

Smokefree generation Islington strategy

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Marina Chrysou

Islington Public Health

Marina.Chrysou@islington.gov.uk

Summary

- Smoking remains the single greatest preventable cause of ill health and mortality in Islington.
- Islington's stop smoking performance exceeds London and England, with many more people helped to quit smoking every year.
- New national investment will enable us to support more residents and address persistent inequalities.
- System-wide support for new coordinated initiatives, including a new Islington Tobacco Alliance, will enable us to maximise this opportunity.

Background

- Smoking prevalence in Islington estimated at 13.2%
- Higher rates are noted in:
 - Men
 - 50-64s
 - some White ethnic groups
 - Romanian, Polish and Turkish speakers
 - Residents living in most deprived areas
- Smoking prevalence in people with Serious Mental Illness (SMI) ~ 30%
- Smoking in pregnancy and exposure pre-birth and in childhood present particular risks

Stop smoking services in Islington

- Islington's community stop smoking service is **Breathe – It's about living.**
- Provided by CNWL NHS Trust since 1 April 2023.
- Tiered, specialist stop smoking model offering:
 - Tier 3: 16 weeks of personalised support in tier 3 (high intensity), or
 - Tier 2: two to six telephone or face to face sessions (low intensity service), or
 - Tier 1: advice and information for self supported quits
- Offer include stop smoking medications, dual nicotine replacement therapy (i.e. 2 products at the same time) and vapes.
- GP and Pharmacy offer Tier 2 and nicotine replacement products.
- Integrated hospital pathways connect patients to Breathe on discharge.

The opportunity to end smoking in Islington

- Our three priorities:
 1. Build further partnerships across the system, to deliver change faster and support many more smokers to quit.
 2. Reduce health disparities caused by smoking, by focusing efforts on key groups with higher smoking rates.
 3. Protect children and young people from the harms of tobacco use.

Grant income and delivery plans

- Ring-fenced grant funding offered to all local authorities in England.
- A five-year commitment, confirmed on a year-to-year basis.
- Islington expects to received £287,152 each year.
- Existing stop smoking expenditure must be maintained.
- Grant purpose:
 - **Invest** in local stop smoking services and support
 - **Build capacity** within local stop smoking services
 - **Build demand** for local stop smoking services
 - Increase the number of people setting **quit dates** and of 4 week **quit outcomes**.
- Achieve annual increases in the number of people setting quit dates:
 - 1,330 in year 1 ➡ 2,324 in year 4

Grant income and delivery plans

- Year 1 proposals for investment focus on
 - Increasing capacity with the current stop smoking service (Breathe)
 - Delivering insight and co-production work with priority groups and communities
 - Investing in a London-wide quit support app project
 - Improving awareness of the local stop smoking offer
 - Launching a new Islington Tobacco Alliance
 - A new assistant strategist role with Public Health to enable delivery.

Grant income and delivery plans

- Year 2 will focus on
 - Continuing to increase activity in our stop smoking service (Breathe)
 - Improving capacity and reach in locally commissioned (GP & Pharmacy) services
 - Scale up targeted outreach with priority populations – applying findings from Year 1
 - Developing our strategic approach for years 2-5

Challenges in 2024/25

- Year 1 mobilisation when grant income received mid-year.
- Workforce – all local authorities are looking to recruit trained advisors.
- Building demand for stop smoking services – particularly among underserved populations.
- Requirement to double the number of quit dates, without doubling funding, will require programme innovation, including re. nicotine replacement therapy.

Next steps

- Public Health finalising plans to increase service capacity with Breathe (NHS CNWL).
- Public Health will commission insight and promotion work, co-produced with priority populations, to shape future outreach and promotion.
- Awaiting outcome of forthcoming review of Public Health Locally Commissioned Services – findings will shape enhancement of pharmacy and GP stop smoking offer.
- Planning and development of new Islington Tobacco Alliance, in collaboration with Council colleagues and partners.