

SmokeFree 2030 – Strategy Development Background Information February 2023

Purpose

The (LTA) is a partnership organisation with the aim of making London Smoke Free by 2030. It was launched at an event in October 2022, with cross system leadership being provided by Chris Streater, Regional Medical Director NHS London, Somen Banerjee, Director of Public Health (DPH), London Borough Tower Hamlets and lead DPH for tobacco control in London, and Kevin Fenton, London Regional Director, Office for Health Improvement and Disparities. Governance will be led through the LTA board with the first meeting in March 2023. An initial work plan for 2022/23 was devised using partners' feedback through a survey of stakeholders undertaken in 2021 based on the World Health Organisation MPOWER framework and feedback from the launch event. Work to develop a longer-term strategy to guide us to Smoke Free London 2030 is now underway. This will be based on the previous insights with additional input from a survey of partners.

This briefing seeks to inform partners of the evidence base which describes those actions which have been shown to be most impactful in delivering an effective strategy for regional tobacco control, providing a summary of the key areas in each. It includes the strategic plans of other UK regional tobacco control bodies as a guide.

The overall purpose of this document is to inform the survey gain further insights and consensus about the strategic focus of the LTA. The survey is [available here](#) and will help to inform strategy planning for the LTA. Once this is completed, further work will be undertaken with partners to describe the different levels at which action should be undertaken, for example through Local Authorities, Integrated Care Board and Integrated Care Partnerships and at different levels of the NHS.

Based on the evidence we have collated we have identified 12 potential areas of focus, which are included in the survey:

- Communication and campaigns (including warning about the dangers of tobacco)
- Monitoring tobacco use
- Stopping people from starting smoking
- Supporting people to quit smoking
- Facilitating local approaches and sharing emerging best practice
- Working with children and young people
- Protecting people from secondhand tobacco smoke (including smoke free spaces)
- Tackling illicit/illegal tobacco
- Policy development
- Making the case for tobacco control (advocacy)
- Develop a social movement around tobacco in London

Sources of Evidence

Action on Smoking and Health (ASH)

In 2022 ASH undertook a [review to examine the role of regional tobacco alliances](#). This identified the importance of securing a strong model for regional tobacco control delivery within a new public health infrastructure. The review pointed to the need at regional level for

- Communications campaigns
- Supporting local implementation, sharing good practice
- Making the case for tobacco control
- Regional work on illicit tobacco

Their [Local Alliances Road Map](#) sets out the resources available for local tobacco control alliances to deliver comprehensive evidence-based activity to reduce smoking prevalence and work towards a smoke free generation.

MPOWER – World Health Organisation (WHO)

The WHO Framework Convention on Tobacco Control (FCTC) and its guidelines provide the foundation for countries to implement and manage tobacco control. To help make this a reality, WHO devised the [MPOWER](#) measures. These measures are intended to assist in the country-level implementation of effective interventions to reduce the demand for tobacco. Several are aimed at national intervention through legislation, others have very strong applicability to regional work in tobacco control:

- Monitoring tobacco use
- Protecting people from tobacco smoke
- Quitting tobacco
- Warning about the dangers of tobacco
- Enforcing advertising bans
- Raising taxes

All Party Parliamentary Group on Smoking and Health (APPG)

The APPG produced a [report in 2021](#) designed to influence the drafting of the next Tobacco Control Plan for England to make England Smoke Free by 2030. Although this is delayed and has yet to be published, there are recommendations with strong relevance for regional tobacco alliance strategy together with recommendations for legislation.

Legislative Recommendations

- Legislate to make tobacco manufacturers pay for a Smokefree 2030 Fund
- Take our place on the world stage as a global leader in tobacco control.
- Set interim targets for 2025, and update our strategy if we are not on track to a Smokefree 2030 by that date

Behaviour Change Policy and Interventions

- Deliver anti-smoking behaviour change campaigns targeted at routine and manual and unemployed smokers (C2DE).
- Ensure all smokers are advised to quit at least annually and given opt-out referral to Stop Smoking Services.
- Target support to give additional help to those living in social housing or with mental health conditions, who have high rates of smoking.
- Ensure all pregnant smokers are given financial incentives to quit in addition to smoking cessation support.
- Fund regional programmes to reduce the use of illicit tobacco in deprived communities.

Shaping the Consumer Environment

- Legislate to put health warnings on individual cigarettes, quit messaging on pack inserts and close other loopholes in existing regulations.
- Reduce the appeal and availability of e-cigarettes and other nicotine products to children.
- Make the route to medicinal licensing fit for purpose to allow e-cigarettes to be authorised for NHS prescription.
- Consult on raising the age of sale for tobacco from 18 to 21

National Institute for Health and Care Excellence (NICE) Guidance on Effective Tobacco Control

NICE updated its [tobacco guidance on preventing uptake, promoting quitting and treating dependence](#) in January 2023. It covers support for those aged 12 and over wishing to quit as well as overarching recommendations on commissioning policy and training. It groups these into four main areas. These have in common areas identified elsewhere as strategic priorities in tobacco control.

- Preventing uptake
- Promoting quitting, prioritising groups at high risk of tobacco harm including pregnant women, people with serious mental illness
- Treating tobacco dependence
- Promoting smoke free spaces

The Khan review: making smoking obsolete

In 2022, the Secretary of State for Health and Social Care commissioned Javed Khan to undertake an [independent review](#) into whether or not the government would achieve its ambition of making England smoke free by 2030. The recommendations from the review were based around four key areas:

- Invest Now
- Stop the Start
- Quit for Good
- System Change (ensuring regional and local prioritisation of stop smoking interventions through ICS leadership)

Of these, the latter three have relevance for regional tobacco alliances, with a focus on supporting quit attempts, increasing smoke free spaces and running mass media campaigns. There was also a focus on specific groups such as pregnant women and people with mental health issues. In addition, there is a call for extension of trading standards enforcement. All of these have relevance for a regional tobacco alliance such as LTA.

CLear Framework

This [tool from OHID](#) provides an evidence-based approach to tobacco control for local authority and tobacco control alliances. It is a self-assessment for use by services to identify their effectiveness against the existing guidelines such as NICE and to then produce an action plan to address any gaps. The model has three main areas of focus:

- Challenge for existing tobacco control services, based on evidence of the most effective tobacco control methods
- Leadership for comprehensive action on tobacco control
- Results demonstrated outcomes achieved measured against national and local priorities.

The tool may be a useful framework by which the LTA can assess its progress in future.

Fresh

Fresh was the UK's first [dedicated regional tobacco control programme](#), set up in Northeast England in 2005 to tackle what were then the worst rates of smoking-related illness and death in the country. Since then, the region has seen the [largest fall in smoking in England](#).

Fresh is delivering a programme of eight key strands of activity – all designed to work together to motivate and support current smokers to stop, to reduce the numbers of young people taking up smoking and to provide protection to non-smokers from secondhand smoke harm.

1. Building infrastructure, skills and capacity
2. Reducing exposure to secondhand smoke
3. Helping others to quit
4. Media, communications and education
5. Reducing availability and supply
6. Reducing tobacco promotion
7. Tobacco regulation
8. Research, monitoring and evaluation

Greater Manchester Making Smoking History

Developed by the Greater Manchester Health and Social Care Partnership and local system leaders, this [strategy](#) recognized that making smoking history offers the single greatest opportunity to improve health outcomes. It uses the WHO MPOWER framework as the basis for its strategy with an additional component around the development of a social movement around smoke free Manchester. The main components are:

- Grow a social movement for a tobacco free Greater Manchester
- Monitor tobacco use and prevention policies
- Protect people from tobacco smoke
- Offer help to quit
- Warn about the dangers of tobacco
- Enforce tobacco regulation
- Raise the real price of tobacco

From the review of existing frameworks and guidelines above clear themes and commonalities emerge. These have been collated into the survey questions which can be [accessed here](#). Please share the survey widely to help in determining the strategy for LTA to help make London Smoke Free by 2030.