

# Smoke-Free Generation: What you need to know

North East UKPHR Practitioner Showcase Event  
18<sup>th</sup> March 2026

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and Balance/ North East North Cumbria ICB





# How the workshop will run

- Intro
- Quiz
- Further info
- Questions

Slides thanks to



CANCER  
RESEARCH  
UK

# Fresh & the North East/North Cumbria approach



**65% reduction**

North East adult smoking prevalence down from 29% in 2005 to 10.2% in 2024 - now lower than England average

[www.fresh-balance.co.uk](http://www.fresh-balance.co.uk) #SMOKEFREEFUTURE

**fresh\***  
Making Smoking History

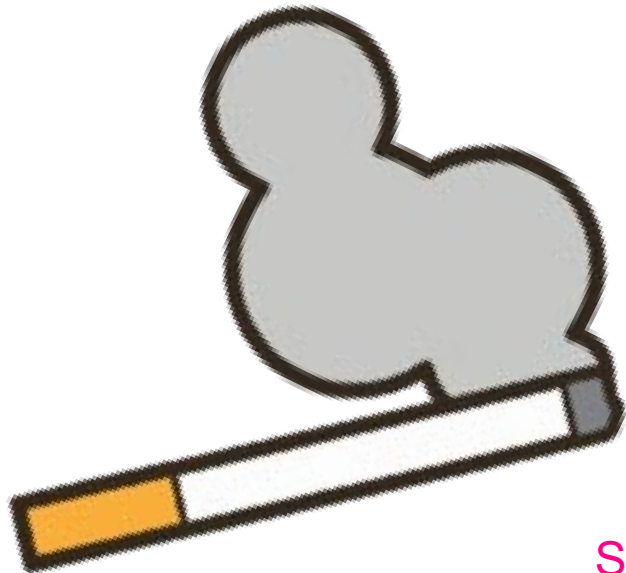
Collaboration with key national partners- ASH- northern partners- and Smoke Free Action Coalition

Fresh-Balance  
ADPHNE  
ICB



[Declaration-for-a-Smokefree-Future-FINAL-Feb-25-update.docx](#)

# Smoking is the biggest cause of cancer and preventable death in the UK



**Responsible  
for around  
160 cancer  
cases every  
day**

**Responsible  
for around  
25% all  
cancer  
deaths**

**Responsible  
for around  
35% all  
respiratory  
deaths**



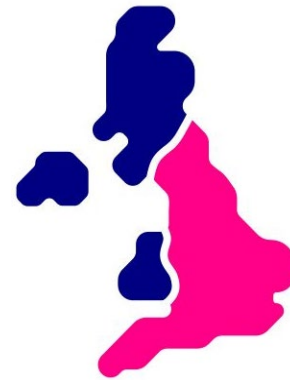
**Nearly 8 million lives**

**have been lost to tobacco since 1971**

**26% of all deaths in last 50 years due to the cigarette**

5.4 million people smoke in the UK...

England is not on track  
to reach its smokefree  
target



*Target:*

*Less than 5%  
of population  
smoking by  
2030*

# Stark inequalities in smoking



Most deprived  
won't be  
smokefree until  
2050.

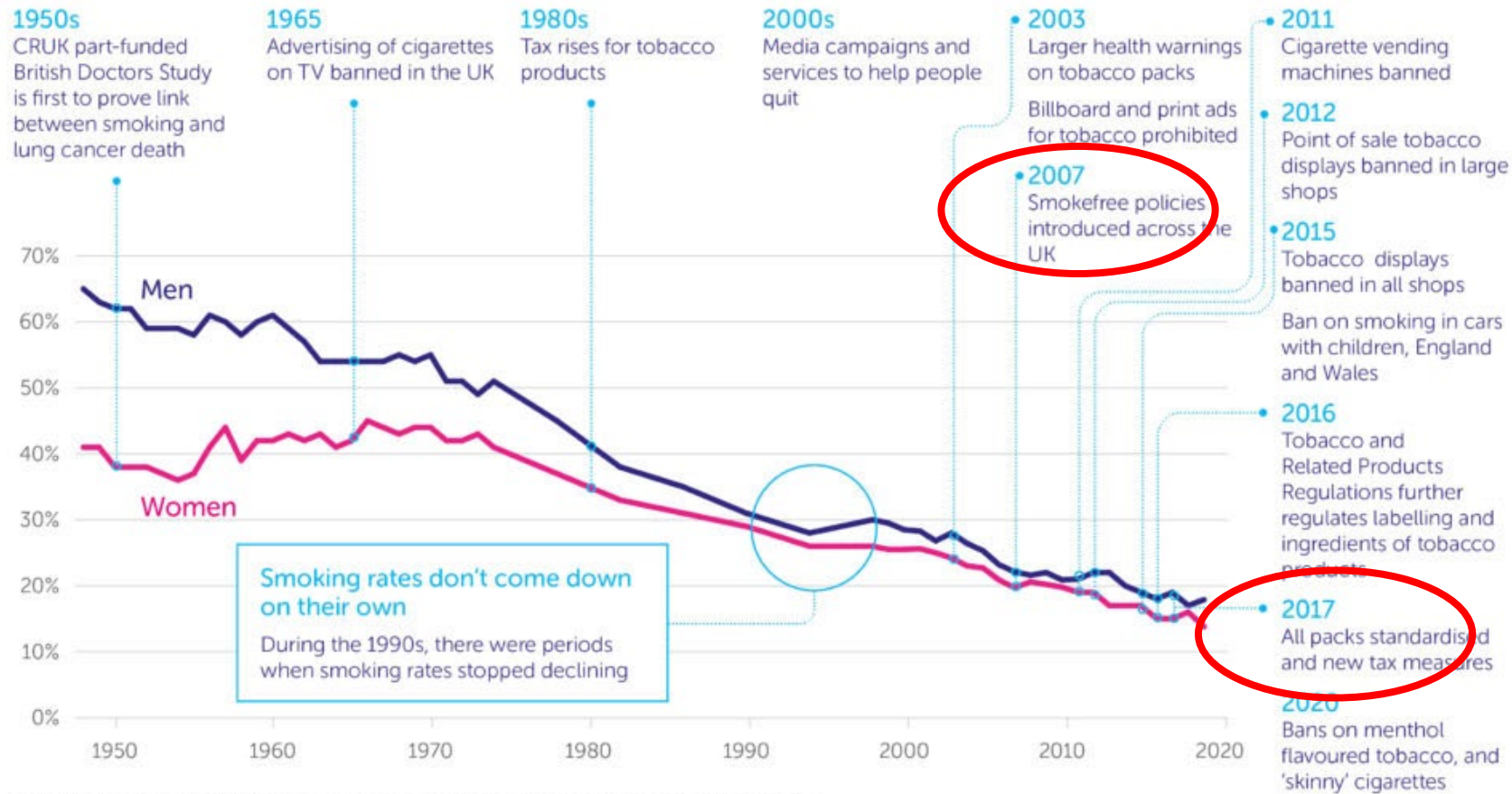


Least deprived  
expected to be  
smokefree by 2025



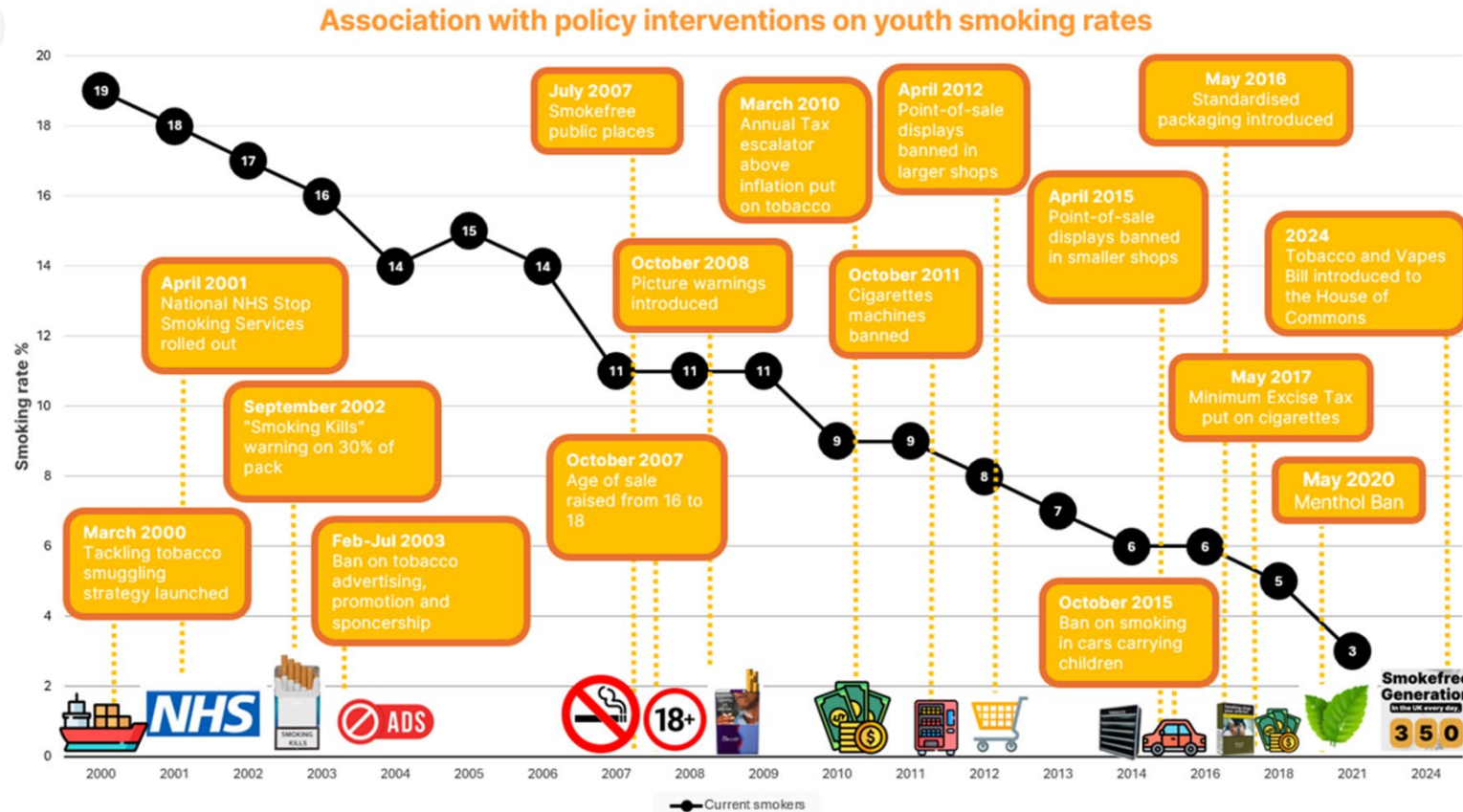
# Smoking rates don't fall on their own..

## Smoking rates decline with action



Sources: Data for 1948-1973: PN Lee Statistics and Computing Ltd. International Smoking Web Edition. Available from <http://www.pnlee.co.uk/ISS.htm>. Accessed July 2020. Data for 1974 onwards: Office for National Statistics. Adult smoking habits in Great Britain. Accessed July 2020.

# Youth smoking rates



Adult world change

Adults/carers quitting-smokefree

Protection from SHS

Mindful of what TI would want you to do

Engagement of CYP for SFG countdown- rationale for this

Core messaging key






# Quiz



# 1. True or false...

The revenue raised by tobacco taxes covers the cost of smoking to society

**False**



The cost of smoking to the public's finances (£21 billion) is nearly double the revenue raised by tobacco taxes (£11 billion)



## 2. True or false...

Tobacco retailers must renew their tobacco licence every three years

**False**




There is no requirement for a retailer  
to have a licence to sell tobacco



### 3. True or false...

Tobacco companies make around  
£900 million every year in profit

**True**



And they pay very little in tax.  
Imperial Brands have reduced their  
tax bill by £1.8 billion in the last ten  
years; BAT have reduced theirs by  
£760 million



## 4. True or false...

There is no national tobacco control plan

**True**



The last national tobacco control plan  
ran out in 2022




## 5. True or false...

You have to be 16 or above to be legally sold tobacco

**False**

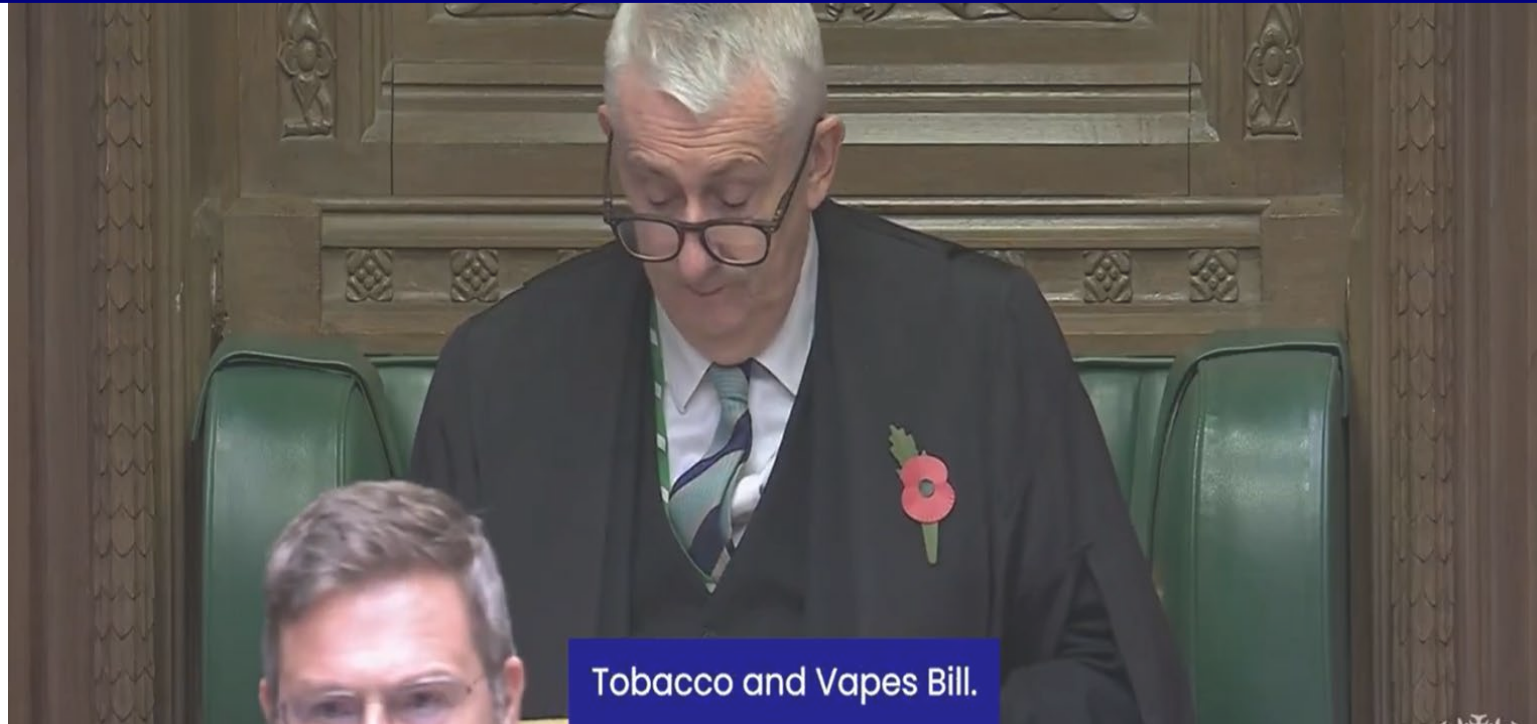
[Creating a smokefree generation and tackling youth vaping: what you need to know – Department of Health and Social Care Media Centre](#)



The law changed in 2007 meaning customers have to be 18 or above to be legally sold tobacco

# Tobacco and Vapes Bill

**Raise the age of sale of tobacco so that nobody born on or after 1 January 2009 can legally be sold tobacco**



# What else does the Bill do?

**Introduce powers for local enforcement to give out fixed penalty notices**

**Ban vape advertising, sponsorship and vending machines**

**Close legal loopholes in the law, like the free distribution of vapes to under-18s**

**Powers for Secretary of State to introduce a licensing system for tobacco, vape and nicotine product retailers**

**Powers to expand smokefree places and introduce vape-free places**

**Powers for the Secretary of State to change vape flavours, packaging, displays**

# Additional government amendments

- ✓ Additional powers to regulate the technological features of vape or heated tobacco devices
- ✓ Exemption for adult mental health hospitals on the vape vending machine ban (Eng & Wal)
- ✓ Exemption for public health advertising campaigns to promote vapes for smoking cessation
- ✓ Allow monies raised from Fixed Penalty Notices to be retained by local government
- ✓ A review of the Bill will be undertaken between 4-7 years after the passage
- ✓ Powers to add filters to any part of the Bill, which would enable a ban on filters in the future



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# How we got here!

**69% of the public support this age of sale policy**

**74% of Labour supporters are in favour**

**70% of Conservative supporters are in favour**



**1,702  
emails to  
MPs**

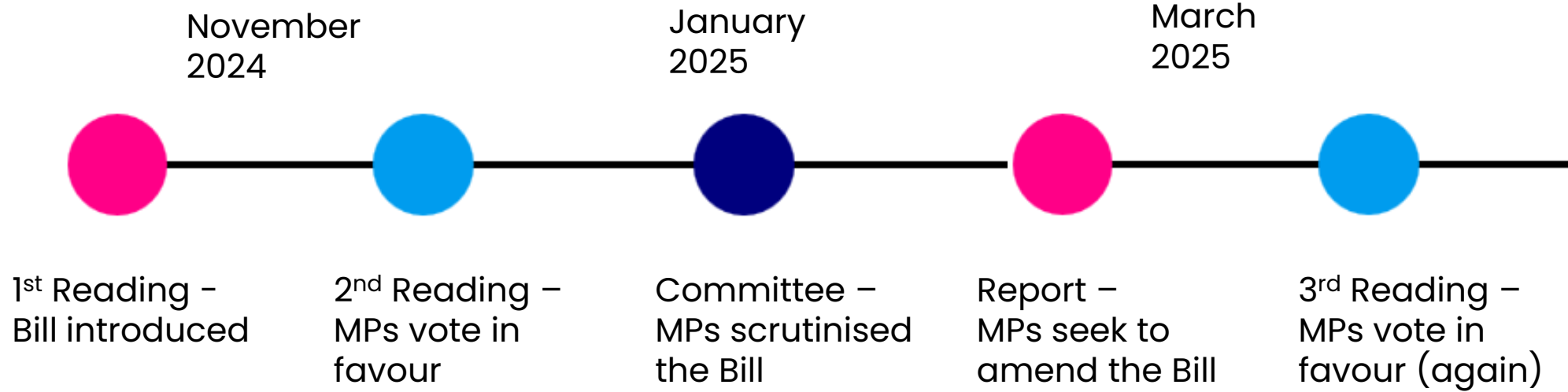
**588 MPs  
contacted**

## Local Toolkit

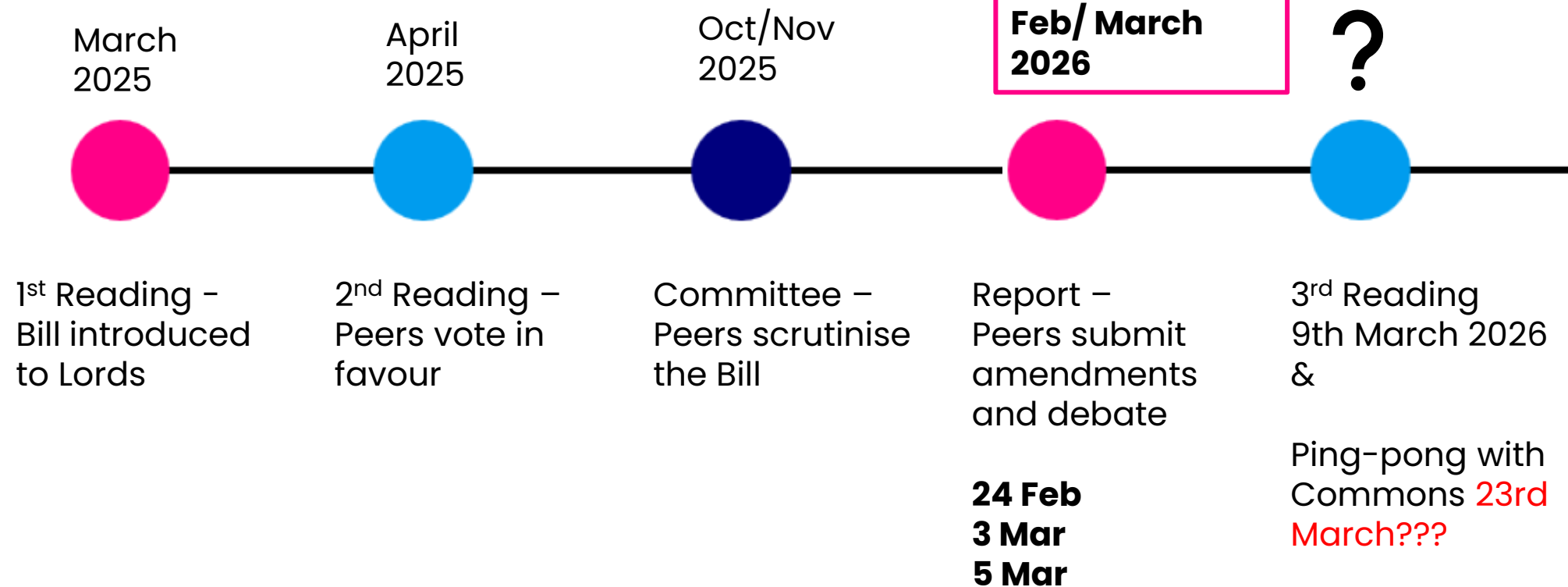
Materials for local public health professionals and councillors involved in tobacco control.



# Where are we up to?



# Where are we up to?



# Status of the Tobacco and Vapes Bill

- Completed all initial stages in the House of Commons
- Completed Committee stage in the Lords – line-by-line scrutiny by Peers, debating amendments. No votes at that stage
- EU scrutiny process concluded 18<sup>th</sup> February. Bill now proceeding to final Parliamentary stages
- House of Lords Report stage. Day one, 24<sup>th</sup> February – key vote to support smokefree generation, 246 to 78. Finished in Lords 9<sup>th</sup> March
- 11<sup>th</sup> March – No Smoking Day
- *Back to Commons now (ping pong)- 23rd March??? – date TBC*
- *Royal assent – mid April ??? (TBC)*

Second reading (Commons)
Committee stage (Commons)
Report stage (Commons)
Third reading (Commons)
First reading (Lords)
Second reading (Lords)
Committee stage (Lords)
Report stage (Lords)
Third reading (Lords)
Consideration of amendments
Royal Assent

## Royal Assent

The King formally agrees that the Bill should become law



**April – May 2026**

Royal Assent isn't the end of the story...



**Consultations**



**Implement**



**Enforcement**

# Government consultations



Smokefree, heated tobacco-free, and vape-free places



**Live – ends 8 May**



Vape flavours, packaging, and displays



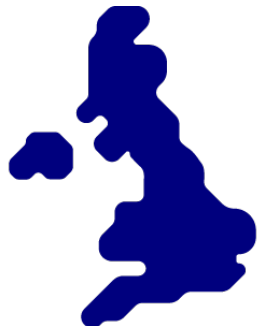
**TBC**



Licensing scheme for tobacco and vape/nicotine retailers



**TBC**





Throughout consultations, we must  
remember ...

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**Tobacco is the  
biggest killer**

# The evidence on vaping

- Research so far shows that legal e-cigarettes are **far less harmful** than smoking and **can help people stop smoking**.
- Vapes are the **most popular quit tool** for people across all socioeconomic groups.
- Vapes are **not risk-free**. We don't yet know their long-term effects, so **children and people who have never smoked shouldn't use them**.
- While the long-term effects of vaping are still unknown, **the harmful effects of smoking are indisputable**.

# Timeline for implementation

Regulation	Implementation
Increased age of sale & ban on proxy purchasing	1 January 2027 (from then, legal age of sale becomes 19 years-old)
Advertising ban for vaping and nicotine products and sponsorship ban	<b>Immediate effect</b>
Ban on free distribution of vaping and nicotine products	<b>Immediate effect</b>
Creation of fixed penalty notices	<b>Immediate effect</b>
Expansion of smokefree and vape-free places	Consultation ends 8 May – TBC on Gov response
Regulations on display and packaging of vapes	TBC on consultation
Retail licensing scheme	TBC on consultation
Regulations on vape flavours	TBC on consultation

# What can you do to support the legislation?

- ✓ Respond to Government consultations on measures in Bill

## What can you do beyond the Bill?

- ✓ Engage with local tobacco alliances – advocate for more action to reduce smoking rates
- ✓ Ensure people who smoke are still supported to quit (including targeted interventions) – SSS, mass media campaigns, swap to stop vape programme





**NHS**

oh God, if I could only have my time back,  
I would never have smoked.

# Further Information...

- Email [info@fresh-balance.co.uk](mailto:info@fresh-balance.co.uk) /[rachel.mcilvenna@nhs.net](mailto:rachel.mcilvenna@nhs.net)
- [www.fresh-balance.co.uk](http://www.fresh-balance.co.uk)
- [Tobacco Dependency | North East and North Cumbria NHS](#)
- [www.ash.org.uk](http://www.ash.org.uk)
- <http://smokefreeaction.org.uk/>
- <https://ash.org.uk/ash-ready-reckoner/> (for costs relating to smoking)
- [Top Line Findings - Graphs - Smoking in England \(Smoking Toolkit Survey\)](#)
- **Tobacco Industry**
- [http://www.tobaccotactics.org/index.php/Main\\_Page](http://www.tobaccotactics.org/index.php/Main_Page)
- **Global**
- <https://tobaccoatlas.org/>
- Facebook: FreshSmokeFree



# Any Questions?