

BRIEFING	TO:	Health and Wellbeing Board													
	DATE:	24 th September 2025													
	LEAD OFFICER	Amelia Thorp													
	TITLE:	Tobacco control update													
Background															
1.1	Despite a decreasing trend in the number of people who smoke in the last 50 years, smoking remains the leading cause of preventable and early deaths in the UK and Rotherham.														
	Prevalence of smoking in Rotherham is significantly higher than for all-England. Approximately 14.5% of Rotherham adults (around 30,800 people) were smokers in 2023 compared to 11.6% nationally. ¹														
	Nationally 16% of hospital admissions in 2022-23 for conditions that can be caused by smoking are attributable to smoking, a figure that has been declining since 2018-19.														
	An estimated 9,206 Disability Adjusted Life Years (DALYs) in Rotherham were caused by smoking in 2021 alone. This accounts for 10% of all DALYs in Rotherham - making smoking the single greatest contributor to the total burden of disease locally. ²														
	Smoking is the single largest driver of health inequalities in England. The more disadvantaged someone is, the more likely they are to smoke and to suffer from smoking-related disease and premature death.														
	Rates of smoking are considerably higher amongst some groups, including:														
	<ul style="list-style-type: none">• People who work in routine and manual occupations• People from lower socioeconomic groups• People with long term mental health conditions• People with drug and alcohol dependence• People from some ethnic groups – including mixed ethnic groups and White British populations• LGBTQIA+ people														
	Despite recent declines in smoking prevalence locally, Rotherham is projected to miss the Smokefree by 2030 target and performs significantly worse than all-England for indicators used to monitor the impact of smoking on population health.														
	<table><tr><th>Indicator</th><th>Rotherham</th><th>All England</th></tr><tr><td>Lung cancer registrations per 100,000 (2017-19)</td><td>101.5</td><td>77.1</td></tr><tr><td>Emergency admissions for COPD per 100,000 (2023/4)</td><td>596</td><td>357</td></tr><tr><td>Smoking status at time of delivery (2022/3)</td><td>10.8%</td><td>7.4%</td></tr></table>			Indicator	Rotherham	All England	Lung cancer registrations per 100,000 (2017-19)	101.5	77.1	Emergency admissions for COPD per 100,000 (2023/4)	596	357	Smoking status at time of delivery (2022/3)	10.8%	7.4%
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1.2	This briefing provides an update on measures being taken locally to improve tobacco control and seeks:														
	<ul style="list-style-type: none">• Approval for a 3-year multi-partner Tobacco Control Work Plan for Rotherham and a Vaping Position Paper for Rotherham.• Support for the development of the Vaping Harms Action Plan														

¹ [Smoking Profile | Department of Health and Social Care](#)

² [Global Burden Study of Disease](#)

Key Issues	
2.1	<p>Rotherham Tobacco Control Updates 2022-2025</p> <p>An internal audit and a health needs assessment was undertaken in 2022 to identify gaps in Rotherham's tobacco control programme. Both reviews recommended that a group be established to coordinate tobacco control activities and resources. The reviews also identified a range of measures required to strengthen and align Rotherham's tobacco control work with best practice.</p> <p>In response to this the Rotherham Tobacco Control Steering Group was formed in 2022, and the Tobacco Control Work Plan 2022-2025 was developed. Since the local achievements include:</p> <ul style="list-style-type: none"> • A decrease in smoking prevalence from 16.9% in 2021 to 14.5% in 2023 (latest available data). • The launch of a new Community Stop Smoking Service in October 2023 • Implementation of national schemes; including Swap to Stop and Smoking in Pregnancy Incentives • Embedding of hospital provision of specialist stop smoking services for patients at TRFT and RDASH • Expansion of tobacco treatment services to all staff at TRFT and RDASH • The development of a dashboard of indicators to enable meaningful tracking of progress against the strategy and work plan • The development of a Rotherham Position Statement on Vapes
2.2	<p>National Tobacco Control Updates 2022-2025</p> <ul style="list-style-type: none"> • The Khan Review (an independent review into the Government's ambition to be smokefree by 2030) was published in 2022, identifying four critical 'must do' national recommendations: <ul style="list-style-type: none"> ○ Urgently invest £125m per year in interventions to reach smokefree 2030. ○ Raise age of sale of tobacco by one year, every year. ○ Offer vaping as a substitute for smoking, alongside accurate information on the benefits of switching, including to healthcare professionals. ○ The NHS needs to prioritise prevention, with further action to stop people smoking, providing support and treatment across all its services, including primary care. • The Government launched "Stopping the start: our new plan to create a smokefree generation" in 2023 which aimed to address the recommendations outlined in The Khan Review. This plan included Government commitments to support 1 million adult smokers to swap from tobacco products to vapes to support quit attempts and to support all pregnant smokers to quit through the provision of incentives. • The Tobacco and Vapes Bill was introduced to the House of Commons in 2024. The Bill proposes: <ul style="list-style-type: none"> ○ Increasing the age of sale of tobacco products in England by one year, every year, for those born on or after 1st January 2009 ○ The introduction of a ban on the display and advertising of vapes and other nicotine products ○ Expand indoor smoking restrictions to certain outdoor public places and to introduce powers to make places vape-free ○ Strengthen enforcement activity to support the above proposals

2.3	<p>Local Stop Smoking Services and Support Grant</p> <p>Alongside the launch of the Government’s plan to create a smokefree generation in 2023, a ringfenced £70m Local Stop Smoking Services and Support Grant (LSSSSG) was announced with the intention of supporting an additional 360,000 people to quit smoking nationally. Rotherham was allocated £384,845 in funding for 2024/25 with a similar amount (to be confirmed annually) each year through to 2028/29, giving an estimated total of £1.92m over five years.</p> <p>Locally the LSSSSG has supported the delivery of a Local Enhanced Service, which includes training of staff in primary care to identify, triage and offer stop-smoking interventions, including NRT. Initially the service has targeted high-prevalence and high-risk groups, as identified by the Rotherham Tobacco Control Steering Group. These include:</p> <ul style="list-style-type: none"> • Routine and Manual Workers - aligned with the CVD Health Check • Most Deprived Neighbourhoods in Rotherham (top 40%) - offering six additional face-to-face groups each week in these areas • Smokers with mental health conditions • Smokers from ethnic groups with highest smoking prevalence • Smokers screened for tobacco addiction in hospital and whose care is transferred/referred via the South Yorkshire and Bassetlaw QUIT programme <p>As the service expands its reach it will also target smokers who:</p> <ul style="list-style-type: none"> • Live in Social Housing • Are experiencing homelessness • Have drug and/or alcohol dependence • Are LGBTQIA+ • Have a learning disability • Have smoking related conditions or a condition made worse by smoking • Are carers • Live in immediate households of pregnant women (partners, siblings, older children, parents) <p>A proportion of the LSSSSG funding has been set aside to support the additional capacity required in the Community Stop Smoking Service to meet the needs of those identified through the Local Enhanced Service.</p>
2.4	<p>South Yorkshire Tobacco Control Alliance</p> <p>The South Yorkshire Tobacco Control Alliance was formed in 2024. The Alliance is a collaborative partnership between the four Local Authorities within South Yorkshire and the South Yorkshire Integrated Care Board (NHS) and wider partners from the public, private and voluntary sectors. Its primary aim is to collectively accelerate our efforts in eliminating smoking across our region and contribute to the achievement of making South Yorkshire Smokefree by 2030, in line with the government ambition.</p> <p>Since its formation, the Alliance has developed the South Yorkshire brand “Smokefree Starts” to build an image upon which all Alliance activity can be built. The first public campaign launched under this new brand focused on the impact of smoking on mental health, which included the development of:</p> <ul style="list-style-type: none"> • A Smokefree Starts website to host all campaign materials and signpost to local services • TV and radio advertising • Information resources for professionals

	<ul style="list-style-type: none"> • Information leaflets and posters for the public • Social media content <p>Additionally, the Alliance has partnered with all Yorkshire and Humber Local Authorities in partnership with the National Centre for Smoking Cessation and Training (NCSCT), to deliver a five-year programme aimed at advancing the knowledge and skills of those involved in commissioning, managing, and delivering tobacco dependency treatment services across Yorkshire and the Humber. The goal of this collaboration is for every person accessing tobacco dependency treatment to benefit from a system delivered with the highest level of skill and expertise.</p> <p>Additionally, the Alliance has contributed to the delivery of a Joint Yorkshire and Humber Mass Media Campaign. The campaign launched in March 2025 and ran for 8 weeks. The campaign included the development of a campaign website to signpost users to local services as well as TV, radio, social media and out-of-home advertising.</p> <p>The campaign overdelivered across all advertising channels in relation to reach. A summary of reach can be found below:</p> <ul style="list-style-type: none"> • The TV advert was seen on average 5.6 times by 37% of the C2DE audience (people with manual occupations and unemployed people) on ITV Linear and had over 820,000 impressions across on demand channels • Nearly 10 million delivered impacts across Greatest Hits radio • Over 435,000 clicks to the campaign website • Over 10 million impressions on social media <p>Campaign evaluation found that 30% of smokers cut down the amount they smoked and 15% made a quit attempt following seeing the campaign.</p>
2.5	<p>Vaping in Children</p> <p>Vapes remain one of the most effective quit aids to support adult smokers to quit, however there are concerns about the increase in vape use in young people, particularly children, who have never smoked. The recent local School Survey data shows that most students (74%) have never tried vaping, however it must be acknowledged that the number of Year 10 students in Rotherham who reported that they vaped regularly has been increasing between 2017 to 2024.</p> <p>As the School Survey relies on self-reporting there are concerns that the actual prevalence of vaping in children may be higher than the data suggests. Whilst the exact figures are unknown, it must be acknowledged that nicotine exposure can negatively impact children and young people through adverse impacts on brain development and addiction. Furthermore, as vapes are an age restricted product the circumstances in which children can obtain them may be associated with wider social harms.</p> <p>To respond to the increasing vaping prevalence in children locally, a Vaping Harms Action Plan will be developed in partnership with local stakeholders, through a dedicated sub-group of the Rotherham Tobacco Control Steering Group. The first meeting is scheduled to take place on 23rd September. It is recognised that as vapes are an effective quit aid for adult smokers this will be developed separately to the Tobacco Control Work Plan.</p>
Key Actions and Timelines	
3.1	<p>The Tobacco Control Work Plan is a 3-year plan, with all proposed actions to be completed by March 2029.</p>

3.2	To develop a Vaping Harms Action Plan in partnership with key stakeholders, a draft version of the Plan will be presented to key stakeholders in September 2025 and agreed by December 2025.
Recommendations	
4.1	<p>It is recommended that the Rotherham Health and Wellbeing Board approve the attached Tobacco Control Work Plan, developed by the Rotherham Tobacco Control Steering Group.</p> <p>It is also requested that members of the Board seek to provide the leadership, support and resources required to enable effective implementation of these priority actions within the organisations they represent.</p>
4.2	<p>It is recommended that the Rotherham Health and Wellbeing Board approve the attached vaping position paper, developed in partnership with key stakeholders across the Borough.</p> <p>It is also requested that organisations represented at the Board take steps to endorse the position paper internally by March 2026 and to subsequently align their own practice with the commitments included in the paper.</p>
4.3	It is recommended that the Rotherham Health and Wellbeing Board support the development of the Vaping Harms Action Plan, that will be developed with key local stakeholders.