

**Report of the Director of Human Resources,  
Performance and Communications,  
to the Overview & Scrutiny Committee  
on Tuesday 10<sup>th</sup> February 2015**

**Smoking in Barnsley – Cover Report**

**1. Purpose of the report**

- 1.1 The purpose of this report is to review performance in relation to reducing smoking prevalence in Barnsley, following up the work of the Reducing Health Inequalities Task and Finish Group (TFG).
- 1.2 The TFG set out to investigate the question ‘Why have we not had more success in persuading people not to smoke and in reducing levels of smoking within Barnsley?’ From this, 14 recommendations were presented in a report to the Council’s Cabinet on 18<sup>th</sup> December 2013.

**2. Introduction and Summary**

- 2.1 The attached report ‘Copy C – Response to Scrutiny Recommendations Regarding Smoking’ provides a recent update from the Council’s Public Health (PH) Department regarding the original responses given in February 2014 to the TFG recommendations.
- 2.2 The attached document ‘Copy C – Appendix 1 – Smoking in Barnsley Key Facts’ outlines the key data in relation to smoking prevalence in Barnsley, showing the trends in data over recent years.
- 2.3 Since 2010, data for England, the Yorkshire and Humber Region and for Barnsley shows there has been a decline in the percentage of adults smoking under all of these categories. However, the percentage of adults smoking in Barnsley remains higher than both the Yorkshire and Humber and England rates.
- 2.4 There has been a national downturn in the activity of the Stop Smoking Service (SSS). E-cigarettes are thought to be a factor in this downturn along with many of the easier quits already being obtained in previous years. There has also been a reduction in national promotions by the Department of Health.
- 2.5 There has been a gradual decline in the number of people accessing the SSS in Barnsley, with 6,305 people setting a quit date in 2010-11 to only 3,367 in 2013-14. The most recent data from 2013-14 suggests that 48.8% of the people who set a quit date were successful. This resulted in 1,643 quitters in 2013-14, however there were 2,971 quitters in 2010-11. This decline in activity has prompted PH to review its lifestyle services and develop the new Be Well Barnsley model.

- 2.6 In response to the TFG work, a number of actions have been taken to provide joined up working between partners. This has involved the work of the Smoke Free Barnsley Tobacco Control Alliance (TCA), the SSS, the Stop Smoking Midwifery Service and the creation of a number of plans.
- 2.7 The emerging issue of e-cigarettes continues to be closely monitored and the need for the SSS to support people trying to quit e-cigarettes is currently being reviewed. The SSS has experienced very low numbers of young people accessing the service during 2014 which has been associated with the emerging popularity of e-cigarettes amongst younger tobacco users. As the SSS are working below activity rates required by PH they have been asked to submit a Stop Smoking Recovery Plan, as part of this they have been asked to develop a series of new initiatives to specifically increase the numbers of young quitters.
- 2.8 In terms of tackling the supply of illicit tobacco, an Illicit Tobacco Control Officer funded initially for 2 years through PH, has been appointed within BMBC's Regulatory Services Department. The officer has networked with a range of partners, this has included promoting the contact line to report illicit/counterfeit cigarettes as well as carrying out a number of enforcement visits. Future funding options for this post are currently being explored.
- 2.9 As highlighted in the attached reports, a range of health and social outcomes are achieved by supporting woman to stop smoking during pregnancy. Between 2012-13 and 2013-14, the data shows there has been an increase in the percentage of women who smoke at the time of delivery; however there has been an overall reduction in this percentage in Barnsley over the last 6 years. Future funding options for the specialist midwife post which support this work are currently being explored.
- 2.10 Between 2012-13 and 2013-14, before the new SS midwife service started, there has been a decline in the number of pregnant women who successfully stop smoking using the SSS in Barnsley. Whilst the SSS continues to support pregnant women, this indicator remains higher than both the Yorkshire and Humber and England averages.
- 2.11 This financial year, PH funded a social marketing/social norms campaign across secondary schools in Barnsley. As part of this a variety of technologies were used to engage with young people. The aim of this campaign was to de-normalise smoking behaviour, demonstrating to pupils that not many of them smoke compared to their perceptions of this. 6 schools agreed for their year 9 pupils to take part. There will be a survey at the end of the programme to see if the intervention has changed pupil perception of smoking prevalence in their peers.

2.12 The importance of engaging with schools and young people is acknowledged in the report, including the influence Elected Members could have in influencing his work. The Healthy Settings Team and SSS previously delivered training to schools on lifestyle issues including smoking; however the Healthy Settings Service has recently been decommissioned.

2.13 As noted in the 'Be Well Barnsley' Cabinet report from March 2014 (Cab.12.3.2014/11), the current three separate contracts for lifestyle services (SSS, Weight Management Service and Health Trainer Service) will be commissioned as an integrated lifestyle service. The new service is due to be launched in November 2015 with a reduced contract value from £1.7million to up to £1 million.

### **3. Invited witnesses**

3.1 The following witnesses have been invited to today's meeting:

- Julia Burrows, Director of Public Health, BMBC
- Councillor Andrews, Deputy Leader of BMBC
- Helen Chambers, Acting Health Protection Principal, BMBC
- Carl Hickman, Public Health Principal, BMBC
- Simon Frow, Head of Regulatory Services, BMBC
- Anne Smith – Public Health Midwife, Barnsley Hospital NHS Foundation Trust
- Rachel Foster, Community Services Manager, Health and Wellbeing, SWYPFT
- David Ramsey, Deputy Director of Operations, SWYPFT
- Claire Gray, Health Trainer Service Manager, Personal Shaped Support (PSS)

### **4. Possible areas for discussion**

4.1 Members may wish to ask questions around the following areas:

- What is being done to ensure that we continue to reduce smoking prevalence in Barnsley?
- How is the data collected regarding smoking and is it accurate? What local intelligence is available which provides recent figures?
- What has been the added value of the Tobacco Control Alliance? Are all relevant partner agencies engaged in this work?
- What is being done to support staff in providing services including training on the latest developments as well as provision of resources to help people quit?

- How satisfied are customers with Barnsley's SSS? Are the current incentive schemes successful e.g. Leisure Centre Membership?
- What is being done to better understand and tackle the increasing use of e-cigarettes?
- To what extent are e-cigarettes masking the prevalence of smoking in Barnsley?
- What evidence is being used to design the service specification for the 'Be Well Barnsley' contract?
- What impact will the reduction in funding have on future service provision under 'Be Well Barnsley'?
- What actions can Members take to assist in addressing some of the issues raised?

#### 5. **Background papers and useful links:**

- Copy C (attached): Response to Scrutiny Recommendations regarding Smoking.
- Copy C - Appendix 1 (attached): Smoking in Barnsley Key Facts (December 2014).
- [Cabinet Report from 18/12/2013](#): Outcome of the Reducing Health Inequalities TFG's Investigation: 'Why have we not had more success in persuading people not to smoke?'
- [Cabinet Report from 24/02/14](#): Cabinet Response to the Scrutiny Reducing Health Inequalities TFG Investigation: 'Why have we not had more success in persuading people not to smoke?'
- Smoking in Barnsley Key Facts (August 2013).

#### 6. **Glossary**

BMBC – Barnsley Metropolitan Borough Council

CCG – Clinical Commissioning Group

PH – Public Health

BWB – Be Well Barnsley Integrated Wellness Service

SSS – Stop Smoking Service

SWYPFT – South West Yorkshire Partnership NHS Foundation Trust

TCA - Smoke-Free Barnsley Tobacco Control Alliance

TFG – Task and Finish Group (Reducing Health Inequalities)

#### 7. **Officer Contact:**

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2<sup>nd</sup> February 2015