

Leicester
City Council

LEICESTER CITY
TOBACCO CONTROL
STRATEGY
2024-26

CURRENT LANDSCAPE

- Smoking continues to be a leading cause of preventable ill health and premature death and with around 56,000 smokers in Leicester and approximately 346 lives are lost each year through smoking related illness (*Leicester JSNA – Chapter Update 2023*)
- The difference in life expectancy between smokers and non-smokers (irrespective of wealth) is approximately 10 years.
- Estimated smoking prevalence for Leicester City is 13.1% compared to 12.7% nationally (*PHE fingertips – Local Tobacco Control Profiles 2022*)
 - We will have more accurate local data this year through the Health and Wellbeing Survey 2024
- We currently have no local strategy
 - The Leicester City Tobacco Control Strategy expired in 2022



CURRENT LANDSCAPE

- Increased national focus on reducing smoking
 - Significant investment into Local Authority Stop Smoking Services
 - Increasing the age of sale year on year – illegal for anyone born on or after 1 January 2009
 - £100 fixed penalty notice for anyone selling tobacco and e-cigarettes to people underage
 - Commitments in Long Term Plan to support:
 - smokers in hospitals
 - In patient mental health units
 - Pregnant smokers
- Increased national focus on reducing appeal of vapes to children and young people
 - Restricting vape flavours
 - Requiring plain packaging
 - Controlling how vapes are displayed in shops
 - Banning disposable vapes

CURRENT LANDSCAPE

National Data

- *smoking amongst routine and manual occupations is 22.5%*
- *25.2% of adults with a long term mental health condition report being a smoker*
- *9.1% of women smoking at time of delivery*
- *Smoking, however, is still the main avoidable risk factor for oral cancer and is linked to 65% of oral cancer cases*

Local Data

- *12% Leicester's children in care reported regular smoking*
- *smoking amongst routine and manual occupations is 20.3%*
- *25.4% of adults with a long term mental health condition report being a smoker*
- *10% of women smoking at time of delivery*
- *Leicester City has one of the highest rates of oral cancer and one of the highest levels of oral cancer mortality among Local Authority Areas in England.*
- *Local authority budgets have resulted in a significant reduction in spending on tobacco control and stop smoking services.*



OUR VISION - 2023-25

“A smoke free Leicester – to make Leicester smoke free by 2030”

Areas of priority

- *Partnership working to address tobacco control within Leicester City*
- *Achieving a smoke free generation - when the number of smokers in the population reaches 5% or less*
 - *Smoke free pregnancy for all*
 - *Reducing the inequality gap for those with mental ill-health*
- *Deliver consistent messaging on the harms of tobacco across the system*



OUR VISION - 2023-25

“A smoke free Leicester – to make Leicester smoke free by 2030”

What will we do

- *Raise more awareness of the harms of smoking*
- *Improve the capability of our workforce to hold conversations about smoking*
- *Encourage more smokers in the local population to make a quit attempt year on year.*
- *Focus on high prevalence groups who are most at risk of tobacco-related harm*
 - *Dispel misinformation related to smoking tobacco and e-cigarettes*
 - *Reducing the sale of illicit tobacco and e-cigarettes*



GOVERNMENT INVESTMENT

As part of a national commitment to reduce smoking across the country Leicester City will be receiving an additional **£456,669** funding for smoking cessation.

- Funding committed for five years
- Funds should be spent principally on smoking cessation activities
 - stimulating demand for smoking cessation services
- Not intended for supporting enforcement or youth vaping



GOVERNMENT INVESTMENT – LEICESTER CITY APPROACH

Whilst plans are yet to be finalised our current plans include:

- Increasing capacity within the Live Well Stop Smoking Service to provide community outreach work across the City
- Investing more money into targeted communications campaigns to help raise awareness of the harms of smoking and encourage people to quit smoking
- Supporting Tobacco Control services to enhance targeted initiatives



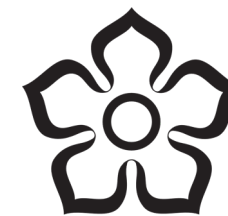
OUR VISION - 2023-25 – HOW WILL WE DO IT

MPOWER Model	Interventions
Monitoring tobacco use and prevention policies	<ul style="list-style-type: none"> - Tobacco Control Alliance - East Midlands Regional Tobacco Control Community of Improvement
Protecting people from tobacco smoke	<ul style="list-style-type: none"> - Children in care - Social housing - Step Right Out
Offering to help stop smoking	<ul style="list-style-type: none"> - Turning Point - LiveWell - NHS Long Term Plan Tobacco Dependency Programme - NHS Saving Babies Lives Care Bundle
Warning about the dangers of tobacco	<ul style="list-style-type: none"> - Tobacco Control Communications Toolkit - Oral Health
Enforcing tobacco regulation	<ul style="list-style-type: none"> - Trading Standards
Raising the real price of tobacco	<ul style="list-style-type: none"> - Trading Standards

WHAT HAS CHANGED

Since the 2019-2022 a lot has changed locally:

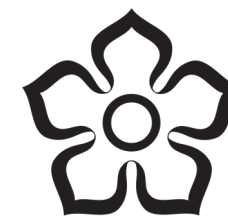
- Prevalence in adults has dropped 2.3% since last strategy
- We have launched our inpatient tobacco dependency programmes across acute, maternity and mental health
- Vaping amongst CYP has been on the rise
- Launched an NHS staff scheme
- LPT re-launched smokefree sites post COVID 19
- Delivered a pilot with social housing to improve workforce capability, confidence and knowledge
- Joined the East Midlands Regional Tobacco Control Community of Improvement
- Live Well responded to COVID-19 by introducing new forms of remote support which have subsequently been retained to offer maximum flexibility



WHAT CAN WE LOOK FORWARD TO

What can we expect to see happening in Leicester City as a response to the strategy:

- Implementation of a tobacco control communications toolkit
- Implementation of a workforce development framework
- Re-launch of Step Right Out – smokefree campaign
- Re-launch of pilot with Turning Point
- Children in Care projects
- Improve connections with partners
- New partnership with Oral Health
- Improve our provision to support pregnant women who smoke



GAPS WE NEED TO IMPROVE ON

Whilst there is a lot of great work going on there are still areas where we need to do more:

- Illicit tobacco and e-cigarettes
- Smokefree sites
 - Schools – UHL – Homes and Cars
- Understanding the vaping landscape – specifically children and young people
- Connecting the system – aligning services to help achieve a smokefree Leicester City
- Delivering a consistent message across the system
- Trading standards – seek to improve resource and capacity for test purchasing



NEXT STEPS

Launch

- Strategy
- Communications Toolkit
- Step Right Out

IMPLEMENTATION

- Deliver on key priorities as identified in the strategy
- Build relationships with internal and external partners to strengthen opportunities to achieve priorities

REVIEW

- Regular review as part of Tobacco Control Alliance meetings
- Annual reviews
- Full review in 2025



OUR VISION – 2023-25

If we connect our partners to deliver a consistent and collaborative approach,
Then we can begin to mutually understand each other and build on the strengths of
each partner,

Because the system wants to achieve a smokefree Leicester by 2030.



HOW CAN YOU HELP?

To achieve a smokefree Leicester by 2030 we need to make being smoke free everyone's business.

Can you help by:

- Encourage your organisation to go smoke free?
- Encourage your workforce to be upskilled in healthy conversations?
- Support quit attempts in your organisation by signposting to LiveWell?

