

Smoke Free Generation Update: Health and Wellbeing Board

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Purpose of the paper

To update Board members on progress towards:

- delivering the 'Stopping the start: our new plan to create a smokefree generation' policy
- the use of the Smokefree Generation Section 31 Grant (£1,676,048) awarded to Birmingham City Council in 2024/25
- Ask for ongoing support to this work

‘Stopping the Start: our new Plan to create a Smokefree Generation’

- Legislation to create a smokefree generation
- Supporting people to quit smoking
- Addressing Youth Vaping
- Enforcement– underage sales, point of sale, age restrictions and spot fines



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Tobacco and Vape Bill

- The Tobacco and Vapes Bill was 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'.
- The bill:
 - Will make it an offence to sell tobacco products to anyone born on or after 1 January 2009 and was reintroduced in the King's Speech in July 2024.
 - Will give government powers to curb youth vaping while ensuring adult smokers can still use vapes to quit, such as regulations on vape branding, flavours and advertising.

Smoking prevalence

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%

Key achievements

- Birmingham and Solihull Integrated Care Partnership - Joint Position Statement in support of the plan setting out pledges to bring together local partners to renew our efforts to work together to reduce harmful tobacco use
- Set up of the BSol Tobacco Control Alliance
- Establishment of the Birmingham Smoking Cessation Task Group to manage the additional Smokefree Generation Grant (£1,676,048 in 2024/25)

Current Smoking Cessation Services

- The current community service commissioned by Birmingham City Council is being delivered by 165 providers citywide, including:
 - 92 GP Practices
 - 71 Pharmacies
 - 2 Businesses
- The community service consists of 12 weeks of behavioural support alongside Nicotine Replacement Therapy (NRT) and vapes.
- In addition, the council has commissioned Solutions4Health for the provision of an AI app called 'Quit with Bella'. It is designed to assist individuals in quitting smoking through behavioural support and interventions.



📍 Pharmacies and businesses contracted
📍 GP Practices contracted

Stop Smoking Service performance

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

NHS Long Term Plan Treating Tobacco Dependency Programme

- Acute in-patient support services
- Services for those with severe mental health illness
- Support for pregnant women who smoke and are in contact with maternity services
- Coordination of the National Targeted Lung Health Check programme pilot in Birmingham

Smoke Free Generation Grant

- Additional funding for local stop smoking services and support over the next five financial years, starting 2024/25 until 2028/29.
- Birmingham City Council allocated £1,676,048 in financial year 2024-25.
- Local authorities must maintain spend on existing services, must not use the fund to replace existing services and must adhere to quarterly reporting requirements.
- The condition of the grant is that funding will be exclusively used to:
 - Build capacity to deliver expanded local stop smoking services and support.
 - Build demand for local stop smoking services and support.
 - Increases the number of people setting a quit date and 4 week quit outcomes.
 - Report outcomes quarterly to NHS Digital against expenditure.

Shisha

- A two-year 'gold standard' community engagement project focused on Shisha consumption is underway, set to end in 2026.
- The aims of the project are to fill gaps in knowledge around shisha consumption in Birmingham and offer recommendations to address this public health issue.
- The project will report to the Birmingham and Solihull Tobacco Control Alliance.

Youth Vaping

- Action for Smoking and Health (ASH) has recently published their annual Smokefree GB Youth Survey for 2024:
 - The 2024 data reveals that the rate of youth vaping 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.
 - Amongst 11–17-year-olds, ‘once or twice’ experimentation has remained the most common type of vaping amongst young people.
 - 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.
- Commissioned support for people who want to stop vaping is not something Birmingham City Council are currently considering.

Enforcement

- Birmingham City Council Public Health have an internal Memorandum of Understanding (MOU) with Trading Standards to deliver activity to prevent illicit vape sales for the period 2024/25.
- The project funds the inspection and advice for shops selling vapes and nicotine inhaling products as well as targeting those premises who sell these products to underage customers.
- In quarter one of 2024/25, a total of 37 premises were visited based off intelligence and all failed the compliance test. An example of a failure is due to the presence of illicit vapes.
- Re-visits to failing premises later in the year will be conducted to test compliance following advisory visits.

Recommendations to the Board

- Note progress to date and offer any feedback
- Note that further updates on national legislation awaited
- Board members provide ongoing support of future proposals and plans set out in the briefing paper



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