



**September 2017**  
**Issue 21**

# Newsletter

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## Government Tobacco Control Plan for England

In July, the Government published a new Tobacco Control Plan for England. The plan, titled "Towards a Smokefree Generation", details further reduction targets in smoking prevalence, setting out to achieve the following objectives by 2022:

- reduce the number of 15 year olds who regularly smoke from 8% to 3% or less
- reduce smoking among adults in England from 15.5% to 12% or less
- reduce the inequality gap in smoking prevalence, between those in routine and manual occupations and the general population
- reduce the prevalence of smoking in pregnancy from 10.5% to 6% or less

To help achieve these ambitions:

- local areas will benefit from the support of Public Health England experts who can help them develop tobacco control policies tailored to local needs.
- local areas will be encouraged to identify and implement local Smokefree Pregnancy Champions to promote implementation of best practice.
- PHE will regularly update their evidence base on e-cigarettes and include their advice in all quit smoking campaign messaging. The Government acknowledges this is the most popular quitting method in England, and alongside local stop smoking services can have high success rates.
- all health professionals will be given access to the tools to promote quitting.
- implementation of smokefree policies will be driven forward in all hospitals, mental health facilities and prisons.

View the full strategy at [www.gov.uk/government/publications/towards-a-smoke-free-generation-tobacco-control-plan-for-england](http://www.gov.uk/government/publications/towards-a-smoke-free-generation-tobacco-control-plan-for-england)

Work will now begin locally to develop the Smokefree Devon Alliance's new tobacco control strategy for Devon. Updates and opportunity for input will be provided in the upcoming Smokefree Devon Alliance meeting. If you have any comments or suggestions for the development of this strategy outside of the meeting, please email them to [ruby.entwistle@devon.gov.uk](mailto:ruby.entwistle@devon.gov.uk)



## Devon Partnership Trust Going Smokefree in 2018

We are happy to share that Devon Partnership Trust will be making all their premises and grounds Smoke Free from March 2018. This follows their secure wards at Langdon in Dawlish successfully making the change over a year ago.



Patients with a diagnosis of a serious mental disorder die on average 20 years younger than the rest of the population. They are more likely to develop preventable conditions such as diabetes, heart disease and some cancers. People with mental health conditions are less likely to receive the physical health care they need and are less likely to be offered help for lifestyle choices like giving up smoking, reducing alcohol consumption, promoting exercise and positively adjusting their diet.

Going Smoke Free and having the resources and expertise in place to support patients to stop or reduce their smoking is one way the Trust is looking to improve the lives of patients and their families. A steering group is co-ordinating activity, for more details contact Deputy Director of Nursing Gavin Garman ([gavingarman@nhs.net](mailto:gavingarman@nhs.net))

## Stoptober

It is that time of the year again – Stoptober is back for 2017 to encourage smokers to make a quit attempt during October. So far Stoptober has driven almost 1 million quit attempts, with thousands likely to take part again this year. There will be a variety of free Stoptober resources available for those looking to quit, including support through text, email, the [Stoptober app](#) and a [Facebook Messenger bot](#).

HOW WILL **YOU** QUIT THIS  
**STOPTOBER?**

Please do support Stoptober in whatever way you can. Whether you share the Stoptober website via social media, use the campaign to start a brief discussion with a smoker about quitting, or whether you hold your own Stoptober event to raise awareness and encourage people to quit – every little helps!

Pharmacies will automatically receive Stoptober toolkits directly from PHE. Everyone else will need to access their own resources from the Campaign Resource Centre: [campaignresources.phe.gov.uk/resources/campaigns/6-stoptober/resources](http://campaignresources.phe.gov.uk/resources/campaigns/6-stoptober/resources)

There will be a Stoptober advert available to display on digital screens across the county, e.g. in waiting rooms. If you would like to use this resource, please let Ruby Entwistle know.

Once again, we have a Devon specific URL for Stoptober, which will enable us to track the local activity on the national website. If you are sharing the Stoptober via digital channels e.g. social media, please use this link: [http://po.st/Stop17\\_Devon](http://po.st/Stop17_Devon)

The [OneSmallStep](#) specialist stop smoking service will be holding a Stoptober Roadshow, using their mobile clinic – watch out for them!

Please do let us know what you get up to!



stoptober

## OneSmallStep Launches New App, Rally

[Rally](#) is a new app launched as part of [OneSmallStep](#) – Devon County Council’s healthy lifestyle service for Devon’s residents.

Rally is designed to provide an easier way to improve health and wellbeing on the move.

People can simply register, complete the health survey and, based on responses and what individuals want to achieve, will get personal recommendations to help them move more, eat more healthily, lose weight, stop smoking or cut down on alcohol.

Individuals can check their Rally age, and sign up to various missions to help them change their lifestyle and earn rewards.

Please do help promote this new tool to Devon’s residents by sharing with your clients and networks.

For more information please visit the OneSmallStep [website](#) page, [Facebook](#) or via [Twitter](#).



## Updated Smoking Indicators

The smoking indicators have been updated again and according to the Annual Population Survey 2016, 12.6% of the adult population in Devon smoke. This is below the South West (15.5%) and England (16.9%) rate.

Recent years have seen the prevalence of smoking in Devon continuously drop. This latest update does show a very slight increase of 0.4%, however caution must be taken in interpreting this figure due to small sample size in Devon and a change in the survey question.

Further information can be found on the [Public Health England Tobacco Control Profiles tool](#).

Indicator	Period	Devon
Smoking Prevalence in adults - current smokers (APS)	2016	12.6
Smoking Prevalence in adults in routine and manual occupations - current smokers (APS)	2016	25.4
Smoking prevalence age 15 years - regular smokers (SDD survey)	2014	-
Smoking prevalence age 15 years - occasional smokers (SDD survey)	2014	-
Successful quitters at 4 weeks	2015/16	2423
Smoking status at time of delivery	2015/16	11.5
Smoking attributable mortality	2013 - 15	222.2
Smoking attributable hospital admissions	2015/16	1500

## A supported and up-skilled maternity workforce is vital to reduce smoking in pregnancy - Viv Bennett and Jacqueline Dunkley-Bent

The harmfulness of smoking in pregnancy is well known and what a healthcare practitioner does and says at both the pre-conception and pregnancy stage really matters for increasing the number of women having a smokefree pregnancy. Smoking remains the leading modifiable risk factor for a range of poor pregnancy outcomes, including miscarriage, stillbirth, low birthweight and neonatal complications and yet around 70,000 babies are born in England each year to mothers who smoked during pregnancy and there are significant demographic and geographical variations across the country.

This blog introduces and explains new research which recommends improvements to training and a more sustainable, system-wide approach to addressing this challenge. If you work in maternity or a position to influence future mothers, are a local commissioner, manager or training and education lead, then please read and share this blog and consider what action you can take to give every child their one chance at a smoke free pregnancy.

Continue reading the blog [here](#).

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### Other news

- **Smokefree Devon Alliance Website**
- If you have anything that you would like to put on the website or think something should be included on there, please do get let Ruby know on [ruby.entwistle@devon.gov.uk](mailto:ruby.entwistle@devon.gov.uk)
- **Training**
- The next level 2 practitioner training dates are:
- Two day advisor training: 22<sup>nd</sup> and 23<sup>rd</sup> November, Newcourt Community Centre
- Half day refresher training: 21<sup>st</sup> November, Newcourt Community Centre
- **Level 2 service provision**
- If your GP practice or pharmacy is interested in delivering the level 2 stop smoking service, please contact [ruby.entwistle@devon.gov.uk](mailto:ruby.entwistle@devon.gov.uk)

This newsletter gives a brief update on information and events relating to tobacco control and the Smokefree Devon Alliance. If you would like to receive regular copies of this update, please contact me at the email address below.

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