

# Tobacco Control Progress Update

September 2025

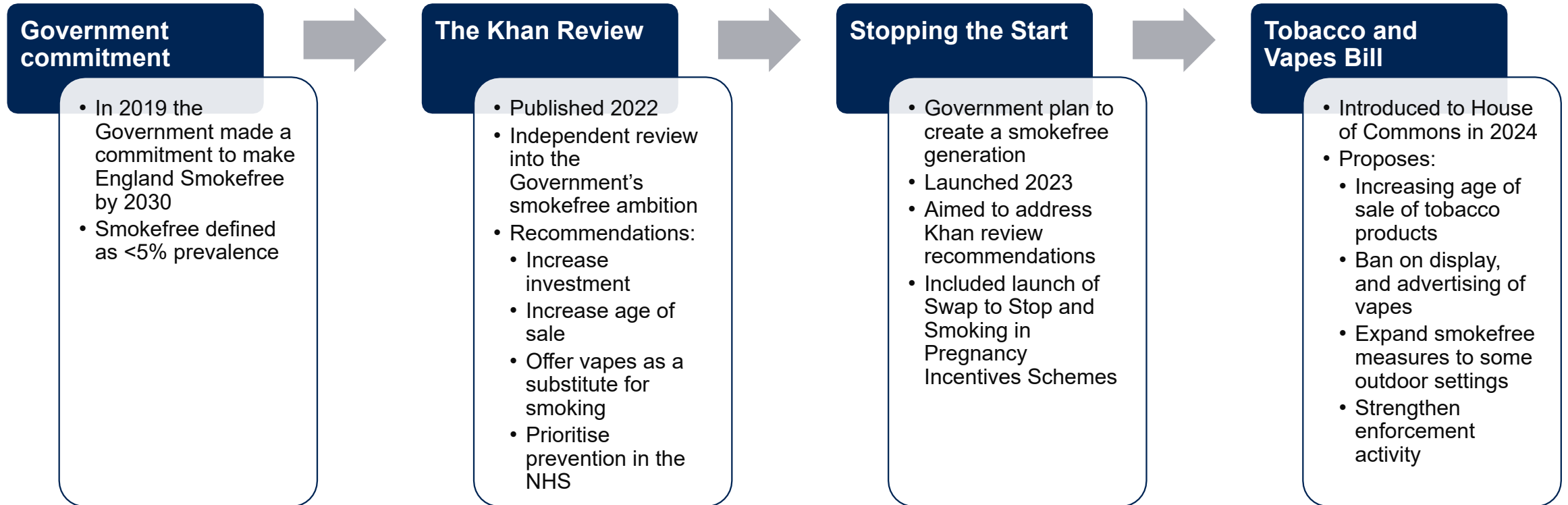
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# Why prioritise tobacco control?

- Smoking is the leading cause of preventable and early deaths in the UK and Rotherham.
- Smoking is the greatest contributor to the total burden of disease in Rotherham
- Smoking rates in Rotherham > all England (14.5% vs 11.6%)
- Smoking is the single largest driver of health inequalities locally and nationally.

# National timeline



# Local timeline

- An internal audit and health needs assessment was undertaken in 2022
- Resulting in the establishment of the Rotherham Tobacco Control Steering Group and development of a 3-year multi-partner tobacco control workplan

## Local achievements:

- Launch of a new Community Stop Smoking Service in October 2023
- Implementation of national schemes; including Swap to Stop and Smoking in Pregnancy Incentives
- Embedded 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

# Local Stop Smoking Services and Support Grant (LSSSSG)

- Launched alongside the Government's plan in 2023
- Ringfenced funding to support an additional 360,000 people to quit smoking nationally
- Rotherham was allocated £384,845 for 2024/25, similar amount (to be confirmed annually) each year through to 2028/29

## Local impact

- Supported the delivery of a Local Enhanced Service (LES)
- LES includes training of staff in primary care to identify, triage and offer stop smoking interventions
- Initially targeted to focus on high-prevalence and high-risk groups, with capacity to expand in future
- Funding also set aside to support additional capacity in the Community Stop Smoking Service

# South Yorkshire Tobacco Control Alliance (SYTCA)

- Collaborative partnership between the four Local Authorities within South Yorkshire and the ICB and wider partners from the public, private and voluntary sector
- Aims to collectively accelerate our efforts in eliminating smoking across our region and contribute to the achievement of making South Yorkshire Smokefree by 2030

# South Yorkshire Campaign

- Development of the South Yorkshire Brand “Smokefree Starts” in 2023
- First campaign focusing on Smoking and Mental Health launched in March 2024
- Campaign materials included:
  - Smokefree Starts website
  - TV and radio advertising
  - Information resources for professionals
  - Information leaflets and posters for the public
  - Social media content
- Follow up campaign launched in November 2024



# South Yorkshire contribution to Y&H

## Mass media campaign

- Eight-week mass media campaign launched in March 2025
- Included TV and radio advertising, OOH advertising, digital and social media advertising, search engine optimisation and launch of campaign website signposting to local services
- Campaign evaluation found that 30% of smokers cut down the amount they smoked and 15% made a quit attempt following seeing the campaign

## Training programme

- Developed in partnership with all 15 Y&H LAs and the National Centre for Smoking Cessation and Training (NCSCT)
- Five-year programme aiming to advance the knowledge and skills of those involved in commissioning, managing, and delivering tobacco dependency treatment services across Yorkshire and the Humber.



# Work Plan (2025 – 2029)

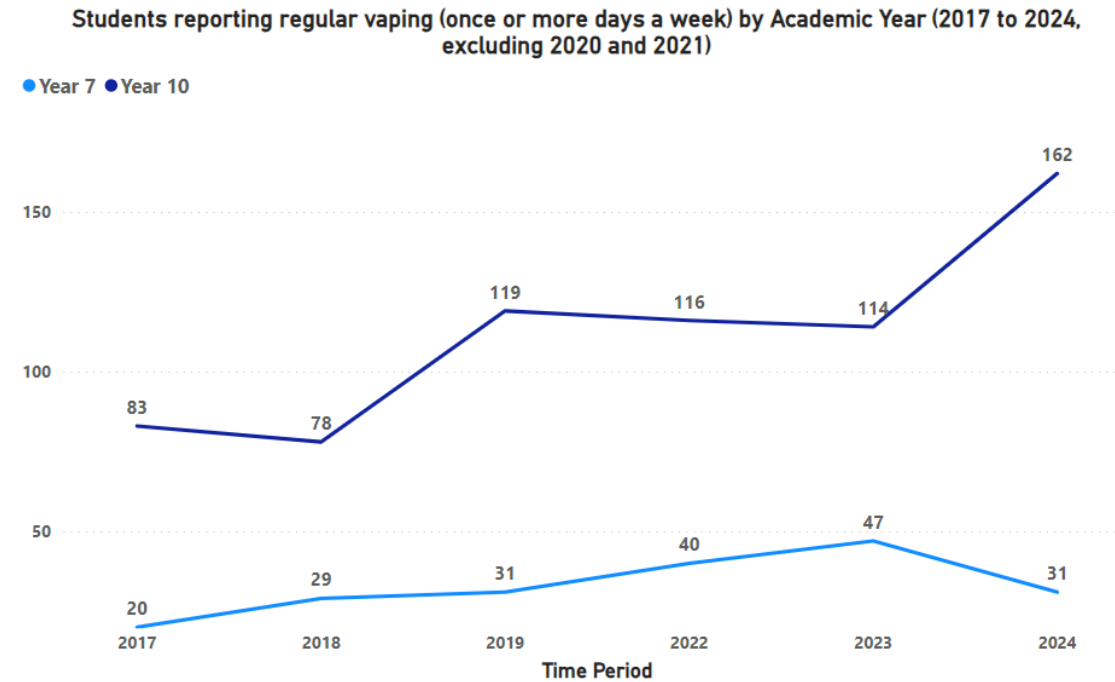
## Ambition:

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

<b>A. Strategy and Coordination.</b> Deliver a coordinated tobacco control policy, strategy, governance and monitoring system	<b>B. Quit for good.</b> Encourage and support smokers to quit for good	<b>C. Enforcement.</b> Tackle suppliers of cheap, counterfeit, and illicit tobacco and nicotine-containing-products through delivery of effective enforcement	<b>D. Reduce variation</b> in smoking rates by tackling inequalities	<b>E. Stop the start.</b> 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.

# Vaping in Children

- Recent local data shows that most students (74%) report never trying vaping
- The overall number regularly vaping has been increasing since 2017
- To respond we are developing a Vaping Harms Action Plan



# Rotherham Position Paper on Vapes

## Five key principles:

- Vapes are significantly safer than cigarettes and are a valuable harm reduction tool and quitting aid for adults.
- Young people should be discouraged from vaping
- Vaping amongst pregnant people is safer than tobacco smoking - but is not risk-free
- A better balance is needed between minimising promotion of vapes to young people, whilst allowing promotion to adults who smoke
- We don't have all the answers now, but on balance there is sufficient evidence to take action to improve the health of local people.

# Recommendations

- Review and approve:
  - Rotherham Tobacco Control Work Plan
  - Rotherham Position Paper on Vapes
- Provide leadership and support within your own organisations to:
  - Implement the Tobacco Control Work Plan
  - Endorse and implement the Rotherham Position Paper on Vapes
- Support the development of the Vaping Harms Action plan