

Public Document Pack

MEETING:	South Area Council
DATE:	Friday 14 April 2023
TIME:	10.00 am
VENUE:	Meeting Room 1 - Barnsley Town Hall

SUPPLEMENTARY AGENDA

4 Public Health Update (Sac.14.04.2023/4) *(Pages 3 - 30)*

- Vaping - Garreth Robinson
- Be well at work - Julia Sykes

To: Chair and Members of South Area Council:-

Councillors Markham (Chair), Eastwood, Franklin, Frost, Higginbottom, Lamb, Osborne, Shepherd, Smith, Stowe, Sumner and White

Area Council Support Officers:

Diane Lee, South Area Council Senior Management Link Officer
Lisa Lyon, South Area Council Manager
Rachel Payling, Head of Service, Stronger Communities
Peter Mirfin, Governance Manager

Please contact Peter Mirfin on or email governance@barnsley.gov.uk

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Vaping Update – South Area Council

Background:

The evidence shows that while nicotine is the addictive substance in cigarettes, it is safe and effective for smoking cessation. In fact, almost all the harm from smoking comes from the thousands of other chemicals in tobacco smoke, many of which are toxic. Despite this:

- 4 in 10 smokers and ex-smokers incorrectly think nicotine causes most of the smoking-related cancer

Public Health England's, now the Office for Health Improvement and Disparities (OHID), [Vaping in England Evidence Review \(2021\)](#) finds that there is strong evidence that nicotine vaping products (e-cigarettes) are effective for smoking cessation and reduction. Combining vaping products (the most popular source of support used by people making a quit attempt in the general population) with stop smoking service support (the most effective type of support) should be an option available to all people who want to quit smoking.

Are they safe?

E-cigarettes are not risk free but carry a fraction of the risk of smoking and are helping thousands of smokers to quit and stay smokefree.

Leading health and public health organisations including the Royal College of General Practitioners, British Medical Association, Cancer Research UK and the US National Academies of Sciences, Engineering and Medicine, and OHID, agree, based on available evidence, that although not risk-free, e-cigarettes are far less harmful than smoking.

The British Medical Association state:

“There is growing consensus that using an e-cigarette is substantially safer than smoking tobacco. Unlike smoking, e-cigarette use does not involve combustion. While the constituents of e-cigarette vapour can vary, and some of the toxicants present in tobacco smoke have been detected in e-cigarette aerosol, they are typically present at levels which are much lower than in tobacco smoke”.

The National Institute for Health and Care Excellence (NICE) [guideline 92](#) recommends that health and social care professionals provide advice to smokers who are using, or interested in using, an e-cigarette for quitting.

The independent HMG Committee on Toxicity of Chemicals in Food, Consumer Products and the Environment (COT) [reports](#) that although e-cigarettes pose some health risk, these are expected to be much less than from continuing to smoke. The report also states that risk to bystanders from ambient exposure to vaping is likely to be low.

Gateway effect:

OHID's [Vaping in England Evidence Review \(2021\)](#) finds no evidence to support the concern that e-cigarettes are a route into smoking among young people. UK surveys show that young people are experimenting with e-cigarettes, but regular use is rare and confined almost entirely to those who already smoke. Meanwhile, smoking rates among young people in the UK continue to decline.

There is also no evidence to support the assertion that vaping is ‘normalising smoking’. In the years when adult and youth vaping in the UK were increasing, the numbers of young people believing that it was ‘not ok’ to smoke was accelerating. OHID and Barnsley Council’s public health team will however monitor the trends in e-cigarette use alongside those in smoking.

E-cigarettes in the UK and regulation:

The UK has some of the strictest regulation for e-cigarettes in the world. Under the [Tobacco and Related Products Regulations 2016](#), e-cigarette products are subject to minimum standards of quality and safety, as well as packaging and labelling requirements to provide consumers with the information they need to make informed choices.

All products must be notified by manufacturers to the UK Medicines and Healthcare products Regulatory Agency (MHRA), with detailed information including the listing of all ingredients.

Youth vaping and disposable vapes:

Under the [Nicotine Inhaling Products \(Age of Sale and Proxy Purchasing\) Regulations 2015](#), it is illegal to sell e-cigarette products to anyone under 18 or for adults to buy them on behalf of under-18s. Regulations limit their appeal by nicotine strength, refill bottle and tank sizes limits, labelling requirements and advertising restrictions. OHID and Barnsley Council are committed to ensuring that our regulatory framework continues to protect young people and non-smokers from using e-cigarettes.

OHID monitors closely the national data on vaping among young people in England, alongside those on smoking, and publishes an independent annual update report. The currently available data indicate that among under-18s, while experimentation with e-cigarettes is fairly common, regular use is rare and largely confined to those who are current smokers or have smoked in the past.

Some localities have expressed concerns that the national data do not match their perception of vaping prevalence among young people in their own area. More recently, concerns have been raised by local authority trading standards officers and others including the independent vape trade regarding:

- Increased sales of e-cigarette products to under-18s
- Increased visibility of e-cigarette use by young people
- Increased visibility of litter from disposable vapes where young people gather

Access to and use of new-style disposable e-cigarettes appear to be of greatest concern. These products frequently fail to comply with UK regulation and can be of higher nicotine concentration than is permitted. They are often sold from outlets with little regard for age of sale legislation.

There is universal agreement in the public health, clinical profession, and Government that young people should not starting using e-cigarettes and we should be discouraging anyone under 18 from taking up a nicotine habit. E-cigarettes are not recommended for young people, including for quitting smoking.

Actions for local areas:

Local areas should continue with comprehensive action to address the most harmful substance – tobacco – while monitoring and securing compliance with e-cigarette regulations.

- Local authority trading standards to continue enforcement on illicit vapes and underage sales of regulated products
- The public and professionals should be encouraged to report any adverse effects of using e-cigarettes via the MHRA Yellow Card [Yellow Card MHRA](#)

Why services should offer e-cigarettes - E-cigarettes are effective stop smoking aids:

A major UK clinical trial found e-cigarettes, when combined with face-to-face behavioural support, to be **twice as effective**, and **one fifth of the cost**, for quitting smoking as other nicotine replacement products such as patches or gum. Involving nearly 900 participants, it found that in Local Stop Smoking Services (LSSS), a standard e-cigarette was twice as effective at helping smokers to quit compared with the quitter's choice of combination NRT. Both groups were provided with behavioural support and those in the e-cigarette group had significantly faster reductions in cough and phlegm.

E-cigarettes are a popular method of quitting:

E-cigarettes are **the most popular stop smoking aid** in England, with an estimated 2.7 to 2.8 million adult users in 2020. Over half (51%) have stopped smoking completely and of the 45% who still smoke, half say that they are vaping in order to stop smoking. The number who have quit smoking and vaping has reached 770,000.

The following are the main findings from nationally representative survey data (STS).

- Using a vaping product is the most popular aid used by people trying to quit smoking. In 2020, 27.2% of people used a vaping product in a quit attempt in the previous 12 months. This compares with 15.5% who used NRT over the counter or on prescription (2.7%), and 4.4% who used varenicline.
- Vaping is positively associated with quitting smoking successfully. In 2017, over 50,000 smokers stopped smoking with a vaping product who would otherwise have carried on smoking.
- Prescription medication and licensing NRT for harm reduction were also positively associated with successfully quitting smoking. This shows how important it is for people who smoke to have access to a wide choice of cessation aids.
- The extensive use of vaping products in quit attempts compared with licensed medication suggests vaping products may reach more people who smoke and so have more impact than NRT and varenicline.
- Stronger and more frequent use of e-cigarettes is more strongly associated with successful quitting of tobacco.

Stop smoking services are seeing positive quit rates when using e-cigarettes:

The following are the main findings from English stop smoking services data.

- Between April 2019 and March 2020, 221,678 quit dates were set with a stop smoking service and 114,153 (51%) of these led to self-reported quits 4 weeks after the quit date.
- A vaping product was used in 5.2% of quit attempts. This was either using the vaping product alone, at the same time, or following use of a licensed medication (ranging from 15% in the East Midlands to 2.3% in Yorkshire & Humber). In 2019/20, Leicestershire SSS saw

the highest proportion of clients using an e-cig as part of their quit attempt (42.4%). Leicestershire SSS as a whole achieved 68% 4-week success rates last year, placing them in the top decile nationally for successful quit rates.

- Consistent with findings in previous years, the highest quit rates (74%) were seen when the quit attempt involved people using a licensed medicine and a vaping product one after another.
- Quit rates were similar for people using a vaping product and licensed medication at the same time (60.0%), a vaping product alone (59.7%) and varenicline alone (59.4%). The quit rates for single NRT and combination NRT were 50.6% and 47.4% respectively.

Quit rates involving a vaping product were higher than any other method in every region in England. These ranged from 49% in the South West to 78% in Yorkshire and the Humber.

An important limitation of the LSSS data is that it is observational and it is possible that the people using a vaping product alone or in combination with licensed stop smoking medicines may differ in their demographic, clinical and smoking characteristics, from people making a quit attempt with licensed medication only or those who only opt for behavioural support. Studies suggest that LSSS advisors willing to support the use of e-cigarettes for smoking cessation tend to be better trained and more experienced than average. It may also be that quitters willing to use an e-cigarette and their LSSS may be more than usually highly motivated. If this is the case, then the combination of the most experienced advisors and the most motivated of quitters would be expected to achieve greater success and this may explain why those who use e-cigarettes and NRT consecutively rather than concurrently have the highest success rates, signalling a willingness to adapt strategies. Notwithstanding, these factors, LSSS data is remarkably consistent with peer reviewed studies, including a Cochrane review.

Resources:

Action on Smoking and Health (ASH) in collaboration with Sheffield and Barnsley Smokefree, in addition to other LAs across Yorkshire and Humber have developed resources for schools, other young people settings, parents and/ or carers - <https://ash.org.uk/resources/view/ash-brief-for-local-authorities-on-youth-vaping>

The RCGP has published a [position statement on e-cigarettes](#) in partnership with Cancer Research UK, accompanied by a [video](#).

Cancer Research UK's [E-cigarette hub](#) provides information and access to resources for health professionals.

[Stop smoking options: guidance for conversations with patients](#) supports healthcare professionals in their conversations with patients on the different options available for stopping smoking and their effectiveness.

The National Centre for Smoking Cessation and Training (NCSCT) has developed a free [online training module on e-cigarettes](#) for healthcare professionals.

PHE's blog: '[Clearing up some myths around e-cigarettes](#)' provides the evidence in response to some of the more commonly reported inaccuracies and misconceptions about e-cigarettes and vaping.

[PHE Evidence Reviews](#) on e-cigarettes

The Independent British Vape Trade Association (IBVTA) has information on its website for smokers / vapers and professionals [IBVTA](#)

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Youth Vaping - Public Health Update to SAC



Quick Re-Cap

- Smoking remains the largest single risk factor for death and is a leading cause of health inequalities in England
- Alternative nicotine delivery devices, such as nicotine vaping products, could play a crucial role in reducing the enormous health burden caused by cigarette smoking
- Evidence to date shows that e-cigarettes are substantially less harmful than cigarettes and can be effective for helping people quit smoking
- A greater emphasis needs to be placed on how best to communicate evidence of relative harm to smokers so that they can consider all the options available to them to quit smoking completely
- Vaping is more common among more disadvantaged adult groups in society. This mirrors smoking prevalence, and research should continue to explore the effect this has on health inequalities
- E-cigarettes should not be sold or used by people under 18yrs and adults who don't smoke should not start vaping

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of possibilities.

Healthy
Barnsley

National and Local Key Recommendations

- **ASH's latest policy briefing (February 2023) recommends that Government measures to tackle youth vaping include:**
- **Reducing appeal of vapes to children by:**
 - Taxing disposable vapes which are the cheapest and most popular vape for children
 - Stricter regulation of advertising and promotion, particularly at point of sale in shops
 - Stricter regulation of packaging, labelling and product design features (e.g. prohibiting cartoon characters; product names associated with sweets; and design features such as "light up" vapes)
- **Reducing underage access to vapes by:**
 - Better funding for enforcement using MHRA e-cigarette notification fees
 - Putting vapes behind the counter
 - Mandatory age verification in shops for anyone looking under 25
 - Prohibiting free distribution (currently legal to anyone of any age)

Local Update of Intervention - April 2023

- Let's Hear Your Voice' Survey
- Healthier Futures Webpage
- Effective Enforcement
- School Governors Meeting
- College Intervention and Incentive Scheme
- Training to other professionals (e.g. BHNFT)
- Smoke Free Secondary Schools
- Comprehensive Action Plan

Vaping Resources

Smokefree Sheffield and Barnsley, with support from ASH and other local authorities across Yorkshire and Humber, have produced a comprehensive set of resources for schools to use – disseminated to all YP settings, sports clubs etc.:

- Posters for display in school toilets, classrooms, canteens, and noticeboards: [1](#), [2](#)
- [A short, animated film](#) to start discussions in PSHE lessons, and assemblies.
- [Classroom presentation](#) for use by teachers alongside the animated film.
- Teachers Toolkit with more detail to back up the classroom presentation
- [Electronic leaflet](#) for parents and carers to share via newsletters or emails etc.

Effective Tobacco Enforcement – 2023 so far....



21,900 cigarettes seized Street Value - £6,570 approx	191 packs hand rolling tobacco seized Street value - £1,910 approx.	1 days of action with sniffer Dog – funded regionally
Landlords – 3 forced evictions – 1 pending in County Court	5 interviews under caution (more in pipeline) 5 failed undercover test purchasers (sale of illegal cigarettes)	Partnership working SY Police – attending officers issued FPN for vehicle storing illegal cigarettes No MOT
Closure Order/Injunction Proceedings	676 illegal vapes seized Street value = £6,760	1 Underage Sales Prosecution pending
7 illegal tobacco prosecutions pending	5 premises searched	Partnership working – 1 illegal tobacco shop found to have rat infestation and closed by Food Hygiene colleagues

CYP Vaping - Next Steps

- Analyse findings from 'Lets Hear Your Voice' survey to gather locally informed data around CYP vaping
- Healthier futures webpage to include information on CYP vaping and smoking for primary/ secondary schools and parents/ carers
- Barnsley public health team to deliver training to BHNFT around vaping facts and myths in addition to our resources
- Smoking and vaping information booklets to be professionally designed to be more children and young people focused
- Motivational interviewing course to be developed to help staff with the confidence to have useful conversations with young people
- To consider how we tackle the impact to the environment - litter

Adult Vaping - Next Steps

April 2023 new Government proposals 'Swap to Stop' scheme:

- Vaping starter kits with behavioural support to be offered to 1 in 5 smokers in England (1 million) as part of government's "smoke free" 2030 drive
- Local authorities to be invited to take part in the scheme later this year and will design interventions which suits its local need, including deciding which populations to prioritise
- Smokers who join the scheme must commit to quit smoking with support
- People will be referred to stop smoking services and local digital approach's developed to help people quit smoking or vaping
- Targeting most at-risk communities first

Recommendations.....

- Pilot a vaping cessation model in South Area Schools?
- Smokefree Secondary Schools?
- Pilot smokefree touchlines in the South Area?



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30**

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**Healthy
Barnsley**

Be Well @ Work Programme

our offer to businesses

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Looking after employee health and wellbeing



Promoting a healthy workplace and looking after employee health and wellbeing has considerable benefits for employers and employees.

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An employer who provides 'good work' will have an enhanced reputation and image giving employers the competitive edge.



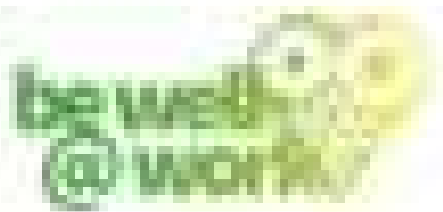
The workplace plays a key role in contributing to the health of its employees. It can encourage employees to look after their own health and wellbeing.

Employee health and wellbeing moved up the employer agenda since covid.



The Be Well @ Work offer

Improving the
health and wellbeing
of your employees.



Free service to businesses across South Yorkshire which includes the following:

- Free workplace visit - a short meeting and initial discussion around workplace health and how you can make changes to fit your business.
- Employee Health and Wellbeing Survey - an online survey and analysis report, which will help determine priorities for improving employee health and wellbeing in your workplace.
- Workplace health information - access to a suite of information and resources which can help you to develop your health and wellbeing programme and help to address your business priorities.
- Training - a range of topical workshops, training and events are made available free of charge.
- Work towards and achieve the [Be Well@Work South Yorkshire award](#) at bronze, silver or gold levels.

Employee health and wellbeing survey



"The Be Well @ Work scheme helped us with an employee health and wellbeing survey. It showed the main areas staff wanted more details and guidance. It was quick and easy to convey and encouraged them to think about their lifestyles. The results were collated on our behalf, and it was interesting to find issues of concern. It helped us with a starting point of what support our employees would value most."



What is an employee wellbeing survey?

Completing this survey helps you to decide where to invest in improving health and wellbeing for your employees.

The survey is designed to help employers find out about staff health needs within their organisation and to set a baseline of employee health. It involves conducting a survey of staff and analysing the results to help an organisation plan a programme of health and wellbeing activities that staff will value and feel appropriate to their needs.

Why should you do an employee wellbeing survey?

The survey helps with measuring the impact of health and wellbeing activities that are put in place. Repeating the survey after a suitable period, such as a year, would help to show the difference made by the activities that have been implemented.

GENERAL HEALTH AND WELLBEING

1- How is your health in general?



Very good Good Fair Bad Very bad

Training and events

- Bi monthly topical workshops – rewards and benefits, social value, mental health and menopause
- Workplace Health Champion Training
- Awareness raising presentations – sleep, mental health and menopause
- Health and wellbeing webinars



Supporting menopause in the workplace

- Understanding menopause – what is it and when does it occur?
- Common symptoms – raising awareness and considering the impact at work
- Why do we need to offer support to menopausal women in the workplace?
- How can managers and employers offer support?
- What ongoing support can be offered to ensure staff are empowered and informed?



Wednesday 14 December
from 10am to 12 noon
at Barnsley's Town Hall



BARNSELY
Metropolitan Borough Council

Partnership working and signposting

- More Money In Your Pocket
- Warmer Homes
- ‘How’s Thi Ticker’
- Health checks
- What’s your move
- Signposting to services e.g. mental health , smoking , drugs and alcohol



“We're really keen to ensure we offer a friendly and welcoming place. Where our employees can thrive to be their best. Whilst providing an outstanding support service to our clients.”

“Thanks to our involvement with the Be Well @ Work programme, we're able to find out about local events. Including this mental health first aid course. It's great to now have six mental health first aiders and we'd strongly encourage other businesses to get involved.”

South Yorkshire Be Well @ Work Award

- Provides a framework for a business to work towards building good practice in workplace health and wellbeing
 - Suitable for businesses of all sizes
 - Includes mandatory requirements and allows a business to select from a range of themes
 - Allows progression - bronze, silver and gold
 - Once awarded lasts for two years



Workplace Health Champions

- Workplace health champions are members of staff that encourage the workforce to take positive steps for healthy living
- They work closely with management and employees to develop and deliver initiatives and activities
- Businesses are encouraged to create these roles to foster a culture of support and improve overall employee wellbeing
- Opportunity to network and share good practice with other businesses through the twice yearly network meetings



Be Well @ Work supported Natural Cement to set Laura up as a Workplace Health Champion. After accessing free advice and workshops, Laura could contribute toward supporting a healthy and productive workforce.

"Laura is our workplace health champion. She really enjoys attending the meetings, finding new tips and advice for us all to try. She's now completed a Level 2 certification in mental health first aid and mental health advocacy in the workplace."

Business case studies in the South Area

- Euramax – introduced a number of wellbeing initiatives to support staff, including rewards and benefits and have introduced 4 day week for staff
- Cranswick foods – have appointed a team of wellbeing champions who are helping with developing a wellbeing programme. The Champions have all been training on MHFA
- Universal Products – undertaking the employee wellbeing survey as a starting point to a wellbeing programme
- Freshpak – undertaking the employee wellbeing survey and taken up the offer of free ESOL training on site

Skills and employability

[Home](#) > [Services](#) > [Training and development](#) > [Skills and employability](#) > Supporting businesses and the workforce

SUPPORTING BUSINESSES AND
THE WORKFORCE

Improve your
business by
supporting
and
developing
your staff

Skills &
Employability



Happy, healthy, productive employees are a great asset

Improve your business by supporting and developing your staff. Promoting a healthy workplace, looking after the wellbeing of your employees, and providing training and development options has considerable benefits for businesses. As well as reducing sickness absence and staff turnover it can lead to enhanced productivity and improved performance.

Through our teams, you'll gain access to knowledge and expertise to identify the right opportunities for you.

Skills &
Employability

For more information email

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