TOBACCO CONTROL STEERING GROUP – WORK PLAN 2025/26 – 2028/2029

This workplan is aligned against five strategic aims designed to deliver a smokefree Rotherham by 2030.

Ambition: For Rotherham to become smokefree by 2030 (<5% prevalence)

A. **Strategy and Coordination.** Deliver a coordinated tobacco control policy, strategy, governance and monitoring system	B. **Quit for good.** Encourage and support smokers to quit for good	C. **Enforcement.** Tackle suppliers of cheap, counterfeit, and illicit tobacco and nicotine-containing-products through delivery of effective enforcement	D. **Reduce variation** in smoking rates by tackling inequalities	E. **Stop the start.** Reduce the number of people taking up smoking, particularly young people
1. Create a shared vision, plan, governance structure, and set of policies for effective tobacco control across Rotherham. 2. Improve the availability and use of local data on tobacco use, exposure, and related health outcomes.	3. Provide high quality community-based smoking cessation support 4. Deliver a smokefree NHS. 5. Eliminate tobacco dependence in pregnant women. 6. Work with local employers to help staff to quit.	7. Create a hostile environment for tobacco fraud and underage sales through intelligence sharing. 8. Tackle illegal activity including sales of counterfeit and illegal nicotine containing products. 9. Change perceptions about illegal tobacco sales and the harms of buying and using illegal vape products.	10. Deliver targeted and tailored smoking cessation services and communications to reach groups with highest prevalence of smoking.	11. Support schools to minimise uptake of smoking and e-cigarette use amongst Rotherham children and young people. 12. Reduce exposure to second-hand smoke and de-normalise smoking by expanding and enforcing smokefree place policies. 13. Use targeted and mass communication to change attitudes and social norms around smoking and increase quit attempts.

Ref			Action	Timescale												Output	Notes
				2025/6				2026/7				2028/9					
				Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4		
A			**Strategy and Coordination. Deliver coordinated tobacco control policy, strategy, governance and monitoring systems across Rotherham**														
1			**Create a shared vision, plan, governance structure, and set of policies for effective tobacco control across Rotherham**														
1.1			Maintain Tobacco Control Steering Group (TCSG) with representation from partners across Rotherham				X				X				X	Tobacco Control Group Workplan and Terms of Reference developed and approved by HWBB	Quarterly meetings chaired by Consultant in Public Health.
1.2			Review validity of and progress of vaping position paper, including use as quit aid and addressing normalisation		X				X				X			Policy position paper approved by TC Group annually	Last approved – Feb 2024.
1.3			Maintain partner awareness and buy-in to workplan and progress through updates to boards such as: - Prevention and enablers group - HWBB	X				X				X				Update papers presented.	Tobacco Control Update scheduled for September HWBB meeting.
1.4			Review progress against workplan and strategy (annually) and update			X				X					X	Workplan updated and assurance of output monitoring.	
1.5			Use TC Steering Group to facilitate regular information sharing and problem-solving sessions and improve coordination between partners	X	X	X	X	X	X	X	X	X	X	X	X	Agenda items on quarterly Tobacco Control Steering Group meetings.	Ongoing action.

#		Action												Measure / Output	Status / Notes
1.6		Develop a more comprehensive pathway of smoking cessation for Rotherham.	X	X	X	X								Overview of smoking cessation pathway developed for Rotherham place.	Tobacco Control put forward for consideration by HWbB in priority setting, will support with linking partners/provision if taken forward.
1.7		Contribute a local perspective into national consultations and advocacy			X			X				X		Appropriate consultation responses submitted or similar.	
2.		**Improve the availability and use of local data on tobacco use, exposure, and related health outcomes**													
2.1		Review dashboard of indicators, progress measures and targets for Rotherham to enable meaningful tracking of progress against the strategy and action plan			X			X				X		Dashboard of targets and indicators reviewed annually and approved by TC group	
2.2		Review Rotherham Schools' Survey questions about smoking and vaping use. Explore opportunities to align with national, validated surveys to enable comparison.	X			X			X					Annual review of Schools survey prior to survey and responses to consider resulting actions required.	Schools' Survey questions reviewed, and survey currently live for 2025.
2.3		Review the findings of the Rotherham Schools' Survey smoking and vaping section	X			X			X					Findings of Schools Survey to be shared with the TC Group annually.	
2.4		Review JSNA tobacco control data and intelligence ensuring integration of smoking dashboard indicators			X			X				X		JSNA data report collation supported by, and dashboard data reviewed by TC Steering Group.	
B.		**Quit for good. Encourage and support smokers to quit for good**													
3		Provide high quality, **community-based** smoking cessation support													

ID	Action													Measure	Status
3.1	Ongoing delivery of an effective local smoking cessation service	X	X	X	X	X	X	X	X	X	X	X	X	Service monitoring overseen by Public Health commissioners.	Ongoing action. Service continues to deliver high-quality service. NMP now in post to prescribe varenicline. Pathway to go live June 2025.
3.2	Ensure availability of MECC training that aligns with current best practice and policy (including vape policy) for all partners.			X			X						X	Assurance of provision of front-line worker signposting information.	To join up with the TRFT MECC offer.
3.3	Review opportunities to enhance stop smoking support; and smokefree homes communications to smokers living in social housing (including through very brief advice; referrals to smoking cessation services; targeted messaging) offered through housing services; midwifery services; 0-19 services and other contacts			X			X						X	Reviewed opportunities for front-line services for referral and support to smokers for quitting.	Explore opportunities to join up with SiP incentives scheme (postnatal checks), 3-4 month check, and provision of vapes to support quit attempts
3.4	Invest in opportunities to enhance training and support offer for partners to facilitate stop smoking initiatives in the community			X			X						X	Increased training opportunities for front-line services to support smokers quit referrals or health coached conversations.	
4			Implement a truly **smokefree NHS**													
4.1	Provide Tobacco Treatment Services to all TRFT secondary care patients	X	X	X	X	X	X	X	X	X	X	X	X	Expansion to Outpatient and community services	This work is ongoing. We are sharing details of the service in all our MECC training sessions. We will also be doing some work with the paediatric team and are hoping to expand to that service soon.
4.2	Review TRFT Policy to promote a Smokefree NHS Site	X	X	X	X									Formal policy publication	Awaiting the final decision with the Tobacco and Vapes Bill and also the regional work on the signage so that we

Ref	Action	1	2	3	4	5	6	7	8	9	10	11	12	13	Measure of success	Comment
																can tie this in with the wider work in this area.
4.3	Provide Tobacco Treatment Services to household members of admitted children			X	X	X	X	X	X	X	X	X			Increased service activity and onward community referrals	Introduction of household member screening required
4.4	Regularly identify smokers and refer to cessation support through Targeted Lung Health Checks (TLHC) and Lung Cancer Screening appointments	X	X	X	X	X	X	X	X	X	X	X	X		Smoking cessation referrals from TLHC and Lung Cancer Screening appointments	Lung Cancer Screening (previously the Lung Health Check) is due to restart in October 2025
4.5	Regularly identify smokers and refer to cessation support through NHS Health Checks	X	X	X	X	X	X	X	X	X	X	X	X		Smoking cessations referral from NHS health check	Ongoing action. Service continues to deliver high-quality service.
5	**Eliminate tobacco dependence in pregnant women**															
5.1	Ongoing delivery of Rotherham-wide service supporting pregnant women and their families to quit smoking during pregnancy	X	X	X	X	X	X	X	X	X	X	X	X	X	Service monitoring via ICB commissioners	Ongoing action.
5.2	Delivery of national incentive-to-quit scheme in Rotherham	X	X	X	X										Incentive scheme roll out by midwifery service.	National incentives funded until March 2026.
5.3	Review feasibility of delivering an evidence-based incentive-to-quit scheme in Rotherham – targeting low-income families					X	X	X	X						(To be confirmed, but in national pipeline for consideration.)	This action to be reviewed following decision on funding of national SiP incentive scheme post March 2026.
5.4	Review and strengthen messaging around smoking in pregnancy delivered at pre-				X			X					X		Effective messaging in communities and from front-line services on	Work continues in the family hub development, MECC model being promoted and also tackling inequalities in

	conception stage (family planning, nurse family partnerships and other services)													support to quit and smokefree norms.	Antenatal phase in the Barnardo's project targeting Eastwood and Eastdene.
5.5	Strengthen post-partum support for those who have quit during pregnancy	X	X	X	X	X	X	X	X	X	X	X	X	Reduce risk of smoking relapse post-partum.	Smoking in Pregnancy Incentives Scheme includes incentives at 2 touch points post-partum. SiP will conduct the post-partum follow up. This has been extended to those not accessing the incentives to ensure equity.
5.6	Coordinate maternity focused tobacco control work with Local Maternity Neonatal System	X	X	X	X	X	X	X	X	X	X	X	X	Integrated quit smoking support into maternity system.	PH Specialist regularly attends LMNS meetings to support coordination of SiP provision.
6		**Work with local employers to help staff to quit**														
6.1	Continue to promote smokefree policies and smoking cessation support through the BeWell@Work award scheme	X	X	X	X	X	X	X	X	X	X	X	X	Smokefree integral part of bewell@work employer scheme.	Ongoing action. Promotion of smokefree policies embedded in bewell@work offer.
6.2	Provide Tobacco Treatment Services to all TRFT and RDASH staff	X	X	X	X	X	X	X	X	X	X	X	X	Increased staff service utilisation and quit rates	TRFT - Offering Swap to Stop scheme and NRT to all staff.
6.3	Offer smoking cessation support to staff as part of anchor institution commitments through healthy workplace programmes.	X	X	X	X	X	X	X	X	X	X	X	X	Increased awareness of employees via support available via by large employers.	The CVD Health Check pilot has now come to an end – A continuation of this programme is being discussed with the ICB for Health and Social Care staff
C		**Reduce variation in smoking rates by tackling inequalities**														
7		Deliver targeted and tailored smoking cessation services and communications to reach groups with highest prevalence of smoking.														
7.1	Deliver specialist stop smoking services for people with **mental health conditions**	X	X	X	X	X	X	X	X	X	X	X	X	Service monitoring data shared.	Ongoing action. RDASH share data for TC dashboard

	Action	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Assurance	Status
7.2	Identify opportunities to strengthen referral to smoking cessation services from SMI health checks	X	X	X	X									Assurance of support to stop smoking referral integrated into SMI health checks appropriately to maximise uptake.	Action to be picked up Q2. RDASH to review referral pathway from SMI health checks.
7.3	Consolidate smoking focused actions from PCN health inequalities action plans and identify support needs	X	X	X	X									Assurance of roll of PCNs in reducing inequalities through tackling smoking.	Action to be picked up Q2. Healthwave to liaise with PCN mangers for updates.
7.4	Explore opportunities to improve reach **to manual workers** as a group with disproportionately high prevalence of smoking					X	X	X	X					Targeted support to manual workers.	Workplace health checks will support with this action in 2025/26. Action to be picked up in 2026/27.
7.5	Increase referrals to community smoking cessation services in **high deprivation** LSOAs through targeted health checks programme	X	X	X	X	X	X	X	X	X	X	X	X	Service monitoring to track inequalities reach.	Public Health Intelligence are doing analysis of the data which will be shared once completed.
7.6	Pilot integration of provision of vapes to support quit attempts for **drug and alcohol service users**					X	X	X	X						
7.7	Expand the capacity of current community stop smoking service via Local Stop Smoking Services Support Grant to address inequalities in smoking prevalence	X				X				X				Contract variation where required and new outcomes framework with updated targets to reduce variation and reduce smoking prevalence.	Year 2 contract in place, along with an extension of the swap to stop.
D.														**Enforcement - Tackle suppliers of cheap, counterfeit, and illicit tobacco and nicotine containing products through delivery of effective enforcement**	

8		Create a hostile environment for tobacco fraud and underage sales through intelligence sharing														
8.1	Expand opportunities to work with schools to identify sites selling tobacco products and vapes to under-18s	X	X	X	X	X	X	X	X	X	X	X	X		Ongoing action. TS contributed to the development of the Vapes in Schools Protocol outlining pathways for schools to report intel.
8.2	Collaborate with SY police and local partners on intelligence gathering and sharing about sale of counterfeit and illegal tobacco and nicotine-containing products	X	X	X	X	X	X	X	X	X	X	X	X		Ongoing action. Intel sharing protocol is now in place with SYP which also utilises the trading standards national intel data base to transfer data to SYP. All TS regional returns that feed into HMRC Operation CeCe are now required to be entered onto the national Intel data base which has increased the amount of intel been collected and shared with other TS authorities
8.3	Engage with retailers to improve awareness of legislation around tobacco control, of what to with information about illicit tobacco locally, and implications of operating illegally.	X	X	X	X	X	X	X	X	X	X	X	X	Responsible retailer visits and information packs provided when noncompliance has been established.	Ongoing action. All retailers known to TS were contacted in March 25 ahead of the Single-use Vapes Ban to outline the new legislation.
9		Tackle illegal activity including sales of counterfeit and illegal nicotine containing products (including unlicenced nicotine containing vapes)														
9.1	Carry out regular seizures based on local intelligence	X	X	X	X	X	X	X	X	X	X	X	X	Regular operations carried out based on local need and reported to TC group.	Query whether action has paused due to capacity.
9.2	Carry out targeted test purchasing operations, and investigations of repeat offenders.	X	X	X	X	X	X	X	X	X	X	X	X	Regular operations for both illicit tobacco including vapes and UAS to be undertaken	Query whether action has paused due to capacity.

															and reported to TC group.	
9.3		Review hotspot areas and identify potential gaps in intelligence	X	X	X	X	X	X	X	X	X	X	X	X		Query whether action has paused due to capacity.
10		**Change perceptions about illegal tobacco sales and the harms of buying and using illegal vape products**														
10.1		Work with locally vape retailers to ensure that they offer MHRA-approved products, guidance on safe and effective use of vapes, and referrals into local stop smoking services.	X	X	X	X	X	X	X	X	X	X	X	X		Ongoing action. Retailers are provided with advice during any interactions when noncompliance has been established. Most interactions tend to be with retailers who are willingly breaking the law. Focus on enforcement than prevention.\n\nQuery whether action has paused due to capacity.
10.2		Help the public to identify responsible vape shops and retailers		X											Development of a local standardised response in public correspondence regarding retailers.	
10.3		Generate comms output using behavioural levers to expose the true nature of the fraud and the consequences for those involved in it		X			X				X					Comms output to be generated in response to local intelligence. Updates to be reported to TC Group annually.
E.		**Stop the start: Reduce the number of people taking up smoking – particularly young people**														
11		**Support schools to minimise uptake of smoking and vape use amongst Rotherham children and young people**														
11.1		Provide local PSHE coordinators with information about the prevalence of smoking locally and resources to support				X			X			X				

Ref	Action																		Comments
	anti-smoking education across all age groups.																		
11.2	Contribute to planning of sessions for school students and staff to highlight harms of underage vape sales and illicit products. Support schools to develop and roll out smokefree schools toolkit (primary and secondary) – including a focus on vaping in line with local and national messaging and tools	X			X			X											Vaping and YP workshop took place in May 2025. Findings will outline future activity to support schools. Primary School Toolkit reviewed. To be circulated in next academic year.
12		**Reduce exposure to second-hand smoke and de-normalise smoking by expanding and enforcing smokefree space policies**																	
12.1	Identify opportunities to expand smokefree places in Rotherham	X	X	X	X														Smokefree Places to be established in town centre. Signs installed on Forge Island. Smokefree messaging to be added to play parks toolkit – to be rolled out with ongoing play parks upgrades. Paper outlining expansion to whole borough produced and reviewed. Decision made to pause high-profile roll out, future opportunities to be reviewed in line with the Tobacco and Vapes Bill.
12.2	Review existing smokefree places policies to integrate vaping guidance	X			X			X											All smokefree places policies currently in place include vape-free element. Policy to continue to be reviewed in link with Tobacco and Vapes Bill.
12.3	Increase signage around smokefree places	X	X	X	X														Options regarding roll out to be reviewed to align to Tobacco and Vapes Bill.
13		Use **targeted and mass communications** to change attitudes and social norms around smoking and increase quit attempts																	

Ref	Action															Update
13.1	Contribute to the development of regional tobacco control communications focusing on social norms change, and inspiring quitting	X	X	X	X	X	X	X	X							SY campaign delayed avoiding duplication with Y&H campaign. AT continues to contribute to SY projects.
13.2	Deliver regional comms campaign	X	X	X	X											Contributed to Y&H campaign "What Will You Miss?" which ran from 25th March 2025 for 8 weeks (inc. TV/radio ad, OOH advertising, social media, website).
13.3	Maintain regular local comms messaging to support quit attempts and smokefree place e.g. No Smoking Day, Stoptober	X	X	X	X	X	X	X	X	X	X	X	X			Amplified national No Smoking Day campaign (March 25) on Council comms.

BRAG Status	Description
	Complete
	On track
	Mainly on track with minor issues
	Not on track with major issues