

Tobacco Control Progress Update

September 2026

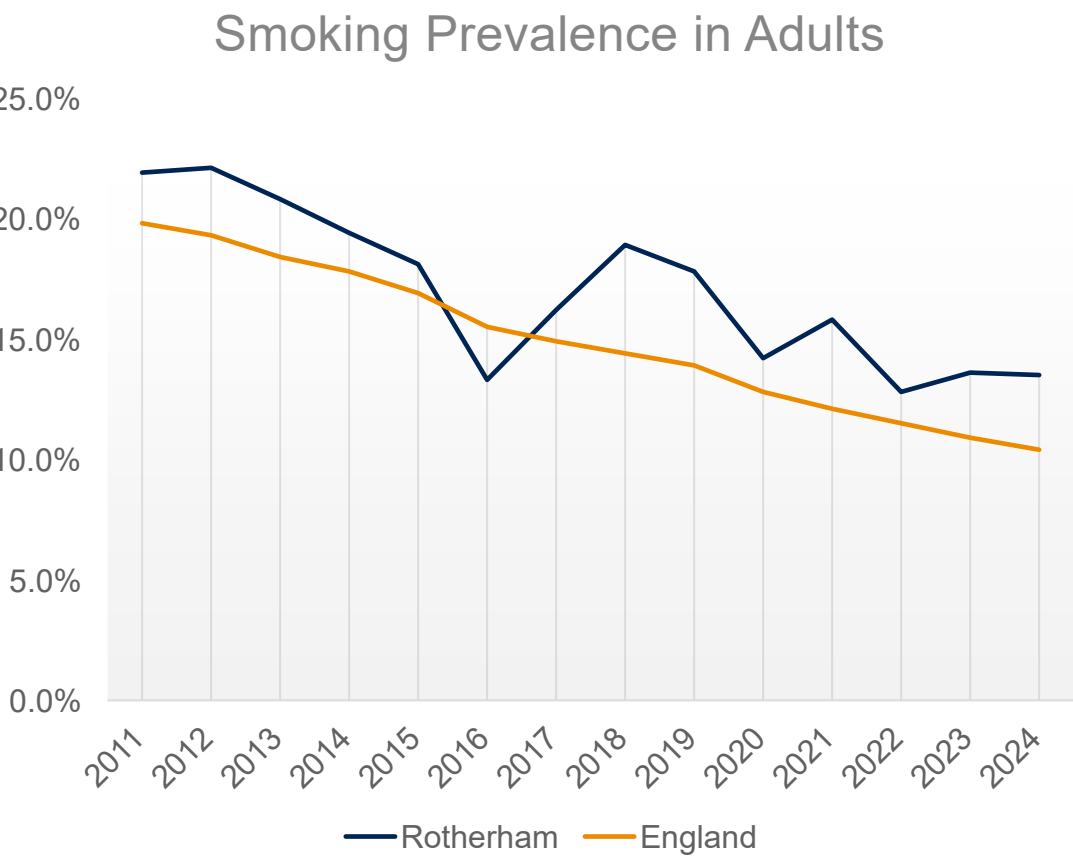
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Why prioritise tobacco control?

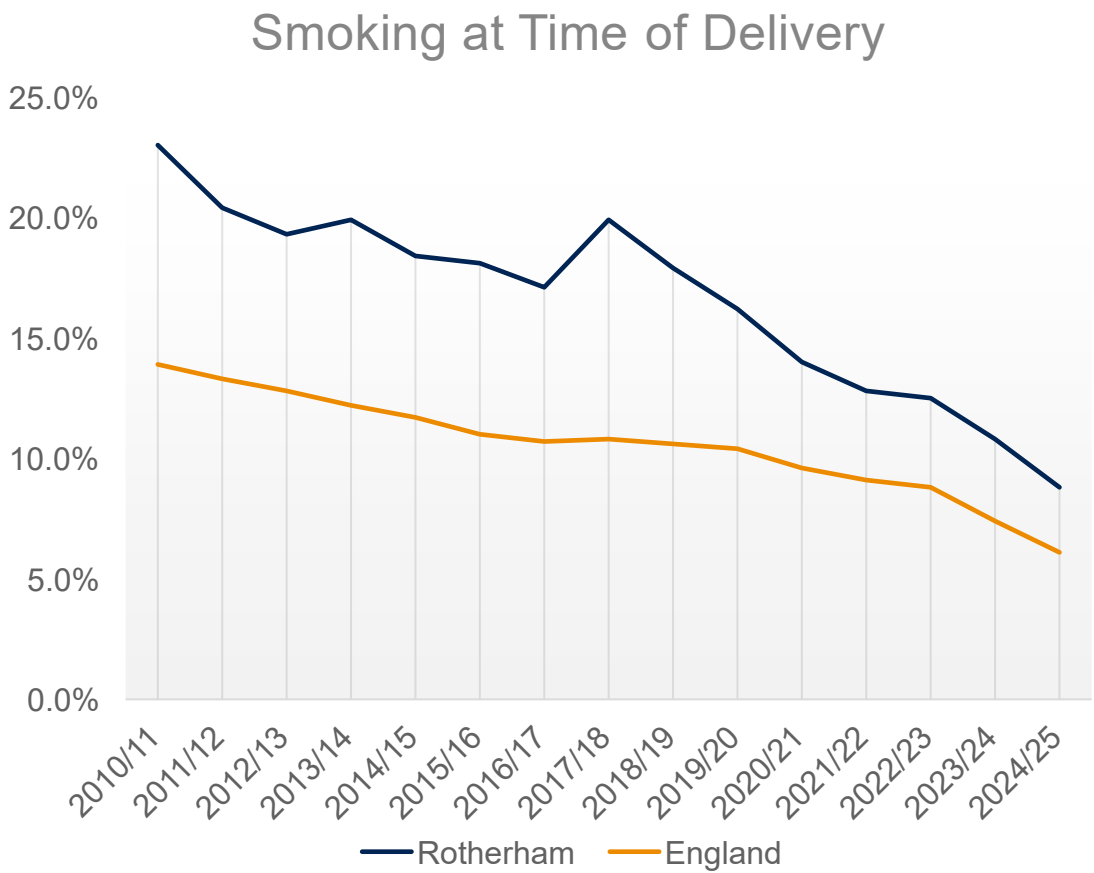
- Smoking is the leading cause of preventable death and ill health in Rotherham and England
- Smoking rates in Rotherham continue to be higher than national rates (13.5% compared to 10.4%)
- Biggest contributor to health inequalities
- Rotherham has worse outcomes than England on some indicators used to monitor the impact of smoking on population health

Smoking prevalence



Year	Rotherham	England
2014	19.4%	17.8%
2024	13.5%	10.4%

Smoking at Time of Delivery



Year	Rotherham	England
2014/15	18.4%	11.7%
2024/25	8.8%	6.1%

Work Plan (2025 – 2029)

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.

Strategy and Coordination



Quit for Good

From April 2025 – March 2026:



1,754 people set a quit date



1,212 people successfully quit



6th highest successful quit rate
out of 153 authorities in England
(69%)



Highest number of people
setting a quit date resulting in
the highest number of
successful quits since 2016/17.

Community Stop Smoking Service

- Personalised quit plans
- In-person and virtual options
- Medications to support quitting
- Nicotine replacement therapy
- Support groups in community venues across the borough
- Vape starter kits

Reintroduction of pharmacotherapy resulted in 285 successful quits, accounting for 24% of total successful quits.

Provision of vapes through Swap to Stop Scheme resulted in 262 successful quits, accounting for 22% of total successful quits.

Smoking in Pregnancy Service

- Highest successful quit rate recorded, 91% of people setting a quit date successfully stopping smoking.
- Smoking prevalence in pregnancy has reduced over time
- Supporting people to quit increasingly requires intensive, personalised and sustained interventions due to increased likelihood of complex needs
- Improved quit outcomes highlight effective support for pregnant smokers with complex needs

Smoking in Pregnancy Incentives
Scheme expanded to include
significant others in January 2026

Reducing variation

Local enhanced service

- Expands support into primary care
- Supported 388 people (2025/26)

Strengthened referral pathways

- VBA training delivered to Tenancy Support Team
- Plans to expand this over the coming year

CVD Workplace Health Checks

- Opportunity to reach manual workers
- 1,875 health checks completed since 2025

Enforcement

- Key achievements in 2025/26:
 - Permanent Trading Standards Manager now in post
 - New reporting pathway established for schools to report vaping and underage sales concerns.
- Progress has been challenging due to limited Trading Standards capacity, creating risks to delivery of this priority
- Proposal developed to outline investment required to fully resource Trading Standards within RMBC
- Tackling illicit products supports:
 - Reduced smoking and vaping uptake among children and young people
 - Protection from unsafe and unregulated products
 - Community safety and safeguarding
 - Disruption of organised criminal activity

Sustained investment in Trading Standards capacity is critical to effectively tackle illicit tobacco and vapes, underage sales, and associated safeguarding risks.

Stop the Start: Campaigns

- Continued membership of Breathe (Yorkshire and Humber Collaborative) and the South Yorkshire Tobacco Control Alliance
- Supported the delivery of two regional stop smoking campaigns
- Y&H campaign generated significant media coverage across local, regional and national broadcast, print and online outlets.
- Coverage significantly improved locally because of a local resident who shared his story



Stop the Start: Children and Young People

- In recent years, concerns have shifted from youth smoking to increasing levels of youth vaping
- The latest Rotherham School Survey reflects this:
 - **95%** of students report never smoking
 - **78%** of students report never vaping
- As a result, many actions previously included in this priority area have been transferred to the new **Reducing Vaping Harms Action Plan** to better address emerging challenges.

Reducing Vaping Harms

- Establishment of the Reducing Vaping Harms Group
- Development of the Reducing Vaping Harms Action Plan
- Publication of the Vape (and Associated Products) Guidance for Schools
- Roll out of training offer for schools that supports them to embed a “Vape-free approach”
- Progressed towards embedding a dedicated Children and Young People’s Stop Smoking and Vaping Advisor into the community stop smoking service
- Updated the Rotherham Position Paper on Vapes

Recommendations

- The Board to note the progress made to date by partners to deliver actions within the Tobacco Control Work Plan.
- The Board to note the progress made to date by partners to deliver actions with the Reducing Vaping Harms Action Plan.
- The Board review and approve the updated Rotherham Position Paper on Vapes, developed in partnership with key stakeholders across the Borough.