

Greater Manchester
Health and Social Care Partnership

Making Smoking History

A **Tobacco Free**
Greater Manchester



Taking charge



in Greater Manchester

2017-2021

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Making smoking history in Greater Manchester

This is a summary of our plan to reduce smoking prevalence in Greater Manchester by a third by the end of 2021. It is an unprecedented ambition and at a pace and scale greater than any other major global city. If we achieve it, there will be 115,000 fewer smokers in Greater Manchester, a key part of delivering our commitment to achieving the greatest and fastest improvement to the health, wealth and wellbeing of the population. We'll also be on our way to delivering a tobacco free generation.

We need to do things differently because each year there are still 4,500 deaths caused by smoking in Greater Manchester and it is estimated that every hour, one child starts to smoke. That's a whole classroom of smokers every day! The plan looks at seven key ways in which we are going to tackle smoking, both by ensuring young people don't start smoking and encouraging more people than ever to quit.

Lots of people and organisations – including hospitals, local councils, GPs, charities, housing providers and Greater Manchester Fire and Rescue Service, have been involved in developing our tobacco control plan to make sure our targets are achievable and that we

have included everything to make it successful.

What we need to do

Our vision is simple. We want fewer people to smoke in Greater Manchester, which will lead to fundamental improvements to the health, wealth and wellbeing of some of the poorest residents, as well as save Greater Manchester an average of £1,800 a year per smoker that quits. To achieve this we will focus on MPOWER, a system recognised worldwide to help reduce tobacco use, and add in our own 'G' to reflect that we want to involve as many people as possible in helping to achieve our ambitions.

- G**row a social movement for a Tobacco Free Greater Manchester
- M**onitor tobacco use and prevention policies
- P**rotect people from tobacco smoke
- O**ffer help to quit
- W**arn about the dangers of tobacco
- E**nforce tobacco regulation
- R**aise the real price of tobacco



Grow a social movement for a Tobacco Free Greater Manchester

To achieve our ambition we need everyone in Greater Manchester to get behind our plans and support them. This is when social movements can happen:

“Social movements happen when people come together to fight for their rights, solve problems, shift how people think, support each other and demand what they need.”

We've already got some great examples where the community have got involved with health improvement campaigns in Greater Manchester such as 'The Wigan Deal' and 'People Powered Health' in Stockport. We are also recruiting 20,000 cancer champions who will use their experience, knowledge and passion to support those at risk of developing cancer and those recently diagnosed with the disease.

With this experience plus help from local charities, and partners such as Cancer Research UK, Action on Smoking and Health and Macmillan Cancer Support, we are confident we can grow a new social movement to help people quit smoking and take a stand against the tobacco industry to ensure young people never start smoking in Greater Manchester. The tobacco industry needs to recruit new smokers to replace the more than 1 in 2 who die early from smoking related disease. Most start smoking as teenagers so smoking is an addiction of childhood, not an adult choice.

How will we do it

- ✓ Straight away we are going to start working with the cancer champions social movement programme to kick-start citizen-led involvement in and support for our plan.
- ✓ We will work with the Greater Manchester Mayor, Andy Burnham to start a conversation with people across the city region to engage everyone in the health and wellbeing of their communities and families and to tackle smoking.
- ✓ We will use lots of different ways to communicate our messages so everyone will be able to support us and find out how important it is to quit smoking or never start.



Monitor tobacco use and prevention policies

We will use experts to help us keep an eye on how many people are quitting, who they are and where they are from. This enables us to make decisions about how and when we spend money on tobacco control to make sure the work we are doing is as effective as it can be. We will look at everything from how many adults and children are smoking to how many people use e-cigarettes and other measures such as how many people have successfully quit and how much people spend on tobacco including illegal tobacco.

How will we do it

- ✓ Develop and maintain a robust data set on smoking prevalence, attitudes and behaviours
- ✓ Commission a boosted sample for the Smoking Toolkit Study to track Greater Manchester smoking prevalence and quitting behaviours





Protect people from tobacco smoke

Second hand smoke is harmful for everyone and being exposed to tobacco smoke can cause death, disability and disease. New-born babies are more likely to be born prematurely and have a low birth weight if their mum smokes and children are more likely to have breathing difficulties and development problems.

We want to consider extending the smokefree laws in Greater Manchester by introducing smokefree parks, entrances to public buildings and family friendly spaces to help make everyone healthier. Hospitals will be stricter in enforcing no smoking rules in their grounds and we will work with housing providers and their tenants to increase the number of smokefree homes.

We believe e-cigarettes have the potential to help people to quit smoking completely without encouraging children or non-smokers to start smoking and we will work with Public Health England guidelines to develop policies around vaping.

Young people can be powerful ambassadors and we want to equip them with the confidence to address smoking in their family, social circles and beyond through healthy schools programmes.

Smoking related fires also cost the Greater Manchester tax-payer an average of £20m per year and cause 40% of accidental fire deaths. We will work with the fire service to promote positive quit and smokefree messages across Greater Manchester during home and workplace safety checks.



How will we do it

- ✓ Straight away the NHS in Greater Manchester will start delivering a fully 'smokefree NHS'.
- ✓ We will work with housing providers to identify opportunities to make their estates and homes smokefree in partnership with residents, as well as offering support to quit.
- ✓ We will look at delivering a smokefree homes campaign to protect children and families.
- ✓ We will support prisoners and prison staff to quit and implement smokefree prison estates.
- ✓ We will create more smokefree spaces with the help of the Mayor.
- ✓ We will ensure the council and the police have enough resources to ensure people adhere to the smokefree laws, including in cars.
- ✓ We will work with Transport for Greater Manchester and the Fire and Rescue Service to promote smokefree spaces and smokefree homes.
- ✓ We will work with Public Health England to promote the benefits of vaping over continuing to smoke, recognising that people need to stop smoking completely.
- ✓ We will deliver a more consistent approach to involving young people in smokefree initiatives.





Offer help to quit

Smoking costs the NHS a lot of money so we will continue to invest in stop smoking services. When smokers are told about how much smoking harms their health and those around them, the vast majority want to quit. Not everyone wants face-to-face support though so new ways of digital and self-support need to be developed that can be accessed 24/7.

Patients, including pregnant women, people with mental health challenges, smokers with long term health conditions and people recovering from drug and alcohol misuse should also have stop smoking treatments incorporated into their healthcare so that it becomes a routine part of their treatment, wherever that is happening.

E-cigarettes could be suggested as alternatives to those who are unwilling or unable to completely quit their nicotine habit immediately as current evidence shows it is far less harmful than smoking.

Workplaces can also better promote stopping smoking by offering incentives to staff for reductions in sickness absences.

How will we do it

- ✓ We will develop an e-cigarette friendly plan that will offer a range of stop smoking services including self-support options and digital support that will be accessible to all smokers.
- ✓ NHS providers in Greater Manchester will work out whether it is financially viable to provide hospital stop smoking services and will make it compulsory to know the smoking status of patients.
- ✓ We will work with experts to improve 'Very Brief Advice', maximising opportunities for professionals to offer the right advice to people at the right moment.
- ✓ We will explore ways to work with employers to promote the benefits of quitting and understand how incentives can play a role.



Warn about the dangers of tobacco

Evidence has found that mass marketing campaigns are one of the best ways to educate the public around the dangers of smoking tobacco, motivate quit attempts and signpost people to stop smoking support.

There are lots of ways to make sure the right messages reach the right people at the right time. This includes adapting campaigns to reach different sections of

the population such as LGBT (lesbian, gay, bisexual and transgender) and BME (black, minority, ethnic) populations.

How will we do it

- ✓ We will implement a mass media and social marketing campaign that will carry through until 2021 to increase the number of people quitting and further change how people think and feel about tobacco use.
- ✓ We will support national campaigns such as Stoptober and New Year Quit to further raise awareness.
- ✓ We will learn about the needs of specific groups and communities from specialist research to find out the best way to support them to quit smoking.
- ✓ We will tackle shisha and other niche products to educate and inform smokers and make sure businesses that sell them are better regulated and managed.
- ✓ Other public services will work with us to sign up to a new GM Declaration on Tobacco Control.
- ✓ Schools and colleges will work with us to reduce the uptake of smoking and support young smokers to quit.

STOP TOBER



Enforce tobacco regulation

Despite killing 1 in 2 consumers tobacco products can be sold by anyone in England. Currently, a very low percentage of retailers are ever convicted for selling tobacco products to young people despite 44% of young smokers saying they get cigarettes from shops. There is now growing public support for a licensing scheme that would make shopkeepers have a licence to sell tobacco products making it cheaper and easier to enforce the law if they are found to be breaking it.

Each year, the tobacco industry internationally spends billions of pounds to market its products using sophisticated and covert forms of tobacco advertising, promotion and sponsorship (TAPS). It is subtly promoted on TV, films, music videos, video games, the internet, at concerts, sporting events and even at Manchester Pride. Evidence has proven that the more children and young people see smoking on screens, in music videos or in online games they play, the more likely they are to take the habit up.



How will we do it

- ✓ We will work towards a licensing scheme for tobacco retailers that may allow Greater Manchester to raise the age of sale for tobacco from 18 to 21.
- ✓ We will be a lot stricter with shopkeepers that sell tobacco, making sure their sales and age restrictions are constantly enforced.
- ✓ We will look for ways to further reduce point of sale displays in shops and options for fewer outlets selling tobacco.
- ✓ We will consult on ways to introduce anti-smoking adverts to be shown in Greater Manchester cinemas before films that have smoking in them.
- ✓ We will also consider whether to ban real cigarettes during theatrical productions, but allow fake products in case of dramatic necessity.



Raise the real price of tobacco

Increasing the tax on tobacco is proven to be the single and most effective way of reducing smoking. People who have less money are more likely to be affected by price rises and if they don't quit are more likely to suffer ill health in the long term so it is important that they are offered stop smoking support at the same time.

Nationally, more people are smoking hand rolled tobacco because it's cheaper than normal cigarettes. People with less money are also more likely to turn to illegal tobacco which is cheaper, more accessible to children and young people and linked to organised crime and anti-social behaviour.



How will we do it

- ✓ We will work to tackle the supply and demand for illicit tobacco in Greater Manchester with new targets and campaigns that will reduce demand by focussing on harm to children and links to crime.
- ✓ We will talk to the Government about increasing the price of tobacco through duty and making sure cigarette and hand rolled tobacco rates are the same. We will also talk to them about introducing a charge on tobacco industry profits which will raise money to help people quit. In the meantime, we will investigate to see if we are able to do this in Greater Manchester.

What happens next

- ✓ To make our plan a reality needs contributions from everyone in Greater Manchester. We need the public to become advocates of our work to help friends, families and everyone in our communities quit smoking. We also need organisations such as councils, educational establishments, the NHS, Transport for Greater Manchester and Greater Manchester Fire and Rescue Service to work with us and make our plans become a reality.
- ✓ We've got a specialist team to start working on the plan straight away and to implement it we will be enlisting the help of a lot more community champions, professionals and experts in the field to deliver our ambitious target of reducing smoking prevalence by a third in Greater Manchester by 2021.



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