceptions, raise

awareness about illicit products and strongly discourage non-smokers and youth from taking up.

8. Implement a comprehensive local comms strategy to increase quit attempts, emphasise tobacco harms and promote all available offers of support to quit.

2.2 The TNA recommendations will continue to inform and guide the broad tobacco control programme of work, led by the City & Hackney Tobacco Control Alliance (TCA). This includes the recent re-commissioning of a new stop smoking service (launched in July 2024), ongoing partnership with Trading Standards, plus wider activity detailed in the accompanying presentation (Appendix 1).

2.3 The City & Hackney TCA (chaired by Hackney Council’s Cabinet Member for Health, Adult Social Care, Voluntary Sector and Culture) brings together key partners to provide strategic leadership at a systems level on local tobacco control work. Our partnership priorities directly link with many of the recommendations outlined in the TNA (Box. 1 below)

Box. 1, City & Hackney Tobacco Control Alliance partnership priorities 2023-2026 (2024 priorities in green).

1	Re-set our strategic approach through senior level re-engagement, and ensure alignment of tobacco control priorities with the Health & Wellbeing Strategy implementation plan and City & Hackney Place Based Partnership delivery plan
2	Develop and implement a proactive, coordinated approach to local communications about smoking - consistent messaging, maximise use of all available channels, focused on high prevalence communities/groups, measure impact
3	Co-design a new stop smoking service that is explicitly focused on reducing stubborn inequalities in smoking prevalence and addresses the needs of disadvantaged communities
4	Ensure careful coordination (and effective communication) of NHS and local authority funded tobacco dependency and stop smoking treatment pathways
5	Review/refresh our approach to smokefree environments - including promotion of smokefree homes (including training and comms) and social housing public spaces, and refresh of NHS and local authority smokefree policies
6	Better enable young people to live smoke free by ‘denormalising’ smoking - targeted comms for parents who smoke, continue work to reduce supply of illegal tobacco (and vapes), education outreach, youth engagement (e.g. system influencers, youth leaders, young black men inspirational leaders)
7	Review and strengthen system-wide action to address illegal and niche tobacco use

8	Improve local understanding of how to maximise the benefits and balance the risk of using e-cigarettes and agree a partnership position to inform our local communications and service delivery
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3. Options

N/A

4. Proposals

The key proposal is for partner organisations represented on this Board to (re)commit to comprehensive action in tackling local smoking-related harms. This would involve:

4.1 City of London Corporation signing up to the Local Government Declaration on Tobacco Control

This would formalise the Corporation's commitment to reducing tobacco-related harms and reinforce its leadership role in promoting public health and reducing health inequalities.

4.2 NHS partners renewing their commitments under the NHS Smokefree Pledge

This renewal would reaffirm the NHS's commitment to supporting smoke-free environments, integrating smoking cessation support, and addressing smoking-related health disparities across City and Hackney.

5. Key Data

5.1 In 2023, GP data on smoking prevalence (City residents registered with a GP in North East London ICB) was unchanged from 2016, at 10.5% of the total adult population - an estimated number of 772 smokers.

5.2 Based on the combined City and Hackney analysis, the TNA identified significant and stubborn inequalities in smoking prevalence. For example, social renters are around 50% more likely to smoke compared to the general population and 8 times more likely to smoke compared to those who own their property.

5.3 Certain ethnic subgroups, such as the Bangladeshi community, are also more likely to smoke, as are those with severe mental illness and homeless populations.

Corporate & Strategic Implications – [Please state 'none' if not applicable instead of deleting any of the sub-headings below]

Strategic implications

As the biggest driver of poor health and inequalities, comprehensive action on tobacco control (as described in the appended paper) plays a key role in delivery of the Health and Wellbeing Strategy. Through its focus on ensuring equitable access to evidence-based support to quit, and commitment to community collaboration, our plans also contribute to two key outcomes of the Corporate Plan - providing excellent services and diverse engaged communities.

Financial implications

None

Resource implications

None

Legal implications

None

Risk implications

None

Equalities implications

The presentation in Appendix I highlights the fact that the impacts of smoking-related harm are not experienced equally, with already disadvantaged and vulnerable communities (including those with protected characteristics) bearing the greatest impact, thus further exacerbating inequalities due to increased smoking prevalence.

In developing and implementing key priorities via the TCA, the broad programme of work outlined in Appendix I seeks to minimise smoking prevalence and reduce the burden of ill-health from tobacco smoking in our most vulnerable populations.

Climate implications

Every stage of the tobacco supply chain poses serious environmental consequences, including deforestation, the use of fossil fuels and the dumping or leaking of waste products into the natural environment. Action to reduce use of tobacco products will, consequently, have positive environmental impacts.

The increasing use of disposable vapes (commonly used as a smoking cessation tool, but soon to be banned) presents a growing environmental challenge due to improper disposal. These devices often contain lithium batteries and plastic components, which contribute to electronic waste and environmental pollution. Ensuring the safe disposal and recycling of vapes is critical to mitigate their environmental impact and reduce harm to the climate.

Security implications

None

6. Conclusion

6.1 Addressing tobacco-related harms is essential for reducing preventable illness and health inequalities in City and Hackney. By strengthening partnerships and recommitting to comprehensive tobacco control efforts, we can ensure targeted interventions reach the most vulnerable communities and drive progress toward the Smokefree 2030 goal (<5% of people smoking). Continued investment in stop smoking services and focused support for high prevalence groups will be critical to achieving lasting health improvements.

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Appendices

Appendix I – Full presentation to be delivered to the City of London Corporation Health and Wellbeing Board

Connor Melia

Senior Public Health Specialist, City and Hackney Public Health

E: connor.melia@cityandhackneyph.hackney.gov.uk