

Approach to delivering Stop Smoking Services in RBWM

**People Overview & Scrutiny –
Thursday 18th April 2024**

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Public Health Responsibilities for Smoking Cessation

- Smoking is one of the biggest causes of death and illness in the UK and increases a person's risk of developing more than 50 serious health conditions. Evidence also shows smoking can impact the health of the people around you when you smoke ([NHS, 2022](#)).
 - Local authorities have a [statutory duty](#) to *take such steps as they consider appropriate to improve the health of people in their area*.
 - Local authorities currently receive funding to provide local *stop smoking services* and support through the *public health* grant.
 - Within Windsor & Maidenhead, it is reported that 10,375 adult residents aged 18+ ([8.6%](#) of this population) were current smokers in 2022 ([ONS, 2023](#)).
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RBWM Stop Smoking Service

- Solutions 4 Health was recommissioned in December 2023 to provide the local stop smoking service for the next 2 years beginning 1st of April 2024, there is a possibility of three 1-year extension to deliver the service until 2029.
 - The service has two pathways:
 - Tier 1 – Self-Help = self-help digital support including the Quit with Bella Help
 - Tier 2 – Specialist support = 12 weeks of behavioural therapy and pharmacotherapy (short-acting NRT, long-acting NRT, e-cigarettes, Bupropion, Varenicline) to support those who decide to quit.
 - The eligibility criteria to access the service is:
 - You must be an RBWM resident, aged 12 and over.
 - You must currently smoke cigarettes and wish to quit.
 - The service also aims to provide a service to identified priority groups:
 - People living in Lower Super Output Area
 - LGBTQ+
 - unemployed and social housing tenants
 - routine & manual occupations
 - long-term health conditions
 - homeless
 - carers
 - ethnic minority backgrounds
 - maternity
 - learning disabilities
 - mental health
 - drug & alcohol
 - RBWM Staff Members can also access the service as well.
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Delivering Evidence Based Stop Smoking Services

Evidence Based Public Health Services are:

- Clinically safe and accredited by the Care Quality Commission
- Cost effective
- Aim to deliver high standards to ensure improved population health outcomes

NICE guidelines on treating tobacco dependence – [NG209]

[NICE](#) Guideline NG209 on treating tobacco dependence recommends that Stop Smoking support should ensure the following are accessible to adults who smoke:

- **behavioural interventions** - [behavioural support](#) (individual and group) and very brief advice
 - **medicinally licensed products** – bupropion, [nicotine replacement therapy](#) – short and long acting, and [nicotine-containing e-cigarettes](#) - [OHID](#)'s latest evidence review highlights the [Cochrane living systematic review on electronic cigarettes for smoking cessation](#) which shows vaping is effective and recommended tool for stopping smoking.
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Department of Health & Social Care – Local Stop Smoking Services and Support (LSSS) Grant

Background

- The government has announced an additional grant funding to support local stop smoking services. This is to start in 2024 – 2025 until 2028 – 2029.
 - First year funding (2024 – 2025) has been confirmed with subsequent years subject to review and unconfirmed.
 - The grant will be paid only if the funding is used to:
 - Invest in enhancing local authority commissioned stop smoking services and support.
 - Build capacity to deliver expanded local stop smoking services and support.
 - Build demand for local stop smoking services and support.
 - Deliver increased numbers of people setting a quit date and 4 week quit outcomes.
 - This grant will be ring-fenced to use on local stop smoking services and support, only.
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Conditions of the Grant

Money can be spent on:

- Enhancing the current commissioned local stop smoking service.
- Building capacity to deliver an expanded local stop smoking service.
- Building capacity to increase referrals and provide support to quit in a range of community settings.
 - Build more demand for local stop smoking services.
- Deliver an increased number of people setting a quit date and 4-week outcomes.
- Training more local healthcare staff to deliver smoking cessation advice & referrals.

Money cannot be spent on:

- Replacing existing/other programmes which support smokers to quit.
 - Replace activity delivered as part of the NHS Long Term Plan or the Public Health Grant.
 - Tobacco enforcement activity.
 - Vaping reduction services.
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Allocation

- The Royal Borough of Windsor & Maidenhead has been allocated a total of £152,132 for the first year.
- The receipt of further 4 years of funding will be dependent on achieving the following trajectory of set quit dates:

Current total set quit dates in RBWM (as currently reported by Stop Smoking Service)	254	Total number of people expected to set a quit date by Year 5 2,107
Year 1 25% increase	359	
Year 2 50% increase	465	
Year 3 125% increase	781	
Year 4 150% increase	886	
Year 5 150% increase	886	

Plan of Investment for the LSSS Grant for 2024 - 2025

Overarching areas of investment

Local Stop Smoking Service – Capacity Increase a) Additional stop smoking advisor to target priority groups b) Pilot Additional 4-week top up support offer (including NRT & behavioural support) for priority groups who meet eligibility criteria c) Increasing e-cigarette offer	Referrals a) Connected Care SymlConnect Pilot Project b) Additional outreach referral projects	Comms & Marketing a) Paid advertising b) Targeted Comms Campaign	Behavioural Insights Analytical capacity to understand more about our priority groups and accessing services
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Call to Action

- For more information about the RBWM Stop Smoking Service, please see [Stop Smoking Berkshire | Smokefreelife Berkshire](#)
- For self-referrals, please contact:
0800 622 6360 | 0118 449 2026 | text QUIT to 66777
- Further information can be found on the RBWM Website, please see [Stop smoking | Royal Borough of Windsor and Maidenhead \(rbwm.gov.uk\)](#)

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Berkshire
