

Appendix 3.

Birmingham Smoking Cessation Task Group

Terms of Reference

Version	V4
Last review date	02/08/2024
Next review date	30/05/2025

1. Background

In October 2023 the Government published the Stopping the Start command paper outlining a series of legislative and funding programmes to tackle smoking. This included a commitment to provide an additional £70m per year for local stop smoking services (LSSS) in England. The Government has committed to support LSSS with £70m additional funding for five years (2024/25 to 2028/29).

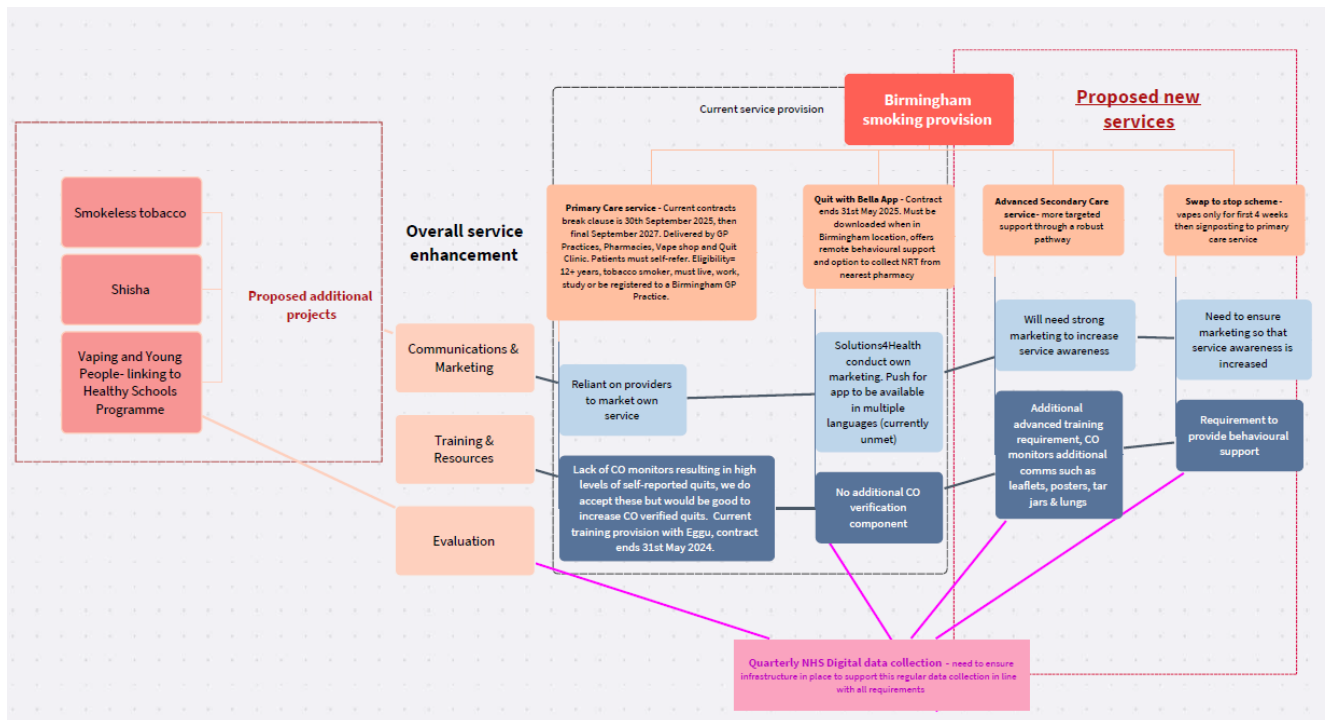
The purpose of this investment is to support existing smokers to quit through evidence based behavioural support to quit. A Section 31 grant agreement covers the first 12 months of the programme. The funding allocation was calculated by multiplying the total £70m pot by the percentage of England's smokers who live in Birmingham City Council.

The Section 31 grant agreement for Birmingham City Council for Year One funding of £1,676,048 was signed and returned to OHID on 8th March 2024. The grant will be ringfenced for use on LSSS and support.

The condition of the grant is that funding will be used for

- Enhancing local authority commissioners stop smoking services and support, in addition to and while maintain existing spend on these services and support from the public health grant. It should not replace other/existing smoking cessation programmes.
- Build capacity to deliver expanded local stop smoking services and support
- Build demand for local stop smoking services and support
- Deliver increases in the number of people setting a quit date and 4 week quit outcomes, reporting outcomes in the Stop Smoking Services Collection.

A flowchart of current and prospective future services is set out below:



2. Purpose

The purpose of the Smoking Cessation Task Group is to plan, develop and oversee the implementation of:

- 2.1 Additional services: Increasing the local 'Swap to Stop' offer and provision of vapes to support smokers to quit
- 2.2 Advanced services: Increasing referrals from a range of settings, such as acute and primary care, mental health services, substance misuse treatment services, workplaces
- 2.3 Enhancement of current services: Increasing provision of pharmacotherapies (including NRT), increasing smoking cessation adviser capacity across the system by training of local healthcare and community staff to deliver smoking cessation advice and referrals
- 2.4 Local system development: Strengthening existing collaborations with the NHS and other smoking cessation providers and streamline referral routes and developing new relationships with potential providers where needed
- 2.5 Marketing and communication campaigns: Developing a 'Gold' campaign to promote awareness of local services and motivate smokers to seek support, particularly focused on Birmingham's diverse communities
- 2.6 Evaluation: Undertaking evaluation to understand the impacts of our proposed changes and learn from what works

3. Task Group Objectives

Medium term – addressing system gaps. This will include commissioning targeted interventions for 2024 25 to engage populations with the highest prevalence as well as a specialist, community smoking support offer to align with MH & LD pathways, the Targeted Lung health check programme as well as preoperative support.

Long term - strengthen the current smoking support offer by modelling services for the next 2-3 years to align with and create an integrated Healthy lifestyle offer. These services will lay the foundation for any future healthy lifestyle services.

- Review current local stop smoking service provision
- Identify gaps and areas for further development
- Improve pathways for citizens to access evidence-based services
- Engage with citizens and high-risk target groups to improve service provision
- Develop and coordinate public awareness and communication campaigns

4. Membership

The following organisations will be represented on the Task Group:

- Birmingham City Council (Public Health)
- BSol ICS
- Birmingham Community and Voluntary Sector
- Birmingham Healthwatch
- Locality delivery partnership representation /Primary Care Networks
- LMC
- LPC
- University Hospitals Birmingham NHS Foundation Trust
- Birmingham Community Health Services NHS Trust
- Birmingham Women’s Hospital – Maternity
- Birmingham Mental Health NHS Trust
- CGL
- Targeted Lung Health Check Programme
- NHS England and NHS Improvement
- OHID
- University of Birmingham

Name	Position	Organisation
Becky Pollard (Chair)	Assistant Director of Public Health	Birmingham City Council
Keiran McKenzie	Service Lead (Adults)	Birmingham City Council

TBC	Senior Programme Officer (Smokefree Generation)	Birmingham City Council
Lynda Bradford	Service Lead (Addictions)	Birmingham City Council
Thomas Harwood	Head of Office (Comms)	Birmingham City Council
Sophiya Begum	Project Officer for Tobacco Dependency Program	NHS Birmingham and Solihull Integrated Care System
Wendy Loveridge	Director of Practice Support/Committee Secretary	Local Medical Committee (LMC)
Jeff Blankley	Chief Officer	Local Pharmaceutical Committee (LPC)
Sophiya Begum	Project Officer for Tobacco Dependency Program	NHS Birmingham and Solihull Integrated Care System
TBC		University Hospitals Birmingham NHS Foundation Trust
TBC		Birmingham Community Health Services NHS Trust
Heena Jabbar	Smoke free pregnancy Lead and Team Manager	Birmingham Women's Hospital – Maternity
Hanan Khan	Tobacco Dependency Lead	Birmingham and Solihull Mental Health Trust
Dorcas Abioye	Cluster Lead Nurse	Change Grow Live (CGL)
Dr Babu Naidu (Theresa Earle if BN unavailable) Tracy Jones (Lorrenda Waite as TJ on maternity leave) Kevin Wright (Ruby Hughes until KW replacement)	Consultant Thoracic Surgeon Programme Manager Service Evaluation Officer	Targeted Lung Health Check Programme
TBC		NHS England and NHS Improvement
Dmitri Nepogodiev	Interim Smoking & Tobacco Programme Lead	OHID

Dr Amanda Farley	Head of Postgraduate Research (PGR) for IAHR	University of Birmingham
Simon Hall (Louise Bown if SH unavailable)	Senior Delivery Manager - Wellbeing and Prevention	West Midlands Combined Authority
Andy Cave (tbc)	Chief Executive Officer	HealthWatch
Stephanie Bloxham	Health and Social Care Business Unit Manager	Birmingham Community Voluntary Sector

For information: Ben Murphy – Public Health Comms
Simon Yates – Senior Programme Officer (Addictions)
John Forde – Public Health Consultant, Solihull Council

Membership to be reviewed at regular interval.

Other representatives to be invited on an ad hoc basis, as required.

Sub-groups may be established to take forward specific pieces of work, as identified by the Task Group. These will be led by and directed by the Task Group and report back to it at regular intervals. Membership of the subgroups may include a wider representation according to the objectives of each group.

5. Task Group Requirements

- Each representative will nominate a suitable deputy in the event of unavoidable absence.
- Each representative will establish mechanisms to work with their own organisation to ensure that there is a two-way flow of communication. They will represent the views and needs of that organisation as well as keep them informed of the activities of the Task Group.
- Members will declare any outside interests on joining the Task Group. The Register of Interests will be held and regularly reviewed by the chair.
- The Task Group creates a forum where members can advocate internally between partner organisations. Members should use their access to strategic forums and to senior regional and national leadership for upward advocacy.

6. Meeting Frequency & Arrangements

- Frequency of meetings will be determined by the group (dates and locations to be confirmed by Birmingham Public Health).
- The expectation that these will be on a six-weekly basis unless otherwise stated.
- Meetings to follow an agenda as agreed by the group.
- Birmingham Public Health to lead on the coordination of the meeting.
- The group will be chaired either by the Assistant Director of Public Health (Adults and Older People) or by the Service Lead for Adults from Birmingham Public Health.
- A co-chair may be nominated from a different stakeholder organisation.
- Group membership and group meetings will be managed by the group, new additions to the group invited and recruited in agreement with the group.

Dates of Next Meetings:

- Thursday 5 September 2024, 11.30 – 13.00
- Thursday 17 October 2024, 11.30 – 13.00
- Thursday 28 November 2024, 11.30 – 13.00
- Thursday 6 January 2025, 11.30 – 13.00

7. Governance and Reporting

The Birmingham Smoking Cessation Task Group will report to the Birmingham and Solihull Tobacco Control Alliance.

Any subgroups will report to the Task Group.

8. Resources

The Task Group will generate ideas and proposals on how to utilise the Section 31 Smokefree Generation Grant and any other financial resources generated to enhance capacity and build demand for Local Stop Smoking Services within Birmingham (e.g. research grants or other potential funders).

9. Links to other Groups

Birmingham Public Health will share progress with the relevant councillors via their briefing meetings.

The Task Group will link with other existing groups, including:

- BSol CVD Prevention Board
- BSol Stroke Board
- Operational Tobacco Group
- Cancer Group
- Creating A Mental Health City Forum