

APPENDIX 2

Birmingham Smokefree Generation Briefing Paper August 2024

1. Purpose of paper

To inform the Birmingham Health and Wellbeing Board and the Birmingham and Solihull Tobacco Control Alliance (TCA) of the current smoke free generation landscape in Birmingham. The information provided in this briefing will be used to populate the joint Birmingham and Solihull TCA briefing paper and Birmingham Health and Wellbeing report on Smokefree Generation on 26th September 2024.

2. Legislation

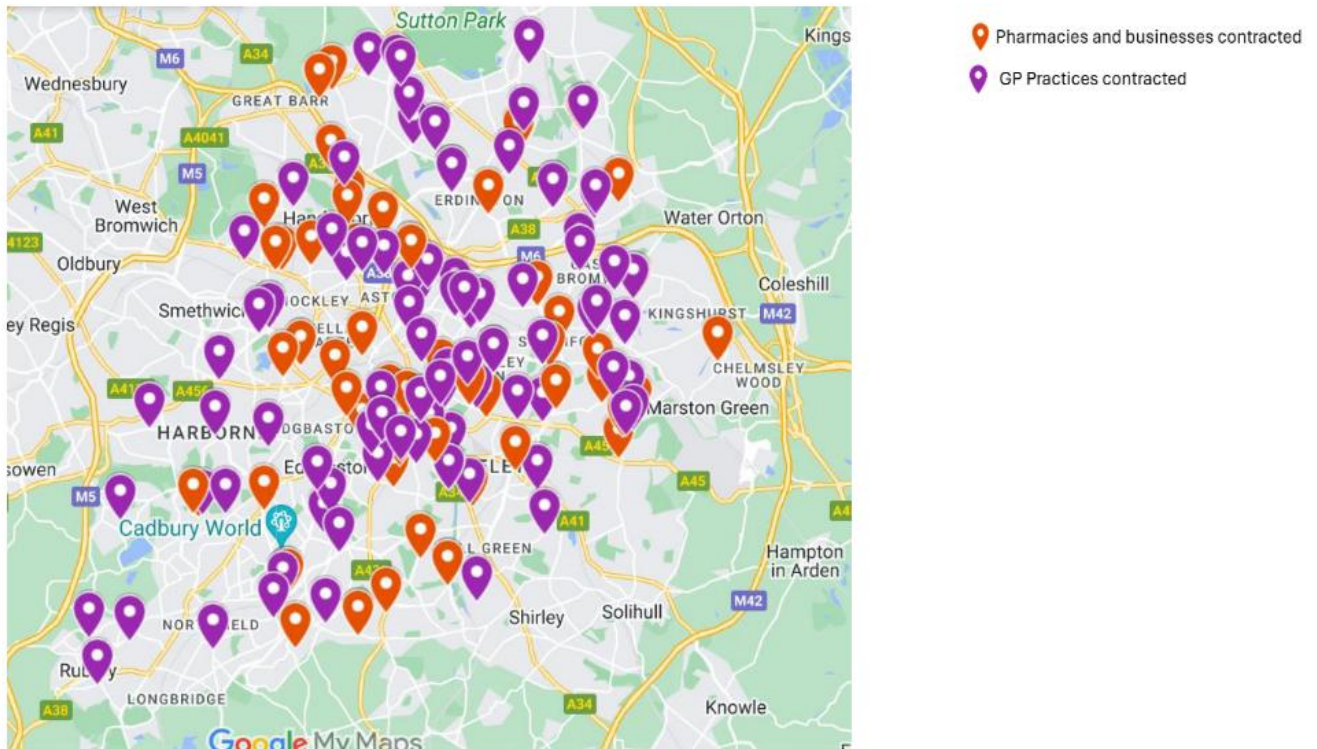
The Tobacco and Vapes Bill, as introduced in the Department of Health & Social Care's policy paper in October 2023 'Stopping the start: our new plan to create a smokefree generation', will make it an offence to sell tobacco products to anyone born on or after 1 January 2009. This bill was reintroduced in the King's Speech in July 2023. It's important to note that the emphasis of the bill will be on those who sell tobacco products and will never criminalise smoking.

3. Locally commissioned smoking cessation services

The aim of Birmingham's local authority commissioned stop smoking service is to maximise the number of smokers accessing the service and quitting long-term, therefore contributing to the reduction of smoking prevalence in Birmingham. The community service is currently delivered by 165 providers citywide, including, 92 GP Practices, 2 business and 71 Pharmacies. Contracts commenced October 2023 and are in place for 4 years total with a 2-year break clause. The community service consists of 12 weeks of behavioural support alongside Nicotine Replacement Therapy (NRT) and vapes. In addition to the community service, Birmingham City Council has commissioned Solutions4Health for the provision of an Artificial Intelligence Application called 'Quit with Bella'. This is a digital tool designed to assist individuals in quitting smoking through behavioural support and interventions. The current contract terminates May 2025.



Figure 1.1. Map showing location of community service provision across Birmingham



There is good coverage of stop smoking providers across the city of Birmingham meaning good accessibility for residents. However, there are 18 postcode districts with no service provision.

Comparatively, Birmingham City Council spends less per head of population on stop smoking treatment services and very little on wider tobacco control than the core city average and England average. The additional non-recurrent funding (Smokefree Generation £1.67m) will support very targeted cessation work at high-risk populations.

There continue to be challenges in integrating smoking cessation into maternity pathways and in high-risk groups e.g. those with enduring mental health issues. In addition, improvement is needed with referral pathway from NHS tobacco treatment services and local authority commissioned services. Currently, access to local support services for Birmingham citizens looking is by self-referral by contacting a provider and making an appointment. The additional grant funding aims to address these issues and gaps although recognising it is currently only secured for one year.

The Birmingham and Solihull Integrated Care Board is also responsible for commissioning activity and services to treat tobacco dependency. It oversees tobacco treatment service for those admitted to hospital who smoke, pregnant women who smoke and are in contact with maternity services and those with severe mental health illness. It also coordinates the of the national Targeted Lung Health Check programme pilot within Birmingham.



4. Smoking statistics

Smoking prevalence:

Table 1.1 smoking prevalence of populations within Birmingham compared to England:

Population	Birmingham smoking prevalence (%)	England smoking prevalence (%)
Adults (18+) – current smokers (2022) [1]	13.6%	12.7%
Adults (18+) – never smoked (2020) [1]	61.7%	61.6%
Smoking status at time of delivery (2022/23) [1]	7.1%	8.8%
Smoking prevalence in adults (18-64) in routine and manual occupations (2022) [1]	23.5%	22.5%
Smoking prevalence in adults (18+) with a long-term mental health condition (2022/23) [1]	28.2%	25.1%
Adults (18+) identified as smoking tobacco at the start of substance misuse treatment (2021/22) [2]	86%	62%
Young people (under 18) identified as smoking tobacco at the start of substance misuse treatment (2022/23) [2]	22%	42%

Data sourced from:

1. Fingertips, Smoking Profile, Birmingham
2. National Drug Treatment Monitoring System, Commissioning report, Birmingham

The below tables and figures provide an up-to-date statistical picture of the current position in Birmingham. The below data is reported to NHS Digital on a quarterly basis and includes statistics on those accessing Birmingham City Council commissioned stop smoking services, including those accessing support via GP Practices, Pharmacies, businesses and the Quit with Bella Application. Data source for the below tables can be found [Statistics on NHS Stop Smoking Services in England - NHS England Digital](#).

Accessing services:

310,945 individuals accessed Birmingham City Council commissioned stop smoking services and set a quit date in 2023/24. Table 1.2 shows persons setting a quit date and outcome per 100,000 smokers in 2023/24 for both Birmingham and England. Birmingham has a higher rate per 100,000 compared to England for those setting a quit date. However, England has a much higher rate per 100,000 of those successfully quitting at 4 weeks compared to Birmingham.



Table 1.2 rates per 100,000 smokers for Birmingham compared to England:

	Birmingham	England
Setting a quit date	9,025	3,346
Successful quitters (self-reported)	3,029	1,800
Not quit	3,151	914
Not known/ lost to follow up	2,846	631
Successful quitters (self- reported), confirmed by CO validation	416	363

Table 1.3 shows the number of individuals accessing Birmingham’s local stop smoking service in 2023/24 by gender. The split is even as 52% service users identify as male and 48% as female.

Table 1.3 gender breakdown of those accessing the stop smoking service:

Gender	Male	Female	Total
Number of quit dates set	5,719	5,226	10,945

Table 1.4 shows the number of individuals accessing Birmingham’s local stop smoking service in 2023/24 by ethnicity. 57% of individuals accessing the service are White. Black/ Black British have the lowest figure with 2.3%.

Table 1.4 ethnicity breakdown of those accessing the stop smoking service:

Ethnicity	White	Asian/ Asian British	Black/ Black British	Mixed	Other ethnic groups	Not stated	Total
Number of quit dates set	6,242	2,202	250	1,070	445	736	10,945

Table 1.5 shows the number of individuals accessing Birmingham’s local stop smoking service in 2023/24 by occupation. Those in routine and manual occupations make up 26% of service users. Unfortunately, 18% of service users occupation status could not be coded, this could be because this question is optional or that they did not want to record this.



Table 1.5 occupation breakdown of those accessing the stop smoking service:

Occupation	Number of quit dates set
Managerial/ Professional	767
Intermediate occupations	151
Routine and Manual occupations	2,860
Full time students	222
Home carers (unpaid)	570
Never worked or unemployed for over 1 year	2,674
Retired	732
Sick/ disabled and unable to return to work	962
Unable to code	2,007
Total	10,945

Successful Quits:

In 2023/24 10,945 individuals set a quit date, of those 3,673 (34%) successfully quit at 4 weeks. Table 1.6 shows the number of individuals quitting smoking using Birmingham’s local stop smoking services in 2023/24 by pharmacotherapy type.

Table 1.6 pharmacotherapy breakdown of those quitting smoking using the stop smoking service:

Pharmacotherapy	Single NCP only	Combination of licensed NCPs	Unlicensed NCP	Did not use any NCP	Not known	Total
Number of successful quitters	1,168 (52% success rate)	628 (27% success rate)	377 (84% success rate)	1,273 (24% success rate)	36	3,673 (34% success rate)

Table 1.7 shows a breakdown of intervention of the 3,673 successful quitters using Birmingham’s local stop smoking services in 2023/24.



Table 1.7 intervention breakdown of those quitting smoking using the stop smoking service:

Intervention type	One-to-one support	Telephone support	Other	Total
Number of successful quitters	1,565 (45% success rate)	548 (49% success rate)	1,557 (24% success rate)	3,673

5. Swap to stop

The Swap to Stop scheme was introduced by Office for Health Improvement and Disparities (OHID) to improve the health of the nation and cut smoking rates by encouraging smokers to swap cigarettes for vapes. Birmingham submitted an expression of interest agreement for the swap to stop scheme which has been approved. This has been for the local substance misuse and alcohol service (Change Grow Live) whose service users have one of the highest prevalence of smoking in Birmingham.

6. Smokefree Generation Section 31 Grant funding

Background

In 2023, the government announced an additional £70 million for local authorities in England for local stop smoking services and support, delivered through a Section 31 grant. Birmingham City Council has been allocated an additional £1,676,048 to spend in financial year 2024-25 to enhance local stop smoking services and support.

A Cabinet Member Briefing paper was submitted on 1st February 2024 which outlined proposals for spend of the Section 31 grant and to highlights existing services, gaps and solutions for what the Section 31 grant could be spent on.

Table 2.1 outlines the targets for Birmingham City Council as set by Office for Health Improvement and Disparities (OHID) for the full 5 years of funding, including the percentage increase year on year.

Table 2.1 Birmingham City Council target trajectory for those setting a quit date, as set by Office for Health Improvement and Disparities (OHID)

National Goal Increase	Smoking Population Proportion	1 Year figure (Goal*Smoking Proportion)	5 Year Figure	Y1 (25%) Increase	Y2 (50%) Increase	Y3 (125%) Increase	Y4 (150%) Increase
193,908	2.394%	4,643	23,214	1,161	2,321	5,804	6,964

To ensure an open and collaborative process in utilising the additional funds, the Birmingham Public Health Adults Team has set up a multi-agency task group, the Birmingham Smoking Cessation Task Group (BSCTG). Membership consists of representatives from a range of external and internal stakeholders. The purpose of the BSCTG is to plan, develop and oversee the implementation of:



- Additional services: Increasing the local 'Swap to Stop' offer and provision of vapes to support smokers to quit
- Advanced services: enabling referrals from a range of settings, such as acute and primary care, mental health services, substance misuse treatment services, workplaces
- 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
- 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
- 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.
- Evaluation: Undertaking evaluation to understand the impacts of our proposed changes and learn from what works

Recent activity

Most recently, partners from across the system have been invited to submit an expression of interest to the BSCTG detailing potential use of the funds and address gaps within current service provision. This approach has been adopted to ensure broad and inclusive engagement through the sharing and promotion of proposals and ideas. The primary focus will be on increasing the capacity and demand for smoking cessation services, while also addressing significant inequalities in smoking prevalence across different populations within the city. By doing so, we aim to enhance our efforts in reducing smoking rates and improving public health outcomes for all our residents. To date, the Task group has received 12 expressions of interest which are now being considered for funding during this financial year.

To ensure appropriate accountability and governance, the BSCTG reports to the Birmingham and Solihull Tobacco Control Alliance. In addition, progress reports will be provided to the Birmingham Health and Wellbeing Board.

Recruitment

The Birmingham City Council is currently recruiting two additional fixed-term jobs to provide additional capacity to support delivery of the Smokefree Generation Section 31 Grant. A senior programme officer is under recruitment and a communications officer has successfully been appointed.



Q1 financial reporting

As per the Local Stop Smoking Services and Support Grant 2024-2025 condition 12, Birmingham City Council must complete a financial reporting template every quarter. The total spends for Q1 totals to £19,958 and includes costings for leadership, co-ordination and commissioning and increased promotion of local stop smoking support. However, additional costs for enhanced service provision and other activities will be reflected in future financial returns.

7. Shisha

Birmingham City Council have commenced a 'gold standard' research project focused on Shisha consumption in Birmingham. This is a two-year community engagement project, to end in 2026, with various stakeholder engagement such as environmental health. The aims of the project are to fill gaps in knowledge around shisha consumption in Birmingham and will report to the Birmingham and Solihull Tobacco Control Alliance.

8. Youth Vaping

Action for Smoking and Health (ASH) has recently published their annual Smokefree GB Youth Survey for 2024:

Use of vapes

The 2024 data reveals that while the rate of youth vaping has stabilised, it remains high, with 18% of 11–17-year-olds (20% in 2023) having tried vaping. Since 2021, there have been more children vaping than smoking since 2021.

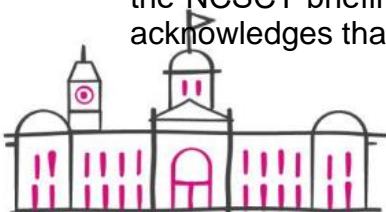
Frequency of use

Amongst 11–17-year-olds, 'once or twice' experimentation has remained the most common type of vape use amongst young people. For the first time since the survey began in 2013, regular use (more than once a week) (4.2%) has overtaken occasional use (less than once a week) (3%).

Reasons for vaping.

The most common reason for vaping, both amongst never and ever smokers is 'Just to give it a try, followed by 'Other people use them, so I join in'. 5.7% of ever smokers said they use them instead of smoking and 5.9% because they are trying to quit smoking. For the second year in a row most children aged 11-17 (58%) wrongly believe that vaping is about the same or more harmful than smoking. This also includes nearly half of those who have tried vaping (46%) and so believing vaping is harmful does not appear to be putting children off trying vaping.

Whilst youth vaping and addiction to vaping is a concern in Birmingham, commissioned support for people who want to stop vaping is not something Birmingham City Council are currently considering. This is due to the lack of evidence regarding the cost effectiveness that a vaping service would entail as highlighted in the NCSCT briefing 'Why do we not have Stop Vaping Services?'. The briefing also acknowledges that there is not strong evidence of harm from vaping.



The Smokefree GB survey carried out by YouGov has shown that vapes has become the most popular quitting aid among those who have successfully quit smoking in the last 5 years. Birmingham City Council therefore recognises the need for balance when considering vaping and support the statement by Chief Medical Officer Chris Whitty “*If you smoke, vaping is much safer; if you don’t smoke, don’t vape; marketing vapes to children is utterly unacceptable.*”

9. Enforcement (Trading Standards)

Birmingham City Council have an internal Memorandum of Understanding (MOU) between the Public Health team and Trading Standards to deliver activity to prevent illicit vape sales for the period 2024/25. More specifically, the project is to fund work aimed at supporting the improvement of health through the inspection and advice of shops selling vapes and nicotine inhaling products as well as targeting those premises who sell these products to underage customers. The MOU provides Trading Standards with three full time employees and has the quarterly target to undertake 20 inspections on premises. In quarter one 2024/25, a total of 37 premises were visited based off intelligence and all failed the compliance test, for instance a vape tank size of over 2ml (nicotine). Advice was given by trading standards officers, which included a traders notice, leaflets, a letter from Trading Standards and an ID poster pack. Re-visits to failing premises later in the year will be conducted to test compliance following advisory visits.

Trading Standards Birmingham have highlighted the challenge of gaining young people to participate in mystery shopping activity. The BCC Public Health team are exploring options that include utilising the Bolder Healthier Youth Champions as a pool of young people for mystery shopping activity. This could act as a sustainable pool of young people moving forward; however, other sources are required to further minimise risk.

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