

Health Improvement Board (HIB)

9th September 2021

Oxfordshire Tobacco Control Alliance Action Plan, 2021/22

Purpose / Recommendation

1. HIB members are asked to endorse the proposed Oxfordshire Tobacco Control Alliance Action Plan (see Appendix 1), 2021/22

Executive Summary

Reducing tobacco-related harm is a priority for Oxfordshire County Council and for the HIB. This paper presents a proposed 2021/22 tobacco control Action Plan for County and District Councils, and for Oxfordshire's NHS Organisations. It includes activity aligned to the Oxfordshire Tobacco Control Strategy 2020-25 and is aimed at preventing people from starting to use tobacco, creating smokefree environments and supporting smokers to quit. This is alongside ongoing Oxfordshire County Council work ensuring local regulation/enforcement of tobacco including targeting the illegal sale of illicit tobacco and the sale of tobacco / electronic cigarettes to those under the age of 18 years. Health Improvement Board members are asked to endorse the proposed Action Plan (see Appendix 1).

Background

2. In May 2020, County and District Councils across Oxfordshire, as well as local NHS organisations, signed up to a County-wide Tobacco Control Strategy with an ambition to be [smoke free by 2025 \(defined as an overall smoking prevalence of <5%\)](#). This was five years earlier than the national target, as outlined in the Government [National Tobacco Control Plan for England 2017-22](#). The Oxfordshire Tobacco Control Strategy has four key pillars for a whole systems approach to local tobacco use: prevention, creating smokefree environments, enforcement, and supporting smokers to quit.
3. In May 2021, [a paper was presented](#) to HIB members providing a high-level summary of proposed key areas of activity in 2021/22. These include working closely with our NHS colleagues, communities, and workplaces to help create healthy smokefree environments, at the same time as providing quit support to those who need it most.
4. In June 2021, the Oxfordshire Tobacco Control Alliance (OTCA) met to propose defined actions supporting these key areas of activity. The OCTA is an officer-led alliance of organisations signed up to the Oxfordshire Tobacco Control Strategy.

Key Issues

5. For HIB members to consider is that it will require efforts across all partner organisations, if Oxfordshire is to achieve its 2025 smokefree ambition. This is not limited to the actions proposed in this paper.

Budgetary implications

6. Funding for Oxfordshire County Council's smokefree work in the public health team comes from the [ringfenced public health grant](#). Other partner organisations fund their smokefree work directly, with NHS organisations due to receive additional funding for supporting in-patients, pregnant women at the time of delivery, and long term users of specialist mental health services to stop smoking through the Buckinghamshire

Oxfordshire and Berkshire West (BOB) Integrated Care System (ICS) as part of the [NHS Long Term Plan](#) commitments on smoking. The exact NHS BOB ICS allocation for 2021/22 to each organisation is still to be determined.

Equalities implications

7. Smoking remains the single largest preventable driver of [health inequalities](#) in England. Tobacco-related harm disproportionately impacts people living in more deprived areas, in routine and manual occupations, and those with long term mental ill health. Alongside helping to create healthy family friendly environments, the proposed 2021/22 Action Plan specifically targets these population groups for additional support when trying to quit.

Sustainability implications

8. There are no significant sustainability implications arising from this paper. Reducing cigarette consumption more broadly can benefit climate change and environmental harm from reducing emissions related to the cultivation of tobacco as well as cigarette manufacture, transport, packaging, and waste. For example, 62% of people drop litter and smoking materials constitutes 35% if all street litter. The majority of cigarette filters are non-biodegradable which must be collected and disposed of in landfill sites. The Action on Smoking and Health (ASH) [Ready Reckoner](#) estimates 442,510 cigarettes are consumed daily in Oxfordshire, leading to approximately 64kg of waste daily. This represents around 23 tonnes of waste annually, of which 10 tonnes is collected by the Councils.

Risk Management

9. Reducing tobacco-related harm is a priority for the HIB, Oxfordshire County Council and members of the OTCA. The proposed Action Plan aims to balance the roles of supporting people to quit alongside preventing uptake and creating smokefree environments. There is reputational risk for not achieving the County-wide smokefree by 2025 ambition.
10. E-cigarettes are a relatively new approach to reducing smoking rates. The scientific evidence supporting their use in tobacco harm reduction is generally less well-known than for other forms of nicotine replacement.
11. Mitigations of these risks include working closely with relevant stakeholders to agree actions, and in ensuring appropriate stakeholder/public consultation where necessary.

Communications

12. The smokefree Oxfordshire 2025 Strategy was consulted on with members of the public and key stakeholders prior to its launch in May 2020. The proposed 2020/21 Action Plan has been discussed and agreed among officers representing key stakeholders prior to it being presented to HIB members.

Key Dates

13. N/A

Report by: Senior Responsible Officer for Tobacco Control, Oxfordshire County Council

Contact Officer: Adam Briggs, Consultant in Public Health, Oxfordshire County Council.
Adam.briggs@oxfordshire.gov.uk

Appendix 1. Proposed Oxfordshire Tobacco Control Alliance Action Plan, 2021/22

#	Action:	How will progress be measured:	Who:	Due by:
City, District, and County Councils				
1	<p>Work with HR and estates to ensure that staff policy on tobacco control includes no smoking indoors or outdoors on Council owned property, with exemptions for e-cigarette use outdoors (as per the South East Position Statement on E-cigarettes (see Action 4)).</p> <ul style="list-style-type: none"> - Provide appropriate signage to ensure that staff and visitors are aware that sites are no-smoking indoors and outdoors. - Support managers, estates, and front-of-house staff to be trained in providing very brief advice (VBA) to people who wish to smoke, including signposting to support for quitting (training provided for free by Oxfordshire County Council) 	<ul style="list-style-type: none"> - HR tobacco policies reviewed (and updated where necessary) to ensure they include smokefree Council owned estate - Proportion of Council-owned sites with smokefree signage - Number of managers, front of house, facilities, and estates staff trained in VBA and in signposting to quit support 	All Councils	Oct-21
2	<p>Make Council-owned playgrounds voluntarily smokefree areas, including checking and updating signage where necessary and supporting council-staff working in playgrounds to undergo very brief advice training for tobacco use. Where playgrounds are not Council-owned, this will involve working with local parish and town Councils (training provide for free by Oxfordshire County Council, small scale community smokefree funding will be available to help with costs i.e. signage).</p>	<ul style="list-style-type: none"> - Proportion of all playgrounds denoted no smoking - Proportion of all playgrounds with smokefree signage - Number of staff trained in VBA 	City and District Councils	Mar-22
3	<p>Support people working in routine and manual occupations to be smokefree.</p>	<ul style="list-style-type: none"> - Number of employers of routine and manual staff adopting smokefree HR policies - Proportion of all smokers that stop smoking that are from routine and manual occupations 	Oxfordshire County Council (with support from City and District Councils)	Mar-22

4	Improve understanding across Oxfordshire in the role of e-cigarettes as a route to reducing tobacco-related harm as per the South East Position Statement on E-cigarettes and increase the availability of regulated e-cigarettes to those residents who wish to quit smoking tobacco.	<ul style="list-style-type: none"> - Regulated e-cigarettes added to Local Stop Smoking Services as part of their nicotine replacement offer for those wishing to quit - Number of organisations attending training on the role and provision of regulated e-cigarettes as part of tobacco-harm reduction - Number of vape-shops partnering with the Local Stop Smoking Services and number of staff trained in VBA 	Oxfordshire County Council	Mar-22
5	Supporting prospective and new parents, and their partners, to be smokefree during pregnancy and during early years	<ul style="list-style-type: none"> - Development of a strategy around how to work with system partners to support prospective and new parents, and their partners, not to smoke during pregnancy and in early years 	Oxfordshire County Council	Mar-22
Oxfordshire Clinical Commissioning Group				
6	Encouraging Oxfordshire Clinical Commissioning Group commissioned services to support Oxfordshire's smokefree ambition	<ul style="list-style-type: none"> - Identification of future contracts where include tobacco-related harm reduction measures are included as part of contract KPIs - KPIs related to tobacco use to be considered as part of contract reviews, aligned to Oxfordshire smokefree ambitions (e.g. smoking at time of delivery) 	Oxfordshire Clinical Commissioning Group and Oxfordshire County Council	Mar-22
7	Maximise opportunities for Oxfordshire primary care to support people to quit smoking	<ul style="list-style-type: none"> - Annual message from primary care to all registered smokers advising them to quit and how to access Local Stop Smoking Services - Agree an approach between Oxfordshire County Council, Oxfordshire Clinical Commissioning Group, and other relevant stakeholders about role of primary care in referral to Local Stop Smoking Services, practice staff attending VBA training and future prescribing of Nicotine Replacement Therapy (NRT) /pharmacotherapy 	Oxfordshire Clinical Commissioning Group and Oxfordshire County Council	Mar-22

Oxford Health NHS Foundation Trust				
8	Increase staff training in providing advice to quit	<ul style="list-style-type: none"> - Have a staff member trained in providing advice to quit and in prescribing NRT on every inpatient mental health ward - Number and proportion of mental health inpatients who smoke having received advice to quit and offered NRT 	Oxford Health NHS Foundation Trust	Mar-22
9	Relaunch a smokefree Oxford Health NHS Foundation Trust	<ul style="list-style-type: none"> - Review of organisational smoke free policy - Conference for inpatient staff on smokefree 	Oxford Health NHS Foundation Trust	Oct-21
10	Development of patient pathway for smoking cessation	<ul style="list-style-type: none"> - Development and implementation of smoking cessation pathway for all adult mental health admissions, including transfer to community-based Local Stop Smoking Services 	Oxford Health NHS Foundation Trust	Mar-22
Oxford University Hospitals NHS Foundation Trust				
11	Approve new Oxford University Hospitals NHS Foundation Trust smokefree policy	<ul style="list-style-type: none"> - Publication of a new smokefree policy 	Oxford University Hospitals NHS Foundation Trust	Sep-21
12	Implementation of the Oxford University Hospitals NHS Foundation Trust smokefree policy through smoke free working group, including commitment of relevant resources to support patients, staff and visitors to remain smoke free	<ul style="list-style-type: none"> - Number of staff trained in providing VBA - Implementation of smoking cessation pathway for inpatients, including provision of NRT and transfer to community-based Local Stop Smoking Services - Number of inpatients with smoking status recorded and proportion who smoke offered advice to quit and access to NRT 	Oxford University Hospitals NHS Foundation Trust	Mar-22

