Taking an evidence-led approach in the North East

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Background to North East regional approach

2005-regional strategy- small team- locally together- brand

Collaboration with key national partners- ASH- northern partners- and Smoke Free Action Coalition

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2023: momentum building

https://ash.org.uk/for-professionals/local-toolkit/developing-a-system-wide-tobacco-control-programme

ash.

Developing a system-wide tobacco control programme

ASH has developed a series of resources designed to assist areas aiming to collaborate on tobacco control at a supra-local level.

2026:

New Smoke Free Action Coalition – regional tobacco control subgroup launched Jan:

- Cheshire and Mersey
- East of England
- East Midlands
- Greater Manchester
- London
- North East (vice chair)
- North Yorkshire Humber (chair)
- South East
- South West
- South Yorkshire

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https://ash.org.uk/resources/view/10-high-impact-actions-for-local-authorities-and-their-partners

Published January 2022

The ten high impact actions are:

1. Prioritise health inequalities
2. Work in partnership
3. Support every smoker to quit
4. Communicate the harms and the hope
5. Promote harm reduction
6. Tackle illicit tobacco
7. Promote smokefree environments
8. Enable young people to live smokefree
9. Set targets to drive progress
10. Protect and promote progressive tobacco control policy

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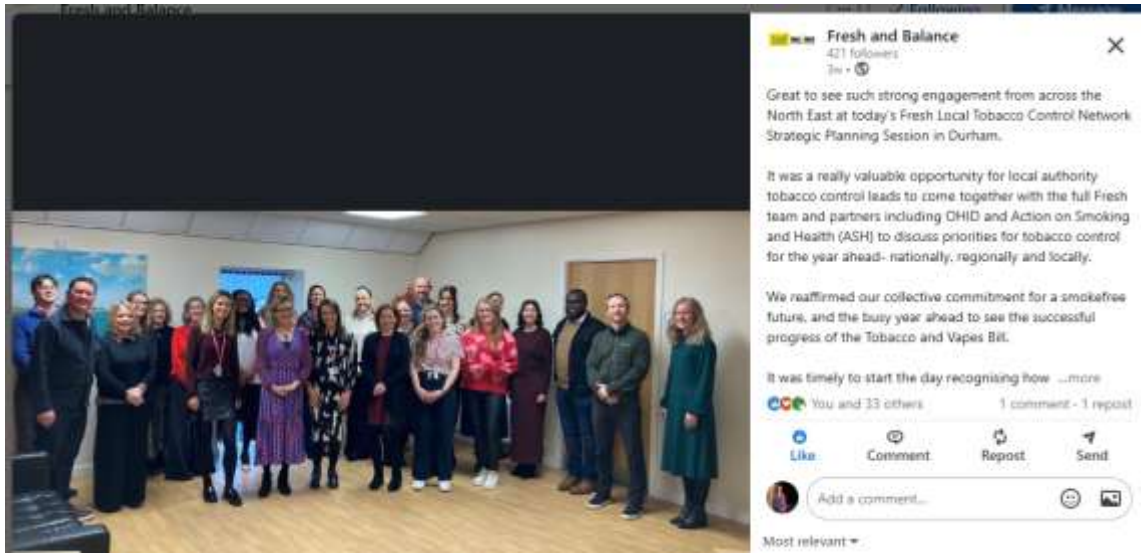
HI Action: 1 Prioritise health inequalities & 2 Work in partnership

Do you have a local tobacco control plan? What data is being used for this? Is it covering numerous strands of evidence based tobacco control? Where does it report into? Eg Health and Wellbeing Board?

Do you have a local tobacco alliance in place? Has it had its membership refreshed? Especially in light of Tobacco and Vapes Bill- e.g. role for Trading Standards and Environmental Health

Are you able to come together across localities to share learning, challenges, good practise, peer support?



https://ash.org.uk/for-professionals/local-toolkit

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HI Action 2- Support every smoker to quit

- Framed within the shared regional ambition to make smoking history/totally smokefree future
- Stop Smoking Services not designed to reduce smoking prevalence- but key for individual bespoke quitting support – and set up in 1999- now 2026 – world has changed enormously
- Smoking prevalence falls when more people try to quit and succeed
- System impact, not just services- looking at all the interventions collectively- NHS, LA, VCS, Primary Care etc
- Requires whole system action- excellent opp to work across localities, strategic mapping what is in place, sharing practise, everyone's role is important – and NHS, LA, others together
- Excellent opportunity to collaborate: media and comms, joint planning, consistent approaches, great work being done by ADPHNE Tobacco Commissioners Network with support from Fresh and OHID

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HI Action 2- Support every smoker to quit (& manage tobacco dependency)

Using multiple data sources e.g. APS and UCL Smoking in England Toolkit

Modelling to 5% by 2030

- Increase quit attempts to 46%
- Increase quit success rates to 29%
- Reduce uptake to 0.3%
- Increase annual decline to -1.03% per year

But planning to to zero smoking…. all groups

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Population level & Individual level

Population level interventions

- Making quitting visible, normal and expected
- Multiple routes to quit promoted at scale
- Reducing barriers before people seek help
- Quality standards

Increases overall quit attempts
Expands reach

Individual level interventions

- Provision of evidence-based treatments
- Targeted support for high prevalence priority cohorts
- Flexible, person-centred pathways and behavioural support

Increases overall quit success
Expands targeted reach (equity)

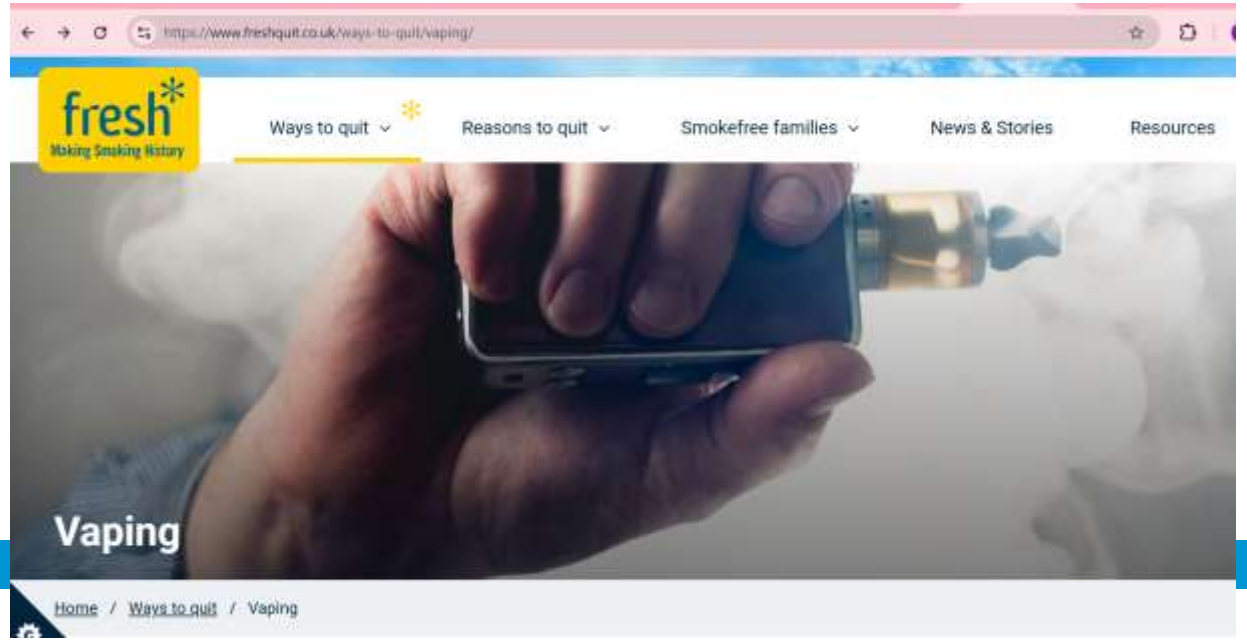
HI4- Promote harm reduction

Association of Directors of Public Health North East
Position Statement on Nicotine Vaping
August 2025

North East North Cumbria ICB Smokefree NHS/Treating Tobacco Dependency Taskforce
Position Statement on Nicotine Vaping
June 2025

ADPHNE

NENC ICB



HI5- Communicate the harms and the hope

- **Communications & campaigns have played important role in reducing smoking rates in the NE** – behaviour change, framing the harm and cost to society, system triggering quits and helping quitters to stay quit- insight driven
- **2026 is a key year**: T&V Bill, SFG- maximise opps
- A chance to support a Smokefree Generation locally, regionally, nationally with behavioural impact around perceived harm of tobacco- e.g. photoshoots locally
- **Comms must carry clear, simple messages, triggering emotional responses** around smoking on health, life and family – but also create hope and barriers to quitting – making quitting achievable
- Consideration of channels and messengers to ensure these carry the most <u>believability</u> and <u>credibility</u>
- **Social media working alongside news media with real stories**
- **Clear place to find out more** e.g. www.freshquit.co.uk- regional portal and well accessed: 186,000 + visits

Real stories are powerful – and showing various ways to quit

The voices of **real people whose stories can't be dismissed at the centre as credible messengers**

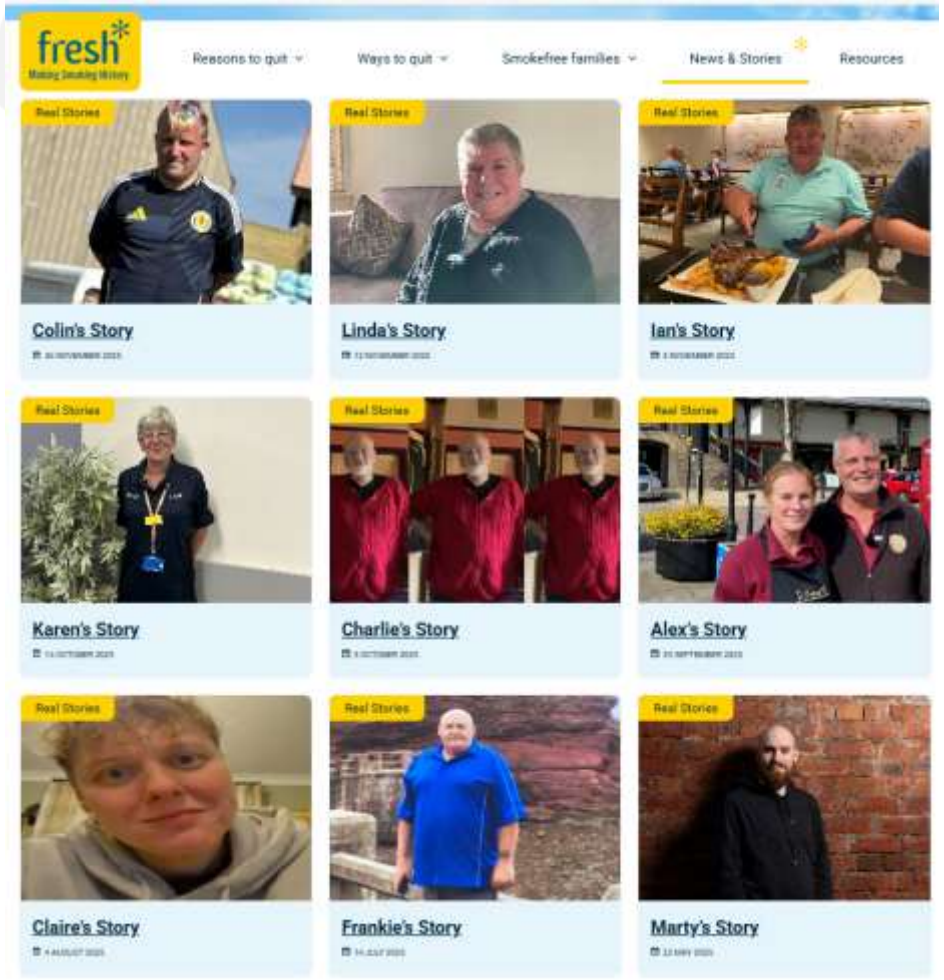
- **Move harm closer:** showing impact of smoking on health, life, the regret and the pain, the worry of family and finances

- **Make quitting possible** – people who have taken their life back and sharing that quitting can be done, no matter how many times you've tried- and lots of way to quit.

Pooled budgets running over boundaries increases our effectiveness, reach and impact - resources and toolkits supplies for each phase for partners with strong examples of local uplifts

- **WAYS TO QUIT- *NEW* campaign across NE- starting April 2026 – all 12 LAs additional funding to Fresh- radio, outdoor, digital, materials**

REAL people- REAL faces



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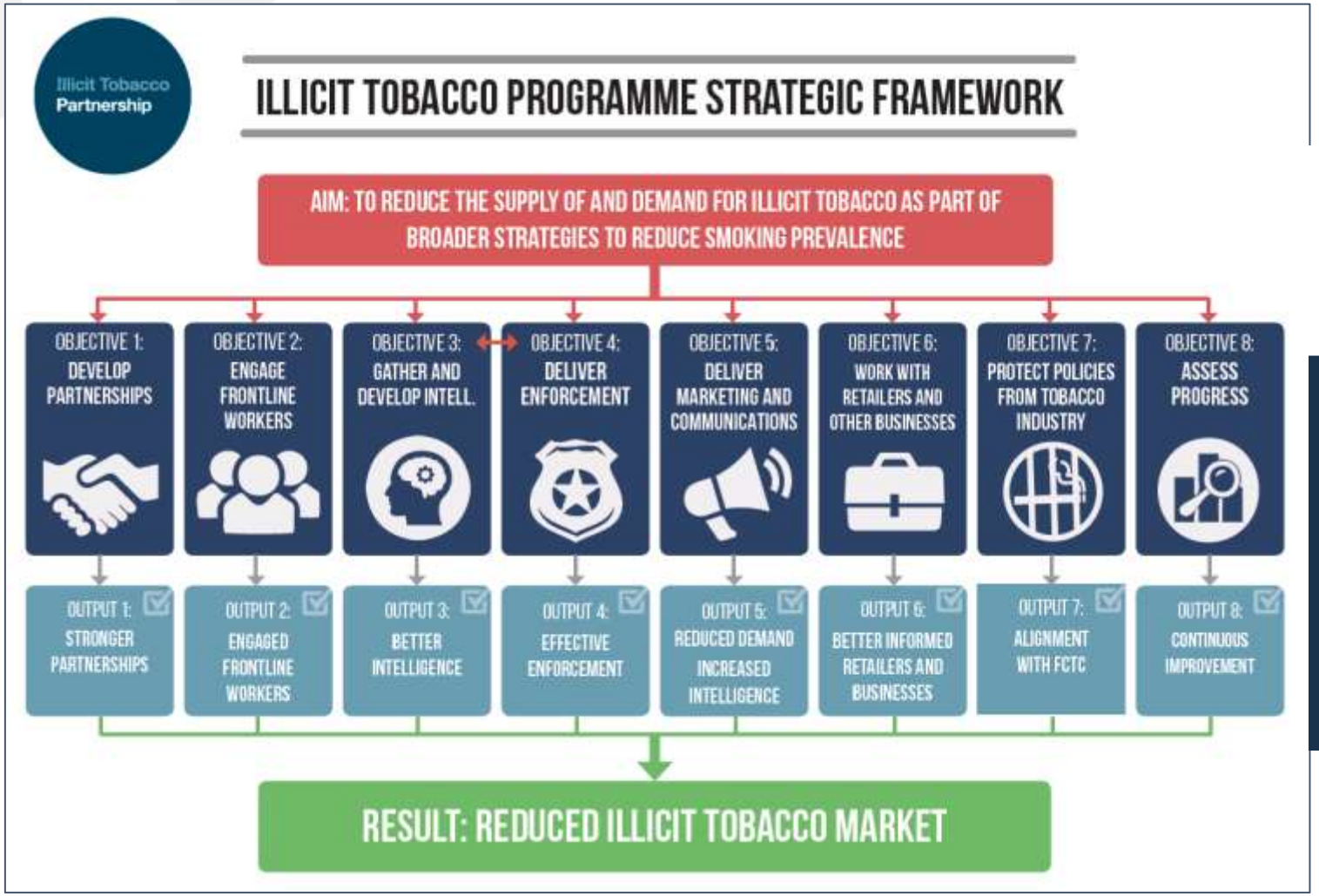
HI6- Tackle Illicit Tobacco



https://www.fresh-balance.co.uk/fresh/what-we-do/raising-price/

Resources

There are four objectives of the Illicit Tobacco Partnership:

1. To provide national leadership
2. To provide strategic advice and guidance
3. To influence policy development
4. To advocate for effective tobacco regulation

Key resources

To support our objectives, the Illicit Tobacco Partnership has brought together a series of resources which provides strategic advice and guidance to partners who wish to address the problems of illicit tobacco within broader tobacco control programmes of activity.

- Illicit Tobacco Programme Strategic Framework
- Illegal tobacco PR guide
- Guidance for Trading Standards
- ASH web pages on illicit tobacco

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HI7- promote smokefree environments

Tobacco smoke kills. We take a strategic approach to reducing exposure, with the focus on indoor exposure where the majority of harm occurs.
Further information is available in our Tobacco Smoke is Poison toolkit.

Objective 1	Objective 2	Objective 3	Objective 4	Objective 5	Objective 6	Objective 7	Objective 8
Follow the evidence base, with a focus on indoor settings	Identify and work with strategic partners	Identify settings where indoor exposure is an issue	Identify breaches of legislation and deliver enforcement	Deliver effective messaging	Advocate for enhanced regulation	Protect policies from the tobacco industry	Research, monitor and evaluate SHS exposure
Recommendation	**Recommendation**	**Recommendation**	**Recommendation**	**Recommendation**	**Recommendation**	**Recommendation**	**Recommendation**
Apply the evidence and focus on indoor settings Include strategic activity in local tobacco control plans	Map out key partners to engage with Hold a focused local alliance meeting on SHS	Upskill workforce by signposting to evidence-based training Support implementation of tobacco control in social housing.	Work with regulatory colleagues to support compliance with smokefree legislation Encourage reporting if the law is broken	Use resources in the Tobacco Smoke is Poison toolkit to amplify key messages Signpost to Freshquit.co.uk for a consistent approach	Gather evidence and feed into advocacy opportunities - call for all private vehicles to become smokefree Remember – protecting public from tobacco harm is popular	Be aware of legal obligations under WHO FCTC Article 5.3 Separate fact from fiction: tobacco industry messages contradict the evidence	Systematise and standardise local data collection Track public opinion and population data gathered by other agencies

Result: Increased awareness of and reduced exposure to the harms of secondhand tobacco smoke

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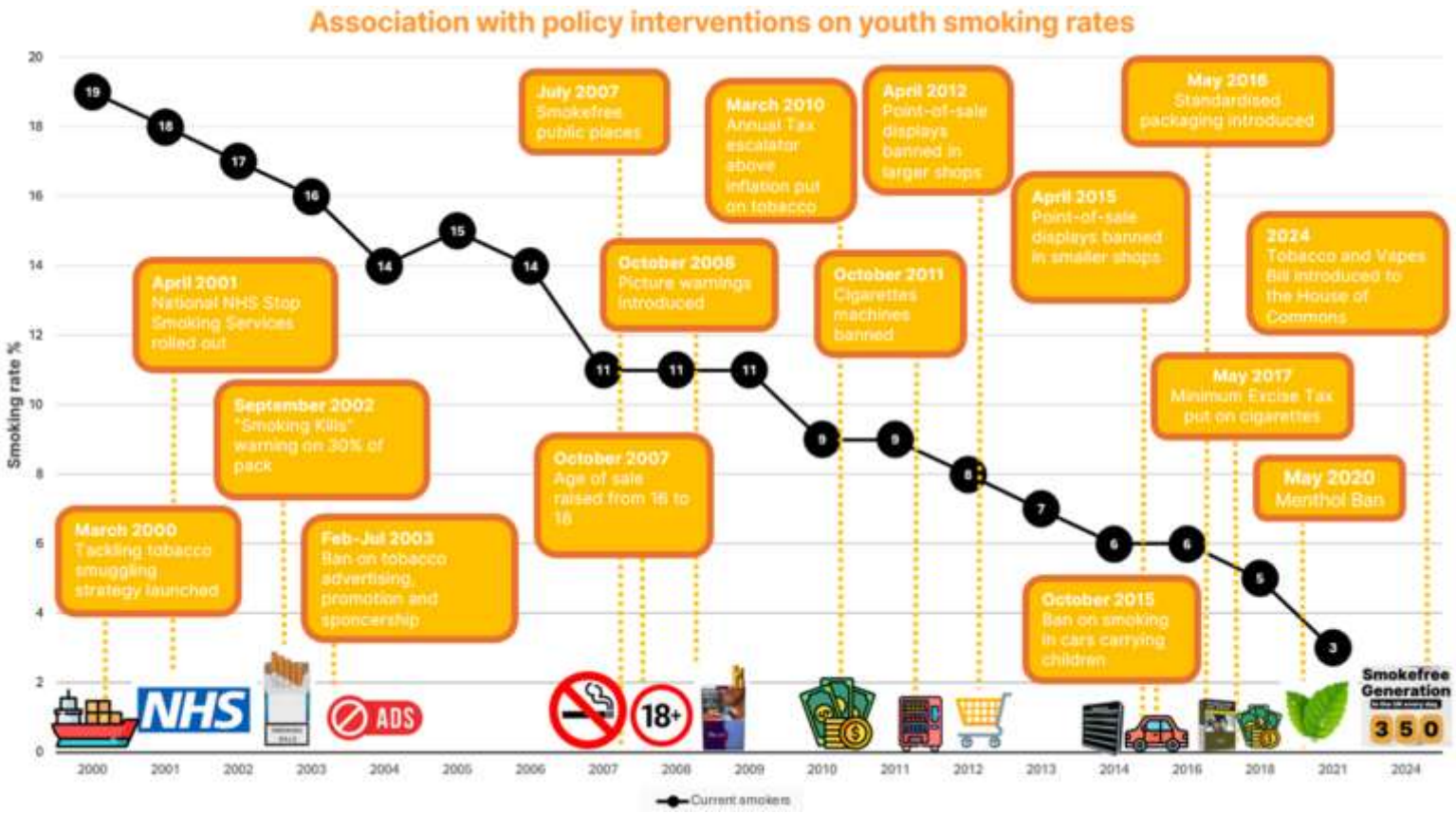
HI8- Enable young people to live smokefree



Adult world change

Adults/carers quitting- smokefree

Protection from SHS

Mindful of what TI would want you to do

Engagement of CYP for SFG countdown- rationale for this

Core messaging key

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HI 9- Set targets to drive progress

Smoking in England Toolkit

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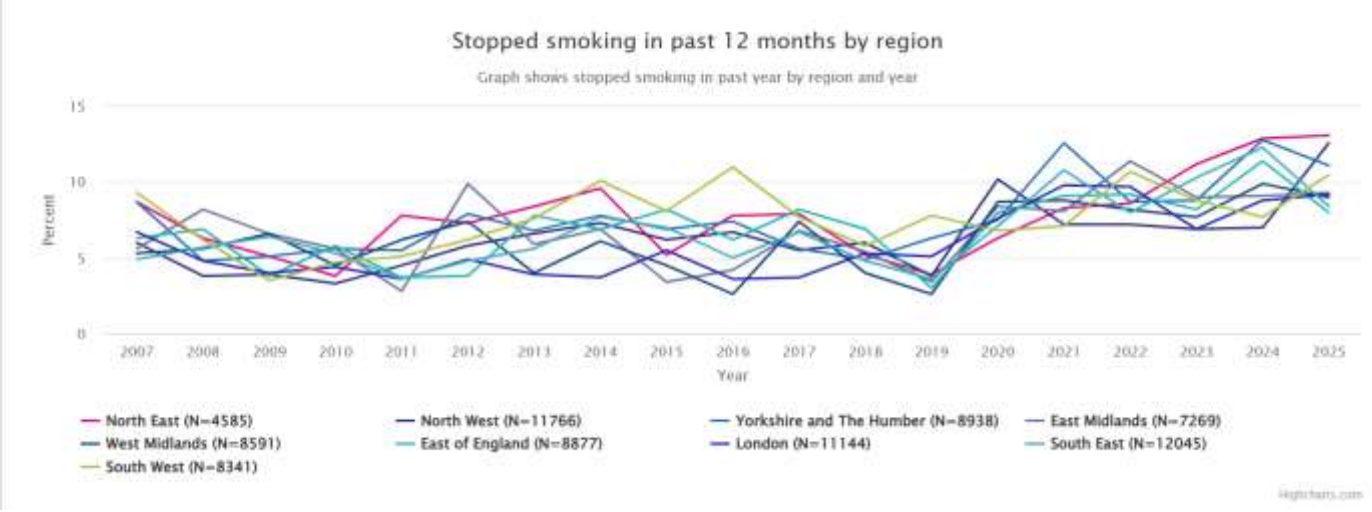
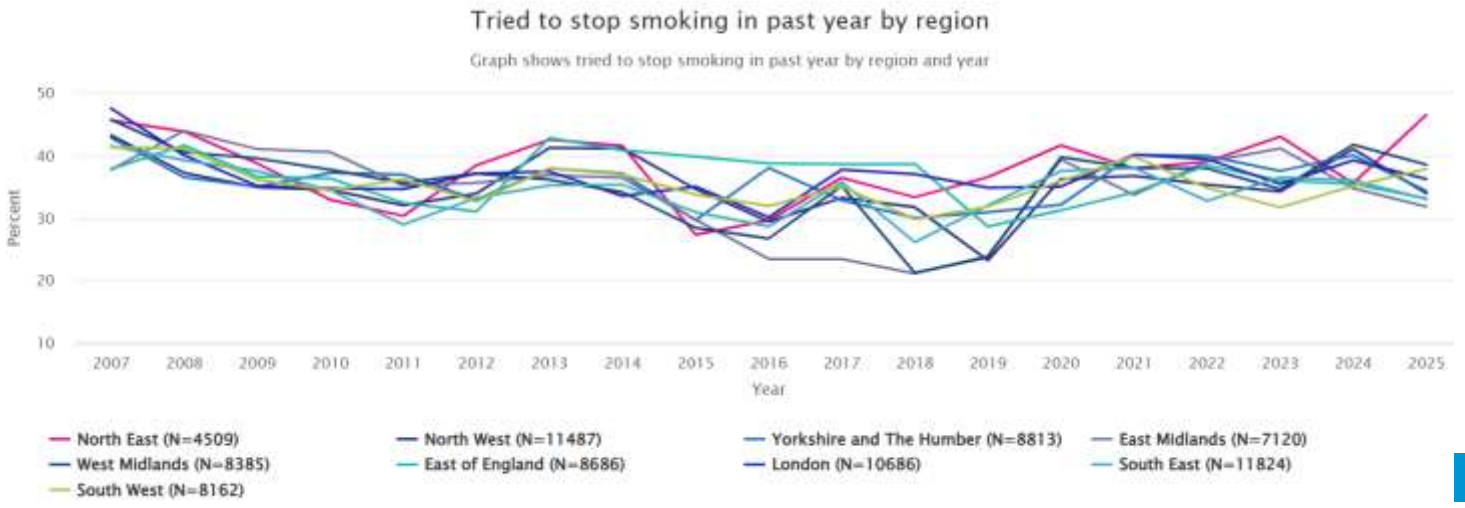


Smoking Profile: Smoking Profile | Fingertips | Department of Health and Social Care

OHID – SSS data explorer



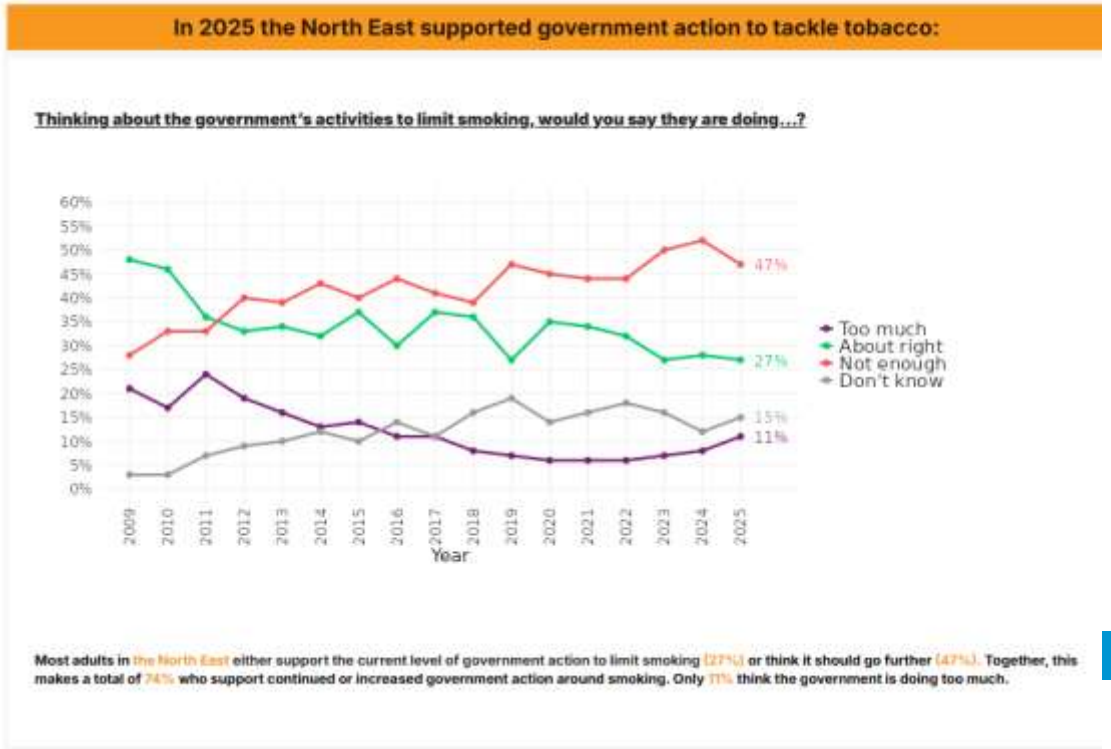
HI 10-Protect and promote progressive tobacco control policy

Sign up to Smokefree Action Coalition- and exciting plans for 2026 – signing up to new declaration

Engage elected members – and ensure their understanding of article 5.3 of FCTC

Think about having a clear local vision – end game goal ideally- zero tobacco smoking

Reminder – cross party- high level of public support



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- London- tracy.parr@towerhamlets.gov.uk
- North East (vice chair)- lisa.holland@fresh-balance.co.uk
- North Yorkshire Humber (chair)- scott.crosby@nhs.net
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