

From: Graham Gibbens, Cabinet Member for Adult Social Care and Public Health

Andrew Scott-Clark, Director of Public Health

To: Health Reform and Public Health Cabinet Committee

22 November 2018

Subject: **Stop Smoking Services**

Classification: Unrestricted

Previous Pathway: This is the first committee to consider this report

Future Pathway: None

Electoral Division: All

Summary: Smoking prevalence is declining steadily in Kent (16.3%) and nationally (14.9%), but further work is needed to support more smokers to quit, particularly those from Routine and Manual Worker groups where smoking prevalence is 32.4% (the highest rate in the South East). Fewer people are engaging with Specialist Stop Smoking Services which still provide the most successful chance of quitting. Kent needs to adopt a wider approach that will motivate and engage more smokers to quit using a range of methods that meets their needs. This should include specialist stop smoking services, GPs offering appropriate medication for those who do not wish to engage with services and a range of self-help resources that are digitally available to assist those who wish to make a quit attempt alone. A Smoking Cessation Needs Assessment is being conducted and Review of Current Services undertaken to inform the commissioning of a smoking cessation model to achieve the target of 12% smoking prevalence in Kent. This will mean accomplishing 45,000 fewer smokers by the end of 2022.

Recommendation: The Health Reform and Public Health Cabinet Committee is asked to:

- a) **Comment on and Endorse** the contents of this report;
- b) **Agree** to the proposal of the Smoking Plus model and to Kent's ambition of achieving 45,000 fewer smokers by 2022;
- c) **Acknowledge** the Needs Assessment and Review of Stop Smoking Services that is currently being undertaken; and
- d) **Seek** a further paper on the outcomes and recommendations of the review that will propose an effective model of smoking cessation provision that meets the needs of smokers who want to quit.

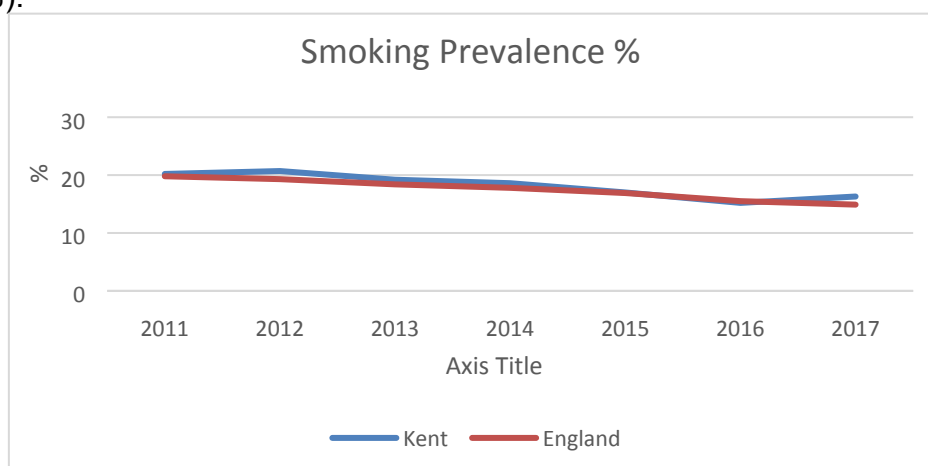
1. **Background.**

1.1 Smoking is still a major determinant of health inequalities and the main

preventable cause of premature mortality, accountable for 1 in 6 of all deaths in England. Mortality rates due to smoking are three times higher in the most deprived areas than the most affluent areas. Smoking also carries a financial burden; costing Kent £346.5m each year, £76.5m of which impacts directly upon the NHS¹. Over the last 5 years, smoking prevalence has reduced in Kent by 4.4%. In 2012, 20.7% of the Kent adult population smoked; in 2017 rates are estimated to be 16.3²%.

1.2 Introduction

1.3 In Kent, there are 197,000³ adults who smoke. Kent has a smoking prevalence of 16.3%; 1% increase on last year (2016) and 1.4% above the national average (14.9%).



Source: Annual Population Survey (APS)

1.4 Smoking estimates at a district level can be observed below, but should be noted that are less precise due to smaller survey numbers⁴.

<u>Locality</u>	<u>Prevalence 2017</u>	<u>Locality</u>	<u>Prevalence 2017</u>
Kent	16.3%		
Ashford	18.1%	Sevenoaks	12.0%
Canterbury	14.8%	Shepway	16.5%
Dartford	10.2%	Swale	17.9%
Dover	18.7%	Thanet	23.7%
Gravesham	18.3%	Tonbridge & Malling	11.6%
Maidstone	17.1%	Tunbridge Wells	15.0%

Source: Public Health England, Local Tobacco Profiles 2017

¹ Action on Smoking and Health, ASH Ready Reckoner, September 2018

² Public Health England, Local Tobacco Profiles 2017 <https://fingertips.phe.org.uk/profile/tobacco-control/data#page/4/gid/1938132886/pat/6/par/E12000008/ati/102/are/E10000016/iid/92445/age/183/sex/4>

³ As Above

⁴ Surveys which use small numbers have wide confidence intervals and thus provide a more imprecise measure.

1.5 District level data and activity is reported to the Kent Tobacco Control Alliance and contributes to the Kent and Medway Sustainability and Transformation Plan (STP): Prevention Workstream Action Plan. Initiatives such as Smoke Free Parks and Smoke Free School Gates support the national Tobacco Control Plan: ‘Towards a Smokefree Generation⁵’ in its aim to promote smokefree public spaces frequented by children and young people.

2. Current Model

2.1 ASH reports that 68% of smokers want to quit. Despite this the number of people accessing stop smoking services continues to fall, with only 3% smokers choosing to quit using these services. Last year (2017/18) 6,196 smokers set a quit date with Kent NHS Stop Smoking Services and 3,126 successfully quit (51%⁶).

2.2 In 2018/19, the annual budget for commissioned stop smoking services in Kent is £1.7m allied to a target of 3,400 quits. In 2017/18, the service cost, on average, £500 per quitter⁷.

Cost Per Quitter 2017/18	Kent	Surrey	E.Sussex	Medway
Cost per quitter (inc pharmacotherapy)	£529	£376	£842	£461

Source: NHS Digital, August 2018

2.3 Specialist Stop Smoking services provide the best chances of quitting successfully and referrals to the core services should be seen as best practice but it should also be acknowledged that some smokers may prefer other methods of quitting (such as going to a GP, vaping, self-help apps etc). The STP Prevention Action Plan details a range of additional evidence-based partnership initiatives to increase smoking quit rates in Kent. In the absence of STP funding, they are being delivered on a smaller scale and funded from the allocated Public Health Tobacco Control budget (£145,000 per year).

3.0 Achieving National targets

The National Tobacco Control Plan, ‘Towards a Smokefree Generation’ sets the following national targets by 2022:

- Reduce smoking prevalence amongst adults in England to 12% or less
- Reduce the inequality gap in smoking prevalence between those in routine and manual occupations and the general population
- Reduce the prevalence of 15 year olds who regularly smoke to 3% or less

⁵ Department of Health, Towards a Smokefree Generation – A Tobacco Control Plan for England, July 2017 https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/630217/Towards_a_Smoke_free_Generation_-_A_Tobacco_Control_Plan_for_England_2017-2022_2_.pdf

⁶ NHS Digital, [Statistics on NHS Stop Smoking Services in England - April 2017 to March 2018](#) August 2018

⁷ As Above

- Reduce the prevalence of smoking in pregnancy to 6% or less.

3.1 The 11 programmes in the Kent and Medway STP Prevention Action Plan will assist Kent in achieving the national targets. This means that in real terms, by the end of 2022, Kent will have 45,074 fewer smokers.

As a working guide for districts, this can be estimated as follows⁸:

3.2

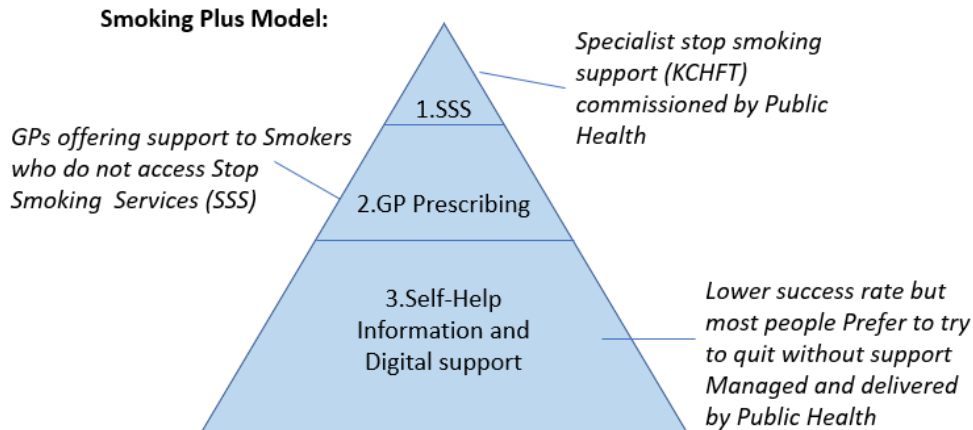
<u>County/District</u>	<u>2017 smoking prevalence</u>	<u>2017 Est. No. of smokers</u>	<u>2022 Est. no of smokers @ 12% prevalence</u>
Kent	16.3%	197,002	145,032
Ashford	18.1%	17,761	11,775
Canterbury	14.8%	19,782	16,039
Dartford	10.2%	8,199	8,199
Dover	18.7%	17,222	11,052
Gravesham	18.3%	14,868	9,749
Maidstone	17.1%	22,391	15,589
Sevenoaks	12.0%	11,136	11,136
Shepway	16.5%	14,876	10,819
Swale	17.9%	20,364	13,652
Thanet	23.7%	26,427	13,381
Tonbridge & Malling	11.6%	11,514	11,514
Tunbridge Wells	15.0%	13,694	10,956

Source: Office of National Statistics and Public Health England

3.3 Example of new Models of Working:

Professor Robert West of University College London has created the Smoking Plus model; an evidence-based Stop Smoking model designed to deliver future proof stop smoking support in response to the trend of fewer smokers engaging with stop smoking services. The model is being implemented across London Boroughs, optimising three tiers of cost-effective smoking cessation support based on user choice:

⁸ Surveys which use small numbers have wide confidence intervals and thus provide a more imprecise measure.



- 3.4 Tier 1 core Stop Smoking Services are cost-effective and should be accessible to people who want to use them.
- 3.5 Tier 2, GP prescribing is featured in the Kent and Medway STP (Prevention) and there are plans to pilot the model in Ashford before rolling out across the whole of Kent. The pilot will need to take into account:
- That GP prescribing for NRT and pharmacotherapy is undertaken as partnership working to treat smokers to quit and not as a commissioned stop smoking service with GPs and CCGs
 - the current Patient Group Directive (PGD) remains in place and is not undermined (under the PGD Public Health only reimburses prescribing costs for smoking to contracted providers)
- 3.6 Tier 3: the Kent Smoke free website will be expanded to provide information along with tools and resources (such as apps and vaping) to help smokers quit if they wish to do so alone.
- 3.7 Smoking Plus and the STP Action Plan will also form the basis of a Stop Smoking review that will be undertaken by KCC Commissioning, Public Health and KCHFT. It is proposed that the outcome of the review be presented to the Cabinet Committee in January 2019.
Other service models (such as Home Visit Advisers for pregnant women who smoke) are explained in the Smoking in Pregnancy paper presented to the Health Reform and Public Health Cabinet Committee on the 22nd November 2018.
- 4.0 **Conclusion**
- 4.1 Overall, smoking prevalence has declined since 2012. It is estimated that 16.3% of adults in Kent smoke. However, more needs to be done to reduce the numbers of those who take up smoking in the first place and to support smokers to quit as soon as possible, particularly those from Routine and Manual Worker groups where smoking prevalence is currently 32.4%.
- 4.2 Specialist Stop Smoking Services are reducing in popularity but still provide the most successful chance of quitting. Kent needs to widen its approach to ensure

that smokers are encouraged to quit smoking, receive consistent and effective support in their quit attempt and have a range of methods to access based on choice.

4.3 A review on stop smoking is being conducted by Public Health and will provide the focus for a new approach to support commissioning plans. The review will be aligned to the Smoking Plus model and the STP Action Plan.

5.0 Recommendation: The Health Reform and Public Health Cabinet Committee is asked to:

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- b) **Agree** to the proposal of the Smoking Plus model and to Kent's ambition of achieving 45,000 fewer smokers by 2022;
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Background Documents

None

6.0 Contact Details

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