

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. Reduce variation in smoking rates by tackling inequalities	D. Enforcement. Tackle suppliers of cheap, counterfeit, and illicit tobacco and nicotine-containing-products through delivery of effective enforcement	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. Deliver targeted and tailored smoking cessation services and communications to reach groups with highest prevalence of smoking.	8. Create a hostile environment for tobacco fraud and underage sales through intelligence sharing. 9. Tackle illegal activity including sales of counterfeit and illegal nicotine containing products. 10. Change perceptions about illegal tobacco sales and the harms of buying and using illegal vape products.	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. Current version being taken to HWB Sept 2025. Waiting for national updates (Tobacco and Vapes Bill) before making further amendments. Dec 2025 – Paper agreed at HWB in Sept 2025. July 2026 – Action closed. Continued review of vaping position paper to be overseen by Reducing Vaping Harms Subgroup.	
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.	June 2025 - Tobacco Control Update scheduled for September HWBB meeting. July 2026 - Tobacco Control Update scheduled for September HWBB meeting.	

Ref	Action	Timescale												Output	Notes
		2025/6				2026/7				2028/9					
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4		
1.4	Review progress against workplan and strategy (annually) and update				X				X				X	Workplan updated and assurance of output monitoring.	Ongoing action. Work Plan updated quarterly and progress reviewed at TC Steering Group. Progress shared annually at HWBB meeting.
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. Quarterly meetings scheduled for 2026.
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.	June 2025 - Tobacco Control put forward for consideration by HWBB in priority setting, will support with linking partners/provision if taken forward. Sept 2025 – Work to set up pathways into Healthwave from Housing Dec 2025 – Continue to expand pathways, in progress with ROADS and Sexual Health. Started training with Social Housing Team – ½ team trained. Other ½ to be trained Jan 26. Feb 2026 – Whole Tenancy Support team now trained July 2026 – work continues to review and improve pathways between services and smoking cessation support. Currently linked in with Primary Care, Mental Health services,

Ref	Action			Timescale												Output	Notes
				2025/6				2026/7				2028/9					
				Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4		
																	ROADS, Sexual Health, Health Visiting, Maternity, RMBC Housing. Progressing conversations with wider social housing providers..
1.7																	Appropriate consultation responses submitted or similar.

Ref	Action			Timescale												Output	Notes
				2025/6				2026/7				2028/9					
				Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4		
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.	Sept 2025 - Schools' survey data currently being analysed. Update to be brought to Jan 26 meeting. Jan 2026 – Findings from 2025 presented. August 2026 – Findings from 2026 survey to be analysed and findings presented to TC Group in Jan 2027
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.	Feb 2026 – Complete for 2025/26
B.			Quit for good. Encourage and support smokers to quit for good														
3			Provide high quality, community-based smoking cessation support														
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. Dec 25 – Increase in referrals. Introduction of varenicline continues to have positive impact. Quit rate decreased overall but this reflects LES who are successfully supporting people who wouldn't historically access support. Quit rate still above national average at ≈ 65% May 2026 - Service continues to deliver high-quality service. Cytisine

Ref	Action			Timescale												Output	Notes
				2025/6				2026/7				2028/9					
				Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4		
																	and Zyban now treatment options alongside Varenicline. August 2026 – Ongoing action. End of Year quit rate 25/26 = 69%
3.2					X				X				X			Assurance of provision of front-line worker signposting information.	August 2026 – VBA training provided by Healthwave in line with current best practice
3.3					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 Feb 2026 – All RMBC social housing staff have been trained on VBA and referral into the CSSS August 2026 – Plans in place to expand offer to wider housing related support providers. ROADS, Sexual Health and 0-19 service
3.4					X				X				X			Increased training opportunities for front-line services to support smokers quit referrals or health coached conversations.	Feb 2026 – All service managers and community stop smoking advisors have attended the advanced NCSCCT training delivered as part of the Y&H collaborative
4				Implement a truly smokefree NHS													

Ref	Action	Timescale												Output	Notes
		2025/6				2026/7				2028/9					
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4		
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 continue to share details of the service in all our MECC training sessions and all our smoking training for new starters. We have had conversations with the paediatric team and are starting to get some referrals for parents of CYP who are admitted. Dec 2025 – Varenicline to become available soon. Seeking funding for additional advisors in UECC. Feb 26 - This work is ongoing. We receive referrals from outpatient teams. We have had funding approved via YCR for 2 Band 4 staff working in A&E based on the COSTED model. August 2026 – Full complement of TDAs, scope to expand offer into outpatients services.
4.2	Review TRFT Policy to promote a Smokefree NHS Site	X	X	X	X									Formal policy publication	Dec 2025 - We have been awaiting the final decision with the Smoking and Vapes Bill and also the regional work on the signage – however the Trust have asked for this policy to be reviewed, as it up for renewal. Will be updating this in Dec 25.

Ref	Action				Timescale										Output	Notes		
					2025/6				2026/7				2028/9					
					Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2			Q3	Q4
																	Feb 2026 - HHPM is evaluating the current TRFT smoke free policy, in readiness for Bill getting approved.	
4.3	Provide Tobacco Treatment Services to household members of admitted children							X	X	X	X	X	X	X	X	Increased service activity and onward community referrals	Feb 2026 - Work underway. We now receive ad hoc referrals from CYP parents in Outpatients by consultants directly. We are awaiting the IT department to add the screener to Meditech so all inpatient parents and CYP over 14 can be screened for smoking support whilst inpatients.	
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	Smoking cessation referrals from TLHC and Lung Cancer Screening appointments	Dec 2025 - Lung Cancer Screening (previously the Lung Health Check) now in place. Higher number of referrals due to opt-out script. Around 40% of referrals are accepting support and setting a quit date.	
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	Smoking cessations referral from NHS health check	Ongoing action. Service continues to deliver high-quality service. Dec 2025 – number of health checks remain high and referrals are being made to either CSSS or LES as appropriate.	
5			Eliminate tobacco dependence in pregnant women															

Ref	Action	Timescale												Output	Notes
		2025/6				2026/7				2028/9					
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4		
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	Service monitoring via ICB commissioners	Ongoing action. Dec 2025 – SATOD rates: Sept 25 4.7%. Oct 25 6.0%. Overall YTD 5.9% May 2026 – End of year SATOD rate for 2025/26 – 5.4% August 2026 – End of Year quit rate 25/26 = 91%
5.2	Delivery of national incentive-to-quit scheme in Rotherham	X	X	X	X	X	X	X	X	X	X	X	X	Continued delivery of national incentive-to-quit scheme in Rotherham	National incentives funded until March 2026, hopeful that funding will be extended. Full incentives will be offered to all identified pre-March 2026 until final postnatal check point. Dec 2025 – Funding will now be available beyond March 2026. More details TBC. May 2026 – Incentives now funded until 2029, Midwifery fully up and running – also offering support as outlined by NSPIS to significant others.
5.3	Review feasibility of delivering an evidence-based incentive-to-quit scheme in Rotherham – targeting low-income families					X	X	X	X						May 2026 – Incentives now funded until 2029, Midwifery fully up and running – also offering support as outlined by NSPIS to significant others.

Ref	Action	Timescale												Output	Notes
		2025/6				2026/7				2028/9					
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4		
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	Dec 2025: TRFT – We continue to support any staff member wanting to QUIT. We offer a choice of Swap to Stop scheme/NRT and the Smoke Free App. In Nov to Feb we have shared details of our service on staff payslips. We have shared details of our service in the Trust publication and also have posters displayed in all the staff kitchen areas. Dec 2025: RDASH - We continue to provide staff service and Stoptober comms have seen a slight increase in referrals. We have also taken on a number of staff for vaping cessation. Comms planned for Jan 26. Feb 2026: TRFT – We continue to support any staff member wanting to QUIT. The TRFT staff app has been updated with the current staff offer of smoking cessation support.
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 funded by ICB for Health and Social Care staff

Ref	Action			Timescale												Output	Notes
				2025/6				2026/7				2028/9					
				Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4		
																	on a temp basis, awaiting evaluation report of impact from DHSC. August 2026 – CVD health checks in place, locally delivered by Connect Healthcare
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	Service monitoring data shared.	Ongoing action. RDASH share data for TC dashboard	
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.	Dec 2025 – RDASH offer is in place. More clarity required on SMI health checks conducted in Primary Care May 2026 – Met with Wentworth 1 PCN who confirmed that SMI health checks are act as a mechanism to signpost to Healthwave. August 2026 - Further assurance required from all PCNs. Assurance from RDASH that recording smoking status and referral to QUIT is embedded in 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.	Dec 2025 – Healthwave conducted initial scoping. AT to attend future Clinical Directors meeting	

Ref	Action			Timescale												Output	Notes
				2025/6				2026/7				2028/9					
				Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4		
8			Create a hostile environment for tobacco fraud and underage sales through intelligence sharing														
8.1	Utilise the intel provided by schools via the reporting pathway outlined in the Vape Guidance for schools to identify sites selling tobacco products and vapes to under-18s			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. Dec 2025 - Work paused until new manager recruited, expected in post December 25. May 2026 – Vape guidance for schools published August 2026 - Ongoing action. Established links between Trading Standards and SYP. TS Currently face challenges in responding to intel due to reduced capacity in the team	
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		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	

Ref	Action			Timescale												Output	Notes
				2025/6				2026/7				2028/9					
				Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4		
																	Dec 2025 - Work paused until new manager recruited, expected in post December 25. August 2026 - Ongoing action. Established links between Trading Standards and SYP. TS Currently face challenges in responding to intel due to reduced capacity in the team
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	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. Dec 2025 - Work paused until new manager recruited, expected in post December 25. August 2026 – Currently face challenges in engaging with retailers due to limited capacity in the TS team	
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	Regular operations carried out based on local need and reported to TC group.	Dec 2025 - Work paused until new manager recruited, expected in post December 25. August 2026 – Ability to undertake regular seizures limited due to capacity in the TS team	

Ref	Action		Timescale												Output	Notes
			2025/6				2026/7				2028/9					
			Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4		
9.2	Carry out targeted test purchasing operations, and investigations of repeat offenders.		X	X	X	X	X	X	X	X	X	X	X	Regular operations for both illicit tobacco including vapes and UAS to be undertaken and reported to TC group.	Dec 2025 - Work paused until new manager recruited, expected in post December 25. August 2026 – Ability to support test purchasing operations limited due to reduced capacity in the TS team	
9.3	Utilise intel from seizures to build partnership approach to tackle wider anti-social behaviour and crime		X	X	X	X	X	X	X	X	X	X	X		Dec 2025 - Work paused until new manager recruited, expected in post December 25. August 2026 - Currently face challenges in responding to intel due to reduced capacity in the team	
10			Change perceptions about illegal tobacco sales and the harms of buying and using illegal vape products													
10.1	Help the public to identify responsible vape shops and retailers			X										Development of a local standardised response in public correspondence regarding retailers.	Sept 2025 - Focus on establishing Vaping Harms Sub-group has taken priority over this action. August 2026 – Vape Guidance for Schools (including how to distinguish between regulated and illicit vapes) has been published. Plans in place to produce a leaflet that can be used by wider population.	
10.2	Understand public perceptions of illicit tobacco and vapes and generate comms to shift attitudes if required									X	X				July 2026 – Plans in place to undertake a NEMS survey to understand public attitudes, beliefs	

Ref	Action	Timescale												Output	Notes
		2025/6				2026/7				2028/9					
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4		
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. June 2025 - Paper to be taken to Cabinet in September 2025 to agree further roll out of smokefree places. Sept 2025 – Paper deferred to October Cabinet. 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					June 2025 - Smokefree places includes vaping. Paper to be taken to Cabinet in September 2025 will incorporate vaping position statement. Sept 2025 – Paper deferred to October Cabinet.
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.

Ref	Action			Timescale												Output	Notes
				2025/6				2026/7				2028/9					
				Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4		
13			Use targeted and mass communications to change attitudes and social norms around smoking and increase quit attempts														
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							June 2025 - SY campaign delayed avoiding duplication with Y&H campaign. AT continues to contribute to SY projects. Sept 2025 – Contracts being agreed to continue contribution to SY funding to support delivery of SY campaign in 25/26. Dec 2025 – Agreement in place to contribute to regional work (to include comms) May 2026 – Y&H campaign “Turn the Corner” launched in March 2026, supported by local coverage featuring Rotherham case study July 2026 – SY campaign “It worked for me” launched in June 2026. Campaign featured Rotherham resident.
13.2	Deliver regional comms campaign			X	X	X	X										June 2025 - Contributed to Y&H campaign “What Will You Miss?” which ran from 25 th March 2025 for 8 weeks (inc. TV/radio ad, OOH advertising, social media, website). Sept 2025 – Contracts being agreed to continue contribution to Y&H

Ref	Action	Timescale												Output	Notes
		2025/6				2026/7				2028/9					
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4		
															funding to support delivery of Y&H campaign in 25/26. Dec 2025 – See 13.1 Feb 2026 – Y&H campaign planned to go live from April 2026. SY campaign focusing on showcasing local services planned to go live from June 2026 August 2026 – SY campaign launched June 2026
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		June 2025 - Amplified national No Smoking Day campaign (March 25) on Council comms. Sept 2025 – Planned promotional event in Town Centre (2 nd Oct) to celebrate 25 th anniversary and to tie in with Stoptober. Dec 2025 – Event in October took place along with both external comms and internal staff comms May 2026 – Local comms supported regional “Turn the Corner” Campaign featuring Rotherham case study July 2026 – Local comms amplified “It worked for me” campaign, featuring Rotherham resident

