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**Decision Maker:** **HEALTH AND WELLBEING BOARD**

**Date:** **Thursday, 08 February 2024**

**Decision Type:** Non-Urgent Non-Executive Non-Key

**Title:** Smoking Cessation Report

**Contract Officer:** Gillian Fiumicelli , Head of Disease Prevention  
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**Chief Officer:** Nada Lemic, Director of Public Health

**Ward:** Not applicable

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**1. REASON FOR REPORT**

- 1.1. To inform and gain the views of the Health and Wellbeing Board about the new opportunities provided by the announcement of ring-fenced Government funding for Smoking Cessation. To provide an overview of Bromley's response of the progress to date and an outline of future plans.

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**2. RECOMMENDATION(S)**

- 2.1. To note the contents of the report
- 2.2. To note the proposed approach and plans to commission a local stop smoking service for the residents in Bromley.

## Corporate Policy

1. Policy Status: Health and Wellbeing Strategy 2024-29
  2. BBB Priority: 2. For adults and older people to enjoy fulfilled and successful lives in Bromley, ageing well, retaining independence and making choices
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## Financial

1. Cost of Proposal: Estimated Cost. £99K
  2. Ongoing Costs: Recurring Cost. £to be funded from ring fenced DH grant
  3. Budget Head / Performance Centre: Nada Lemic
  4. Total current budget for this head: ££16,120,485
  5. Source of funding: Department of Health
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## Staff

1. Number of staff (current and additional): 0
  2. If from existing staff resources, number of staff hours: not applicable
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## Legal

1. Legal Requirement: Non-Statutory Requirement - Government Guidance. Stopping the start: our new plan to create a smokefree generation - GOV.UK ([www.gov.uk](http://www.gov.uk))
  2. Call-in: Call-in is not applicable. not applicable
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## Customer Impact

1. Estimated number of users/beneficiaries (current and projected): 200 quits in 1 year pilot
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## Ward Councillor Views

1. Have Ward Councillors been asked for comments? No
2. Summary of Ward Councillors comments: Not applicable

### 3. **COMMENTARY**

#### **Background**

**3.1** Following the publication of the Department of Health policy paper ‘Stopping the start: our new plan to create a smokefree generation’, the government has outlined a range of measures to address this important public health issue ([Stopping the start: our new plan to create a smokefree generation - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/papers-and-consultations/stopping-the-start-our-new-plan-to-create-a-smokefree-generation)). The government paper includes the identification of a new ring-fenced budget for Specialist Stop Smoking Services for 5 years from 1<sup>st</sup> April 2024. It has been provisionally allocated to each local authority public health team based on estimated prevalence which will be reassessed each year. For 2024-25 the estimated smoking prevalence for Bromley has been calculated as 6%.

**3.2 Current provision of stop smoking support in Bromley.** Residents in Bromley do have access to the Stop Smoking London telephone service for behavioural support with quitting, but this does not provide any data feedback to the borough to submit to NHS Digital. Also importantly Stop Smoking London is currently not able to provide nicotine dependence medication which is a key function of a Specialist Stop Smoking service.

There are additional workstreams linked with the NHS Long Term Plan (LTP) currently being implemented within Maternity, Serious Mental Illness (SMI) and the Acute Secondary Care for Inpatients. There is a need for these pathways to have Community based follow up. This is intended to be provided by Community Pharmacies funded by NHS England through the NHS Community Pharmacy Smoking Cessation Service, [NHS England » NHS community pharmacy smoking cessation service](https://www.nhs.uk/longtermplan/communities/communities-and-pharmacies/nhs-community-pharmacy-smoking-cessation-service). This however is not a universal service and is only available to people in one of these NHS LTP pathways. The data on quits to NHS Digital is not submitted at Community Pharmacy level but passed back to the NHS LTP pathway.

**3.3. Commissioning of a pilot Local Stop Smoking Service** In order to ensure Bromley can access the new government funding a pilot local Stop Smoking Service has been commissioned for one year funded from the Public Health Grant. A commissioning exercise has been undertaken with the contract awarded to Solutions 4 Health for £99K. Mobilisation of this service is in progress with the aim to go live in February and be able to submit quit data to NHS Digital prior to the end of March 2024. This service will provide both remote and face to face service, offering appointments in the One Bromley Glades Health Hub once it opens after a refit. The service will be known as Smokefree Bromley and will be promoted widely particularly in GP Practices. This pilot will be evaluated and provide time for and insight into future commissioning of a longer term service from the ring-fenced Government funding.

**3.4.** Further additional Department of Health funding through the **Swap to Stop scheme** which provides starter kits of e-cigarettes for people undertaking a quit attempt in collaboration with a local stop smoking service. Once our pilot service is delivering quit data, Bromley will be in a position to bid for this additional funding which can support the local stop smoking service to deliver a greater number of quits and widen their offer of support using the very popular quit method of e-cigarettes [Smokers urged to swap cigarettes for vapes in world first scheme - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/papers-and-consultations/smokers-urged-to-swap-cigarettes-for-vapes-in-world-first-scheme)

**3.5. Longer term Commissioning Plans** – Bromley will undertake a procurement exercise to commission a local specialist stop smoking service which compliments existing services and ensures there is collaboration between partners to ensure the needs of residents are met. No detailed plans

of this are available yet but it should be recognised that the new grant for Bromley will be relatively small.

**3.6. Further South East developments and System oversight.** SEL ICB has a Tobacco Dependence Oversight Group responsible for which is responsible for the delivery of the South East London Tobacco Action Plan as one of the Vital 5 areas. Public Health Bromley have a representative on this group.

**3.7. Budget:**

The new ring fenced Govt grant available from 1<sup>st</sup> April is £272,889 per annum approximately for 5 years. This will be inclusive of prescribing costs for Nicotine dependence medication The prescribing element may be supplemented by additional supply via the Swop to Stop bid if successful.

Non-Applicable Sections:	Personnel
Background Documents: (Access via Contact Officer)	
	Version CP@5/16