

# Collaborative News

Issue 4



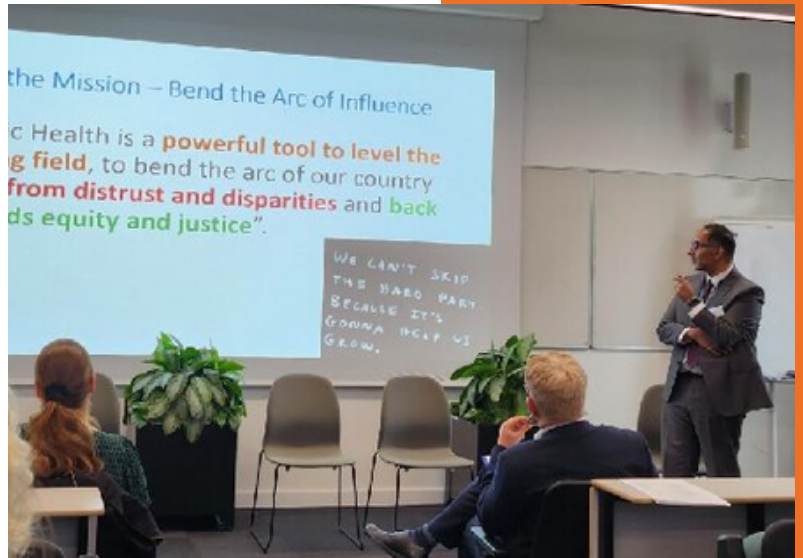
## Smoke Free Places 2024

A special edition of the Cumbria & Lancashire Public Health Collaborative Newsletter featuring all the news from the first Smoke Free Places Conference for the Cumbria & Lancashire area, hosted by the Collaborative at Lancaster University on Tuesday 10th September 2024 that was attended by a round 100 people, representing local authorities, the NHS, trading standards and the fire service.

# Speakers

## **Abdul Razaq, Director of Public Health in Blackburn with Darwen and Chair of the Public Health Collaborative**

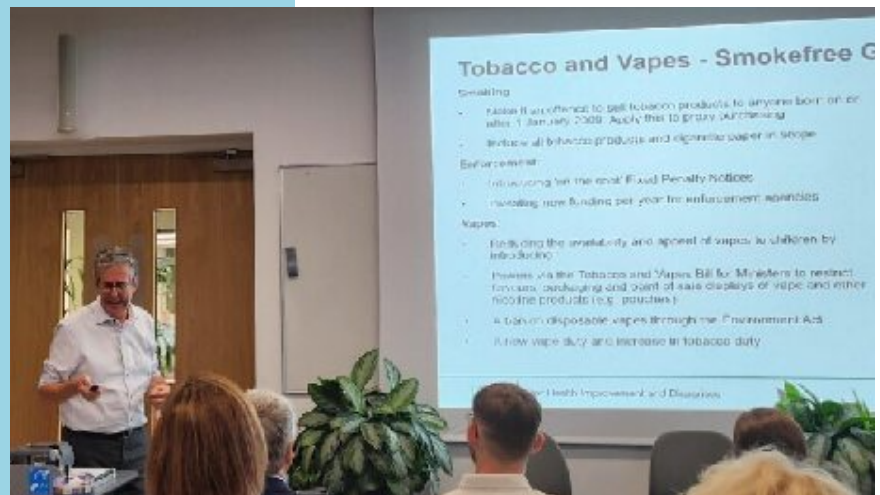
**Collaborative** opened the Conference, helping to set the scene for the day. We hoped that the day would serve as both a reminder of how far we've come in terms of reducing tobacco harms, but also to understand the direction of travel, and explore some of the more complex issues we're grappling with across the system.



Our first guest speakers were **Jim Pattison and Claire Wells, from the Action on Smoking and Health (ASH) Charity**, who talked about the evolution and impact of legislation has had on smoking prevalence showing that, since 2000, it has dropped by 13% thanks to the likes of smokefree public places ban and point-of-sale display bans. They also highlighted what was needed next which includes a focus on smoking in social housing, smoking among those with mental health conditions and reducing high smoking rates among certain nationalities.



Next we had an update from **Paul Campbell, Health and Wellbeing Support Manager (Tobacco Control) at OHID**, on the current status of the smoke-free generation initiative that will hopefully see the tobacco & vapes bill passed in Parliament soon that will see it become illegal for our next generation to be able to buy tobacco.





**Joanna Feeney, Stop Smoking Systems Strategic Manager at Fresh and Balance,** completed our line up of speakers with a Keynote address focused on changing the culture of tobacco use and embedding the new norm of a smoke-free country. Joanna reminded us that 8 million lives have been lost to smoking since 1971 and that should be our motivation to introduce a smokefree generation.



Joanna highlighted the many options that smokers now had to quit smoking which included support in the NHS for inpatients, pregnant women and mental health patients, local authority stop smoking services and national incentives like the swap to stop scheme seeing smokers swap from cigarettes to vapes and a financial incentive scheme to support pregnant smokers. She went on to stress that these resources needed to ensure that there was equitable provision for smoking populations with the highest level of need and also we needed to create an environment in which making an annual quit attempt was considered the norm for smokers.

## Workshops

The conference also included an afternoon of workshops targeting smoking in maternity and children, smoke-free workplaces and the harms of illegal products that are priority areas of the 5 year LSC Tobacco-Free Strategy that was launched last year.

## The Risks of Illegal Products



Trading Standards Northwest and Lancashire Fire and Rescue Service stepped in to deliver a really informative session with key messages about the dangers of illegal products, safe practices and some top tips on how to spot illegal and dangerous cigarette and vaping products.

***“Trading standards and fire service information workshop was excellent and I will be using the info they shared in service.”***

All shops selling disposable vapes must also have a collection point for recycling disposable vapes. Shops selling disposable vapes have to take disposable vapes whether they were sold by them or not.

# Maternity and Children

In this workshop, led by Public Health Midwives from Blackpool and Morecambe Bay hospitals and Smoke Free Lancashire, they highlighted the challenges they face in getting pregnant smokers to quit and discussed how they might be solved. The key opportunities were:

- **Improve engagement and trust** by learning from previous work and also tapping into peer support and lived experience.
- To **reduce did not attend (DNAs)** at clinics by increasing flexibility in how staff interact with clients and the range of appointments available.
- To **develop a consistent message across services on vaping** and consider commissioning options for vaping support.



## Smoke Free Places

This workshop was led by Blackpool Teaching Hospitals Smoke Free Lancashire and focused on thinking about what smoke free workplaces should look and feel like. **Shane Faulkner, Service Manager of Tobacco Dependency Treatment Services** at the hospital talked through their approach to introduce a new smokefree policy that has included new signage across the entire hospital as well as introducing smokefree champions throughout the organisation. **Lisa Halliday, Smokefree Lead at Smoke Free Lancashire** then gave a fascinating insight into the work they are doing to approach private sector companies and offer stop smoking support to employees.



Key messages were to:

- **Increase education** and training opportunities focused on the benefits of quitting smoking, having difficult conversations and support on offer.
- Provide support to staff, patients and visitors who want to quit through a supportive, **non-judgmental approach**.
- Introduce a **single smoke free policy** across all of our NHS acute sites.

# Next Steps

All the key opportunities identified in the workshops will be added to action plans for the relevant delivery groups that meet to reduce smoking prevalence in Cumbria & Lancashire.



## Feedback

*Myself and my colleague discussed how other trusts were tackling smoking and reflected on what's needs to be implemented in our own trust to drive this service forward.*

*Really enjoyed it and good to meet everyone together in the flesh*

*This was an excellent event with great speakers, lots of really useful information and good opportunities for networking.*

*Although I did already know some of the information that was shared, I did get a different perspective on some things, and I felt as though it really gave me some food for thought about how to approach some of the tobacco agenda. It was really interesting to give the context of the history of smoking and framing it within that wider angle*

## To Find Out More...

You can see all of the presentations from the day on our [website](#)

## Thank you!

Thanks to everyone who helped to make the day a success, all of our speakers, panel members, workshop leads and everyone who helped behind the scenes. Thanks to Health Innovation One for the use of the building and their support on the day.