



MAKING SMOKING HISTORY IN GREATER  
MANCHESTER: OUR GREATEST OPPORTUNITY  
FOR FAIRER HEALTH FOR ALL

Debbie Watson, Director of Public Health, Tameside MBC



**MAKE  
SMOKING  
HISTORY**

# Making Smoking History in Greater Manchester

**MAKE  
SMOKING  
HISTORY**

## DRIVING CHANGE WITH GMPower

Based on the World Health Organization's Framework Convention on Tobacco Control (WHO FCTC), Greater Manchester uses the adapted GMPower model to underpin its strategy to reduce demand for tobacco.

- G** Growing a social movement
- M** Monitoring tobacco use and prevention policies
- P** Protecting people from tobacco smoke
- O** Offering help to stop smoking
- W** Warning about the dangers of tobacco
- E** Enforcing tobacco regulation
- R** Raising the real price of tobacco

**GREATER MANCHESTER IS A LEADER  
IN TOBACCO CONTROL, IMPLEMENTING  
INNOVATIVE PROGRAMMES AND SERVICES  
THAT HAVE BEEN ROLLED OUT NATIONALLY –  
A ROLE MODEL FOR WHAT NEEDS TO BE DONE  
REGIONALLY TO MAKE SMOKING HISTORY.**

Deborah Arnott, Chief Executive, Action on Smoking and Health (ASH)

**ash.**  
action on smoking and health



**3**

percentage point reduction  
in adult smoking prevalence



**66,000**

fewer smokers



**3.1**

percentage point reduction  
in smoking at time of delivery

**TOBACCO HAS NO  
PLACE IN THE FUTURE OF  
GREATER MANCHESTER.**

Andy Burnham, Mayor of Greater Manchester

# NHS Long Term Plan Tackling Tobacco Dependency and Khan Review Exemplars

**MAKE  
SMOKING  
HISTORY**

**3,500 SMOKEFREE PREGNANCIES**

Smoking at time of delivery reduced by 1/4

**GREATER MANCHESTER HAS TAKEN AN INNOVATIVE APPROACH TO SAVING BABIES LIVES, PIONEERING THE USE OF INCENTIVES DURING AND AFTER BIRTH TO REDUCE SMOKING AT TIME OF DELIVERY RATES AT A SIGNIFICANT PACE COMPARED TO OTHERS NATIONALLY.**

Professor Linda Bauld, Professor of Public Health, University of Edinburgh

**1 IN 4 CURE PATIENTS**

Are smokefree 12 weeks after leaving hospital

**GREATER MANCHESTER HAS SHOWN TRUE LEADERSHIP IN SETTING THE BLUEPRINT FOR TREATING TOBACCO DEPENDENCY. CURE WILL SAVE THOUSANDS OF LIVES AND GENERATE SIGNIFICANT REDUCTIONS IN DEMAND FOR NHS SERVICES.**

Professor John Britton, Emeritus Professor of Epidemiology, University of Nottingham

# Re-imagining a quitting journey

**MAKE  
SMOKING  
HISTORY**

## From ...

Opportunistic, disjointed and siloed approach to smoking cessation offer

Barriers to access/uptake of stop smoking services, with high long-term relapse rates

Inconsistent collection of service KPIs, with relevant data and records split across multiple information systems

Difficult or impossible to track smoking cessation progress/history

Data gathering for improvement and research is time-consuming and complex

## To ...

Systematic approach to identifying, referring and enrolling smokers into services/offers

Comprehensive suite of best practice pathways to maximise effectiveness and engagement

Aligned and standardised KPIs in a data management system with bi-directional flow to shared care records

Progress monitoring and history accessible across settings

Intelligence and insights available to inform resource allocation, planning and cross-programme improvement strategy

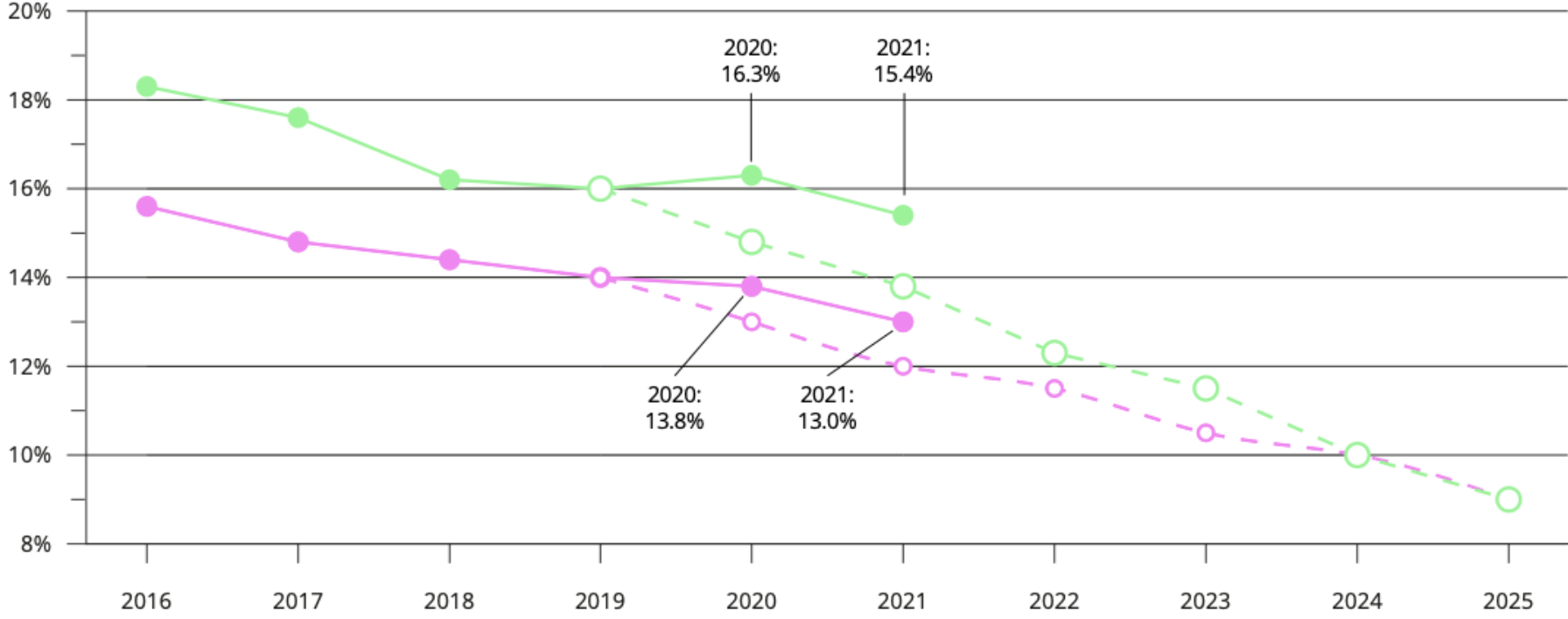


Proactive, connected and comprehensive smoking cessation offers, **adaptive to the individual needs, circumstances and preferences of each citizen**

# Smoking Prevalence Trajectories – England and GM

**MAKE  
SMOKING  
HISTORY**

Smoking prevalence in adults (18+)



● Greater Manchester    ○ Greater Manchester target trajectory    ● England    ○ England target trajectory



## Building on our successes and learnings

**MAKE  
SMOKING  
HISTORY**

### **A framework for smokefree communities, localities and our city region, creating a healthier and fairer future for everyone**

Tackling health inequality, putting wealth back into our communities, boosting the region's productivity and releasing pressure on our health and social care systems.

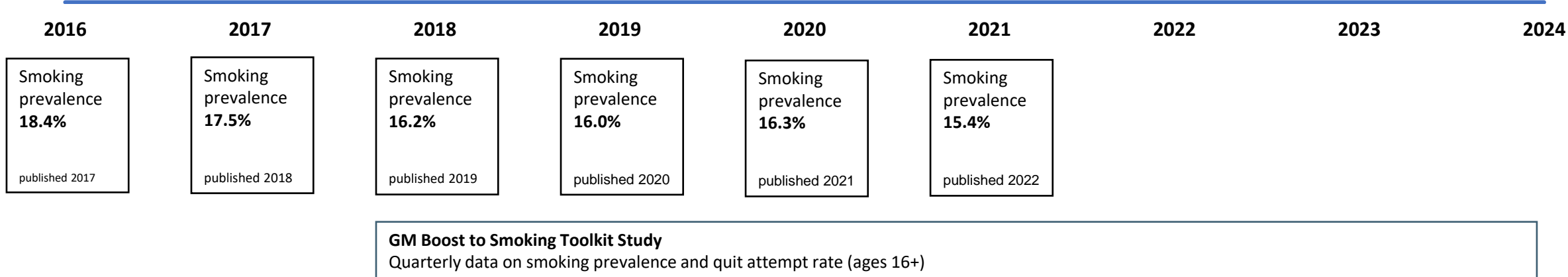
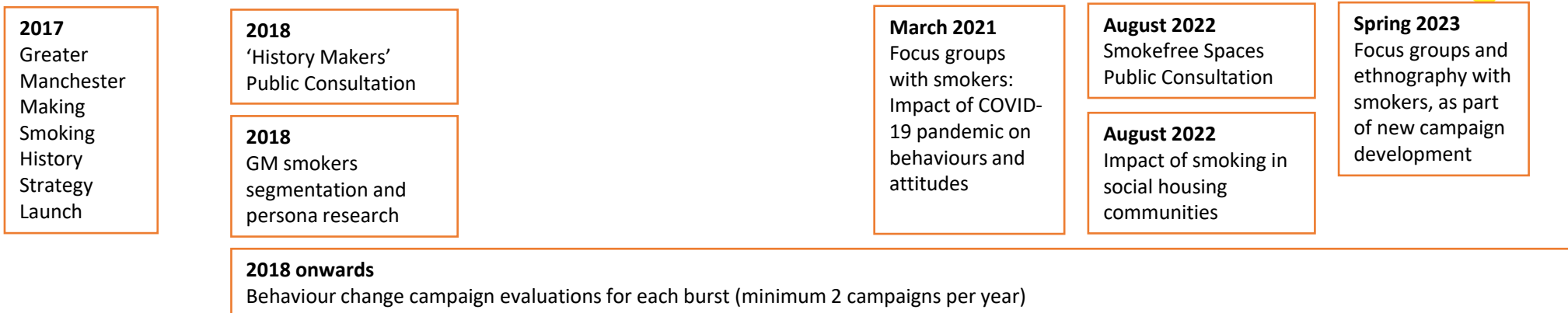
Shaped by engagement with people and VCFSE, strengthened by collaboration and deploying our GMPOWER model to ensure alignment across all activities – *a whole greater than the sum of its parts.*

Supported by a bold, behaviour change and engagement strategy which continues to raise the bar and accelerate quit attempts region-wide and across all communities including under-represented groups to understand barriers to quitting

# MAKE SMOKING HISTORY

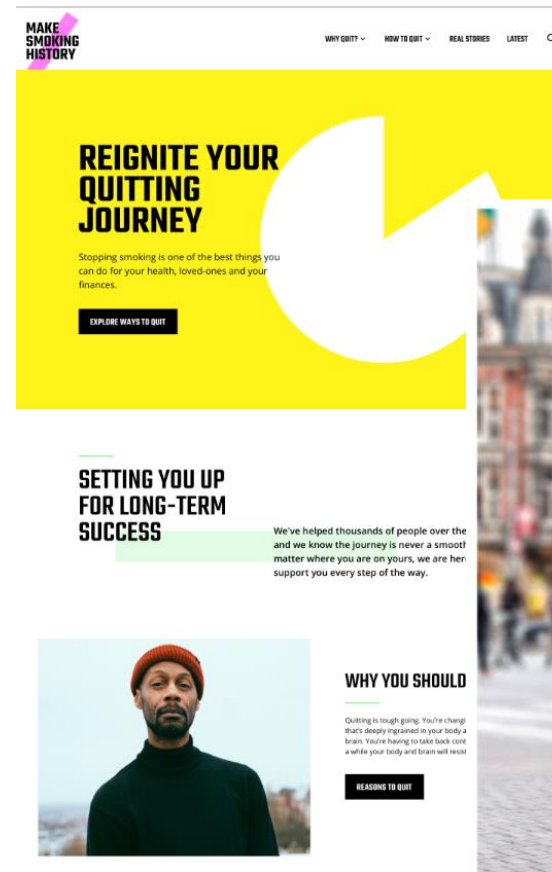
## Monitoring and Insight Timeline

To deliver effective tobacco control programmes it is important to understand smokers' behaviours, attitudes and perceptions.



## Addressing Smokers' Challenges – What we did in 2020

We created a new stop smoking brand identity (Make Smoking History) and campaign for Greater Manchester (Never Quit Quitting), which was supported by a new website with information, resources, and a service finder ([www.makesmokinghistory.co.uk](http://www.makesmokinghistory.co.uk)) and an 'always on' digital advertising and PR strategy.





# Summer 2023 Smoker Insights

**MAKE  
SMOKING  
HISTORY**

- Smoking remains deeply embedded, with many still smoking through pregnancy and despite incidence of disease within close family
- Justified in terms of coping with stress, relaxation and escapism, being reliant on the “hit”
- Most are conforming to family and social norms, though many don’t smoke in the house (some do vape) and all would hate the thought of their kids/grandkids smoking
- Lots talk about the increased cost of smoking and have cut down/switched to roll-ups but for many, spend on cigarettes remains a priority
- Tension between the joy and attachment to the habit, and the guilt they sometimes feel – but overall, many are pretty comfortable where they are
- The 2 in 3 will die – half in middle age statistic did cut through with most smokers and was new news. The idea of half becoming ill and dying in their 50s and 60s was truly shocking.



**After smoking for nearly four decades, Lisa, 49, quit for good. A major health scare turned the mum of four's world upside down when she nearly died of a heart attack.**

**MAKE  
SMOKING  
HISTORY**

“In 2018 I had a heart attack while at home with my children. I was blue lighted to hospital and spent four weeks in a coma. There were times when the doctors said I wasn't going to make it.

“After being so ill, I stayed smokefree until December 2019 when I had a few puffs of a cigarette and relapsed.

“During the start of the pandemic, I had to shield due to my health condition and was smoking more at home. It was a high stress environment, but I had developed a nasty chest infection.

“I contacted my stop smoking service and we discussed different ways to quit. **I had tried lots of different things**, such as patches and gum, but **due to my existing health conditions (diabetes and asthma) they affected my blood sugar levels**. I was determined to give up so in the end I **found vaping worked best for me.**”





**MAKE  
SMOKING  
HISTORY**

Questions....