

Natalie Naor, Public Health Specialist

Public Consultation



Consultation Period: 17 February - 31 March 2025.

Consultation availability: Online via Citizen Space, hard copies in Libraries, hard copies supplied by stop

smoking service provider

Participation: 125 responses (majority online).

Communications campaign:

- Presentations to key group: Tobacco Harm Reduction Partnership, Practice Managers Forum, Social Prescribing and PCN Managers, Live Well Partnership, Youth Council
- Online/email comms: NHS, GP Federation, BHRUT newsletter, NELFT, Global, Living, Live Well Newsletter, local press
- Outreach Events: Mercury Mall/Liberty, Community Hubs, HOPEC
- Audiences: health and social care professionals, community workers, residents, priority groups, lead member/Councillors, young people/education



Demographics



90% Havering residents, 20% parents, 2% young people under 18

•

- 47% female, 24% male
- 61% White British
- 26% reported a disability
- 46% had never smoked, 23% current smokers,
 22% ex-smokers, 8% vapers

Youth Feedback: Received from Youth Council and SAFE meeting attendees (20 participants altogether, ages 13-18).

Postcode Location	Percentage of respondents
Hornchurch (RM12)	19%
Romford (RM1/RM7)	16%
Emerson Park (RM11)	14%
Rainham (RM13)	14%
Upminster (RM14)	14%
Harold Wood/Harold Hill (RM3)	13%
Gidea Park (RM2)	8%
Collier Row (RM5)	4%

Feedback



Overall support:

79% agreed with the strategy's four main priorities:

- Supporting smokers to quit 86% agreement
- Preventing smoking/vaping uptake among young people – 86%
- Creating smoke-free environments 74%
- Strengthening regulation/enforcement 72%

Awareness of harm:

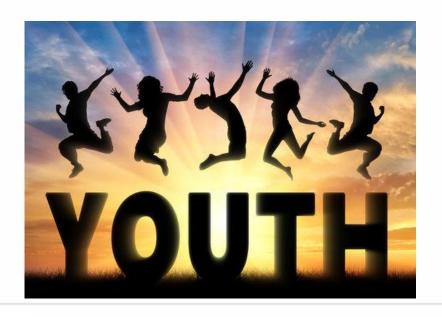
- 96% aware of **smoking** harms
- 62% aware of **vaping** harms



Feedback from Youth Services



- Strong **anti-smoking** sentiment
- Acknowledged **cost of cigarettes** as a deterrent
- Awareness of harms of smoking
- Confusion about harm and reluctance to admit vaping habits
- Evidence of peer pressure and normalization of smoking in apprenticeships/manual jobs due to earning money



Adjustments to Strategy



- 1. Changed the name of the priority group from just 'Young People' to 'Children and Young People'.
- 2. Included additional commitments for tackling smoking and vaping among Children and Young People.
- ➤ Work with parents to raise awareness of the harms of smoking and vaping among children and young people.
- > Signpost parents that smoke to local stop smoking support services, reducing harm from second hand and third hand smoking in the home.
- ➤ Identify and engage with youth groups and professionals working with children and young people in Havering to co-create resources and campaigns relevant to them.
- 3. Work with the **Licensing** as well as Trading Standards teams to ensure premises are compliant with the licenses that they have been issued.

Next Steps



- Obtain support from Health & Wellbeing Board to take the strategy to Cabinet
- Present strategy at cabinet meeting in June
- Publish strategy
- Create and implement Action Plan 2025-26

