

# Comprehensive tobacco control

Councillor Briefings, July 2022

## Key points:

- Comprehensive tobacco control is a key part of local authority public health activity and requires multiple partners coming together to deliver across a range of different streams of work.
- Stop Smoking Services (SSSs) are one necessary part of a comprehensive approach to tobacco control but alone are not sufficient for progress.
- A comprehensive approach to tobacco control should be focused on reducing local smoking prevalence, in line with [The End of Smoking](#) strategic guidance.

## What is 'comprehensive' tobacco control?

Comprehensive tobacco control is a multiagency, multi-faceted approach to reducing smoking rates. The World Health Organization's [MPOWER](#) model defines comprehensive tobacco control as consisting of six strands of activity: monitoring tobacco use and prevention policies, protecting people from tobacco smoke, offering help to quit tobacco use, warning about the dangers of tobacco, and enforcing bans on tobacco advertising, promotion, and sponsorship.

The following table, divided by the six strands, outlines the guidance included in ASH and Fresh's [End of Smoking](#), setting out local guidelines for comprehensive tobacco control.

	<b>Drivers of a smokefree future</b>		
	<b>Reduce uptake</b>	<b>Increase smokers' quit attempts</b>	<b>Increase the success of smokers' quit attempts &amp; prevent relapse</b>
<b>Make smoking unappealing to both smokers and non-smokers ('denormalise' smoking)</b>			
<i>Enforcement of smokefree regulations</i>	✓	✓	✓
<i>Promotion of smokefree environments</i>	✓	✓	✓
<i>Enforcement and promotion of good trading practice</i>	✓	✓	✓
<i>Control of the supply of illicit tobacco</i>	✓	✓	✓
<i>Online, social and mass media</i>	✓	✓	✓
<b>Communicate hope: promote the annual quit attempt</b>			
<i>Professional-client encounters of all kinds</i>		✓	
<i>Communication and engagement through all council services</i>		✓	
<i>Online, social, and mass media</i>		✓	
<b>Provide diverse stop smoking support</b>			
<i>Specialist stop smoking services</i>		✓	✓

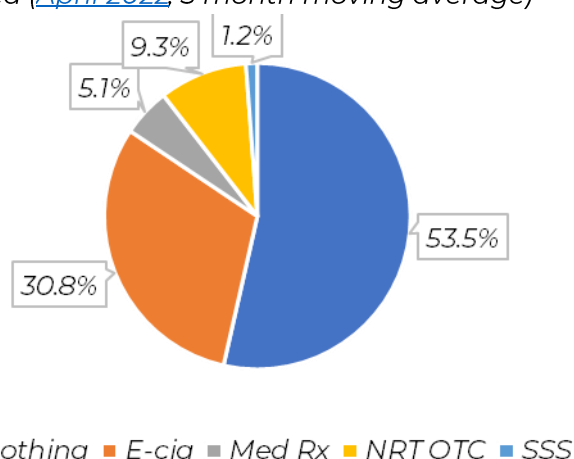
Brief advice and medicines		✓	✓
Treating tobacco dependency in the NHS		✓	✓
Telephone/app and online advice		✓	✓
Communication about quitting aids including e-cigarettes		✓	✓

## Stop Smoking Services as one part of a comprehensive approach

Stop Smoking Services (SSS) are an essential but underutilised element of local tobacco control. They are the most effective way for a smoker to quit. They are particularly important for groups with high smoking rates who often face higher levels of addiction and are less successful in quitting.

However, comprehensive and effective tobacco control requires more than just SSS. A majority of smokers want to quit but in 2021 just 39% made a quit attempt and only 1% used an SSS to quit. Councils should do all they can to encourage people to regularly try to quit and undertake a range of activity that prevents people from starting or relapsing. For more info, see [The End of Smoking guidance](#) which sets out the strategic approach councils should be taking on tobacco control.

% of those trying to stop by type of support used (April 2022, 3 month moving average)



## Why is now the right time to prioritise comprehensive tobacco control?

COVID-19 has brought discussions around health to the forefront of public interest, making good health more important than ever. Both the number of smokers trying to quit and proportion of those quitting successfully rose sharply during the pandemic. 37.8% of all smokers made a quit attempt in 2021, up from 29.1% in 2019, the highest rate since 2014, and 24.6% of smokers who tried to quit did so successfully in 2021 vs 14.2% in 2019, the highest rate ever recorded. This positive momentum and 'teachable moment' should not be wasted, as those trying to quit need to be supported and others encouraged to join them. Comprehensively addressing smoking is also [critical for building back better, levelling up society, and for building resilience in our communities](#) for the future.

## Questions for local councils

The following questions will help you assess whether your council is taking a comprehensive approach to tobacco control. For further questions, see the final two pages of the [End of Smoking report](#):

1. **Targets** – do you have targets beyond those set for your stop smoking service?
2. **Strategy** – does your current strategy address the needs of all local smokers, including priority groups?
3. **Quits** – what are you doing to increase the number of quit attempts that local smokers make?
4. **ICSSs** – is smoking a priority in the development of your integrated care system?

## Further resources

[Local Government Declaration on Tobacco Control](#) – a declaration for councils to demonstrate their commitment to comprehensive action on tobacco.

[Smokefree by 2030? 10 high impact actions for local authorities and their partners](#) – sets out 10 practical actions local authorities can be taking to comprehensively address smoking in their communities.