

**Overview**  
**Tobacco Harm Reduction Strategy**  
**2024- 2029**  
**Natalie Naor**  
**Public Health Strategist**

# Strategy overview

## Tobacco Harm Reduction strategy (2024 to 2029) sets out:

- ❑ Vision and aims of the THR Partnership
- ❑ Extent of smoking and vaping in Havering
- ❑ Groups most affected
- ❑ Challenges faced
- ❑ Priorities for next 5 years:
  - Prevention of smoking
  - Supporting those smoking to quit, reducing inequality
  - Creating smoke free environments
  - Regulation and Enforcement
- ❑ Indicators

# Vision and Aims of the strategy

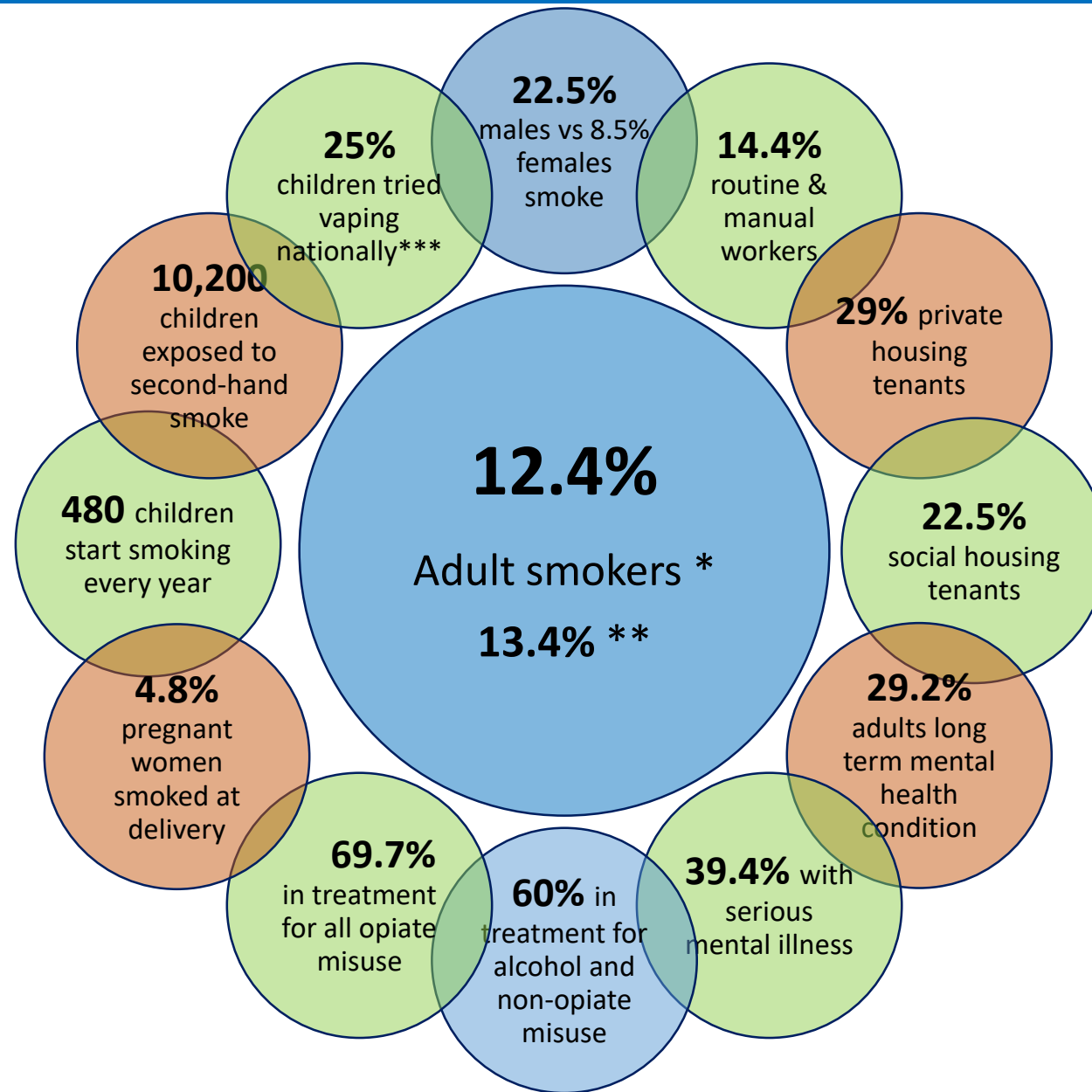
## **Vision**

To deliver a smoke free future for Havering and improve health and wellbeing of the local population

## **Aim**

To work in partnership with other organisations and services to offer evidence based support to smokers to quit, make smoking less visible, create smoke free environments and tackle vaping among young people.

# Extent of smoking in Havering



# Inequality in smoking

22.5% of male and  
8.5 % females smoke

29% private tenants  
22.5% social housing  
14% home owners  
smoke

About 51% registered  
as homeless smoke

69.7% adults treated  
for substance  
misuse-all opiates  
smoke

60.0% adults treated  
for substance  
misuse-alcohol & non  
opiates smoke

39.4% adults with  
serious mental illness  
smoke

# Extent of vaping

**25%** of young people aged 11 to 15 nationally tried e-cigarettes in 2023, vs 22% in 2021.  
**9%** vape frequently

**12%** Havering pupils have experimented with vaping\*

\*\*\* NHS England - [Smoking, Drinking and Drug Use among Young People in England, 2023](#) | [Smoking, Drinking and Drug Use among Young People in England, 2023: Data tables](#)

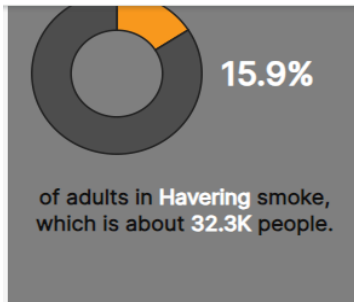
\*\*\*\* Havering Youth Wellbeing census, 2023

# Cost of Smoking



## ASH Ready Reckoner Summer 2024: Costs of smoking to society

ASH estimates that smoking costs Havering **£256M** per year



### MORE STATISTICS ABOUT THE COST OF SMOKING

An estimated **£78.5M** is spent by consumers on purchasing tobacco (legal and illicit) annually in Havering.

The national average spend on tobacco is around **£2,486** per smoker.

The Green Book Quality-Adjusted Life Year (QALY) value applied to the intrinsic value of life gives an estimated loss of **£164M** due to premature deaths from smoking in Havering. This figure is not included in any totals on this page.



### IMPACT OF SMOKING ON PRODUCTIVITY

Smoking negatively affects earnings and employment prospects. The cumulative impact of these effects amounts to productivity losses of **£166M**.



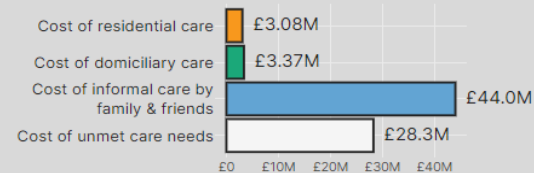
### HEALTHCARE COSTS DUE TO SMOKING

The combined cost of smoking-related medical treatment via hospital admissions and primary care services is **£9.61M**.



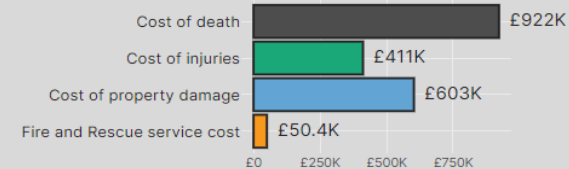
### SOCIAL CARE COSTS DUE TO SMOKING

Many current and former smokers require care in later life as the result of smoking-related illnesses. The estimated cost is **£78.8M**.



### FIRE COSTS DUE TO SMOKING

Smoking materials are a major contributor to accidental fires. Smoking-related fires result in annual losses of **£1.99M**. About **12** Smoking-related fires are attended by the Fire and Rescue Service each year.



Revenue from cigarette and hand-rolled tobacco taxation (excluding VAT) only brings in about **£40.6M** per year

# Priorities

## Reduction in Tobacco Use

Prevention –  
encourage  
people not to  
smoke or vape

Support  
smokers to quit  
and reduce  
smoking  
variation

Create  
smoke-free  
environments

Regulation and  
Enforcement



# Measuring Progress

	INDICATOR	TARGET OVER 5 YRS TO 2028/29
1	<b>Adult Smoking prevalence*</b> Havering -10.9% London - 11.7% England - 12.7%	Continue to maintain a reduction in adult's smoking prevalence
2	<b>Smoking by Gender</b> Havering M 22.5% ,F 8.5% London - % England - %	Reduce smoking prevalence in men by 5%
3	<b>Persons in treatment for all opiates and smoking and 33.7% for alcohol misuse and smoking (19/20)</b> Havering - 69.7% London -68.2 % England – 70.2%	Maintain a reduction in smoking prevalence/ Reduce the prevalence of smoking from the current baseline
4	<b>Persons in treatment for alcohol, non-opiates &amp; smoking (19/20)</b> Havering – 60.0% London -61.5 % England – 64.6%	Maintain a reduction in smoking prevalence/ Reduce the prevalence of smoking from the current baseline
5	<b>Smoking at time of Delivery, 2023/24</b> Havering 4.8% London 4.6% England. 8.8 %	Maintain a reduction in smoking prevalence of smoking at the time of delivery. Stay below 6% national target.
7	<b>Severe mental illness, 2014/15</b> Havering -39.4% London – 38.9% England -40.5 %	Maintain a reduction in smoking prevalence from the current baseline
8	<b>Routine and manual workers (2023)</b> Havering -14.4% London – 15.2% England – 19.5%	Maintain a reduction in smoking prevalence, working towards the target of 10%, similar to 2019
9	<b>Private renters &amp; Social housing (22/23)</b> Havering -29% and 22.5%% London - 22% and 28.6%%	Maintain a reduction in smoking prevalence

# 2024 -25 Key Actions

Action	Description	Status
<b>1. Expand local provision of stop smoking services</b>	a. Commission additional 5 more pharmacies to provide Stop smoking service	Yellow
	b. Strengthen existing service by extending consultation period and providing enhanced supply of quit aids including S2S vapes.	Green
	c. Establish Specialist Advisor led SSS	Green
<b>2. SMI service</b>	Implement SMI service from 2024/25	Green
<b>3. Training front line staff</b>	Provide Very Brief Advice training to health & social care staff to improve knowledge and confidence around giving advice to stop smoking	Green
<b>4. CO test kits</b>	Provide CO test kits to Health visitors & HWB coaches to monitor smoking status of pregnant women and new mums and promptly refer	Green
<b>5. Communications</b>	Undertake campaigns to raise awareness of tobacco harm and promote local services Deliver targeted campaigns to priority groups	Green
<b>6. Data</b>	Ensure license payment for data management system on SSS	Green
<b>7. Evaluation</b>	Evaluate stop smoking services to assess effectiveness and measure equality of uptake across various demographics	Yellow

# Our Goal: by 2029

**Steady reduction in  
adult smoking  
prevalence in  
Havering**

**Drop in males  
smoking rate in  
Havering from 22.5%**

**Reduced smoking  
rates among priority  
groups**

**More robust  
enforcement of illicit  
tobacco and vapes  
sale & marketing**

**Reduction in youth  
smoking and vaping**

**A healthier Havering  
Population**