



Natalie Naor, Public Health Specialist

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



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%

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



- 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



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.

- 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

