

HEALTH & WELLBEING BOARD

Subject Heading:

Tobacco Harm Reduction Strategy Consultation

Board Lead:

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Report Author and contact details:

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The subject matter of this report deals with the following themes of the Health and Wellbeing Strategy

<input type="checkbox"/>	<p>The wider determinants of health</p> <ul style="list-style-type: none"> • Increase employment of people with health problems or disabilities • Develop the Council and NHS Trusts as anchor institutions that consciously seek to maximise the health and wellbeing benefit to residents of everything they do. • Prevent homelessness and minimise the harm caused to those affected, particularly rough sleepers and consequent impacts on the health and social care system. 										
<input checked="" type="checkbox"/>	<p>Lifestyles and behaviours</p> <ul style="list-style-type: none"> • The prevention of obesity • Further reduce the prevalence of smoking across the borough and particularly in disadvantaged communities and by vulnerable groups • Strengthen early years providers, schools and colleges as health improving settings 										
<input type="checkbox"/>	<p>The communities and places we live in</p> <ul style="list-style-type: none"> • Realising the benefits of regeneration for the health of local residents and the health and social care services available to them • Targeted multidisciplinary working with people who, because of their life experiences, currently make frequent contact with a range of statutory services that are unable to fully resolve their underlying problem. 										
<input type="checkbox"/>	<p>Local health and social care services</p> <ul style="list-style-type: none"> • Development of integrated health, housing and social care services at locality level. 										
<input type="checkbox"/>	<p>BHR Integrated Care Partnership Board Transformation Board</p> <table border="0"> <tr> <td>• Older people and frailty and end of life</td><td>Cancer</td></tr> <tr> <td>• Long term conditions</td><td>Primary Care</td></tr> <tr> <td>• Children and young people</td><td>Accident and Emergency Delivery Board</td></tr> <tr> <td>• Mental health</td><td>Transforming Care Programme Board</td></tr> <tr> <td>• Planned Care</td><td></td></tr> </table>	• Older people and frailty and end of life	Cancer	• Long term conditions	Primary Care	• Children and young people	Accident and Emergency Delivery Board	• Mental health	Transforming Care Programme Board	• Planned Care	
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• Planned Care											



SUMMARY

The Council has been working in partnership with numerous health and social care professionals, community organisations and Trading Standards, all part of the Tobacco Harm Reduction Partnership Group, to develop a five year strategy to address tobacco, and vape harm amongst young people in Havering.

The Havering Tobacco Harm Reduction Strategy 2024-2029 aims to focus on local challenges and to reduce both tobacco and vape harm in the borough over the next five years in line with the national ambition of creating a smoke-free society by 2030.

The vision is to deliver a smoke-free future for Havering and improve the health and wellbeing of the population by working in partnership with other organisations and services to focus and deliver on the following four priorities of the strategy:

- Prevent the uptake of smoking
- Support smokers to quit using evidence based support, reducing the variation of smoking
- creating smoke-free environments
- Regulation & Enforcement: tackling smoking and vaping amongst young people, clamping down on illegal selling of vapes/tobacco.

Evidence shows clear inequality of impact caused by smoking with rates higher amongst men, disadvantaged groups, routine and manual workers, people with substance addictions and also among those with long term mental health conditions or a Serious Mental Illness (SMI). The high rates of smoking within these groups further compound the negative impacts on their health, social and financial wellbeing.

Reducing smoking within these groups and in the wider population, as well as tackling or reducing vaping amongst young people, will improve the overall health and wellbeing of Havering residents. In addition, given the prevailing high cost of living, quitting smoking will provide additional benefits in terms of savings made to incomes.

Consultation

Public consultation on the Tobacco Harm Reduction Strategy took place from 17th February 2025 to 31st March 2025, primarily via survey questionnaire on Council's platform Citizen Space with hard copies made available in local libraries across the borough and also through our specialist stop smoking service provider.

Young people's views were also gathered through the Youth Council SAFE meeting in March to ensure diverse feedback was received from different ages.

The public consultation received 125 responses altogether from a combination of residents, businesses, charity/community workers, parent and young people and included comments. Responses to the consultation were then analysed. Please see consultation report in the papers attached.



Overall, the consultation response showed that the priorities and commitments stated in the strategy were well supported from respondents. A few changes have now been implemented in the Strategy following consultation feedback.

This report now seeks the Health and Wellbeing Board's recommendation for the strategy to go to cabinet for adoption.

RECOMMENDATIONS

Agree the Tobacco Harm Reduction Strategy to proceed to cabinet for adoption.

REPORT DETAIL

The consultation questionnaire covered the priorities of the strategy, the groups to focus on, the commitments made and the recommendations from the Needs Assessment. The survey was mainly tick boxes but also gave opportunity for respondents to extend their answers with free text allowed.

The consultation was promoted at a number of network meetings and circulated to a large variety of health and social care professionals and organisations, as well as community and voluntary organisations, internal departments and stakeholders to share and distribute. It was also presented to the Youth Council.

Accompanying the consultation questionnaire was the draft strategy, an easy read version of the strategy, and the needs assessment.

The consultation responses were analysed and a report created.

Conclusion:

The strategy, priorities, commitments and recommendations are overwhelmingly in line with the local views of residents/respondents. Additional comments received were analysed and themes were identified. However, they did not suggest a significant change to the strategy but rather a need to expand or make some areas more explicit. This included expanding the priority groups to include a focus on children as well as young people, around smoking and vaping with explicit commitments to tackle these areas further.

All changes based on the consultation have now been implemented in the Strategy.

To understand the extent of smoking and vaping among young people, more data and evidence will need to be gathered and analyzed, in particular around vaping amongst young people because this is a growing trend with limited data on long term impacts of vaping. This gives support to the need for a Needs Assessment on vaping amongst young people to enable a deeper dive into some of the feedback already received through this consultation from young people for example why they are reluctant to admit that they vape.



IMPLICATIONS AND RISKS

Delivery of the strategy, particularly the establishment of and continuation of new services is dependent on continuation of government grant from 2024/25 to 2028/29 financial years.

In 2023, the government announced commitment to 5 year funding to local authorities from 2024/25 to 2028/29 financial years to boost stop smoking activities at local level as part of its drive to achieve a smoke-free England by 2030.

Havering was allocated £307,543 for 2024-25 year, and £315,471 for 2025-2026 year. The Funding from government is dependent on Havering continuing to maintain spend of £36,000 from the public health grant for local stop smoking activities. This is a condition of the grant allocation.

The cost for delivering the strategy will therefore be met from additional government grant over the next five years and from current public health spend on stop smoking.

Changes to government funding commitment will impact on the delivery of the strategy and pose a risk to continuation of local stop smoking services

BACKGROUND PAPERS

- Tobacco Harm Reduction Strategy (updated)
- Public Consultation Report