

MAKING SMOKING HISTORY IN GREATER MANCHESTER

STRATEGIC DELIVERY FRAMEWORK AND ACTION PLAN 2024–2030

ENGAGEMENT DRAFT



**MAKE
SMOKING
HISTORY**

[MAKESMOKINGHISTORY.CO.UK](https://www.makesmokinghistory.co.uk)

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FOREWORD

Foreword text to follow...



FOREWORD

Foreword text to follow...



SUMMARY

Greater Manchester has been leading the way nationally in the development of a city-region approach to reducing smoking prevalence. Our unprecedented and evidence-based Making Smoking History strategy has been delivered since 2017 through a partnership of city-region, local authority borough and community-based programmes.

Jane Pilkington, Director of Population Health at NHS Greater Manchester said, *“We are on track to becoming a smokefree city-region, a key part of our commitment to achieving the greatest and fastest improvement to the health, wealth and wellbeing of the 2.9 million people who live here. This action plan builds on our successes over the last six years, key learnings and marks the next phase in our Making Smoking History journey and allows us to continue to trailblaze approaches to tobacco control, whilst delivering positive change for our residents health and wellbeing.”*

The work in Greater Manchester has been at the heart of recent national announcements.

Greater Manchester’s initiatives, including swap to stop, acute inpatient pathways and financial incentives in pregnancy have all been seen as national exemplars and are being implemented across England. Greater Manchester has worked with other tobacco control hubs across the North of England to further strengthen and embed regional approaches to tobacco control.

Planned legislation will see that no-one born on or after 1 January 2009 can be legally sold tobacco. This is alongside an additional combined £4 million for localities across Greater Manchester to support people to stop smoking, offering an opportunity to capitalise on the existing comprehensive offer of stop smoking support and services in Greater Manchester.

This national activity provides an ideal opportunity to capitalise on the strong partnerships in place across the city-region and ensure resources and activity are aligned and effectively targeted. We have demonstrated that our approach can be successful and we need to accelerate the work to make smoking history. However, there are still more than 300,000 people who smoke in Greater Manchester with those in the least advantaged communities more likely to be affected. This costs the city-region £2.7 billion a year.



OUR APPROACH

Our Vision

The **Greater Manchester Integrated Care Partnership Strategy** sets out how the NHS, local authorities, and partners across the Voluntary, Community, Faith and Social Enterprise Sector (VCFSE), Healthwatch and the trade unions, will improve health and care for the people of Greater Manchester and create a **fairer, greener, more prosperous city-region**.

The **Greater Manchester Strategy** describes the city-region vision of a place where everyone can live a good life, growing up, getting on and growing old in Greater Manchester.

Our approach is supported by the collaboration between NHS GM, Local Authorities, the VCSE sector and other partners, and through the GM Make Smoking History Alliance. The vision is also being realised by local tobacco alliances, delivering plans that respond to the unique needs of each local community.

Missions

The GM Integrated Care Partnership Strategy sets out six missions, which are our priority actions in response to the current challenges. These are:

- 1. Strengthening our communities**
- 2. Helping people get into, and stay in, good work**
- 3. Recovering core NHS and care service**
- 4. Helping people stay well and detecting illness earlier**
- 5. Supporting our workforce and our carers**
- 6. Achieving financial sustainability**

Principles

Making Smoking History is our single greatest opportunity to close the gap in health outcomes and directly impacts each of the six strategy missions as well as delivery of the **Joint Forward Plan**, through adoption of the following principles:

Principle 1: A strategy that is fully aligned with the wider system partnership's ambitions.

Principle 2: A strategy that supports subsidiarity by building on existing local strategies and plans as well as reflecting the universal NHS commitments.

Principle 3: A strategy that is delivery focused, includes specific objectives, and can evidence reducing cost and demand on healthcare services and improved health outcomes.

The delivery of the GM Making Smoking History Strategic Framework will be reviewed regularly throughout its lifetime to ensure that changes in the national, regional and local landscapes are used to inform planning and delivery.

CREATING A SMOKEFREE GENERATION

In Greater Manchester we are on our way to delivering a smokefree generation. There has been some excellent local delivery in recent years within the boroughs across our city-region, where overall smoking prevalence rates has fallen from 18.4% in 2016 to 14.3% in 2022.

Despite this, many localities and Greater Manchester as a whole, still have much higher smoking rates than the England average and there are still 317,000 adult smokers amongst the city-region's 2.9 million population.

Smoking is still by far the greatest cause of ill-health and early death in Greater Manchester. 2 in 3 smokers will die too soon and there are 3,900 deaths caused by smoking each year in the city-region (ref 1).

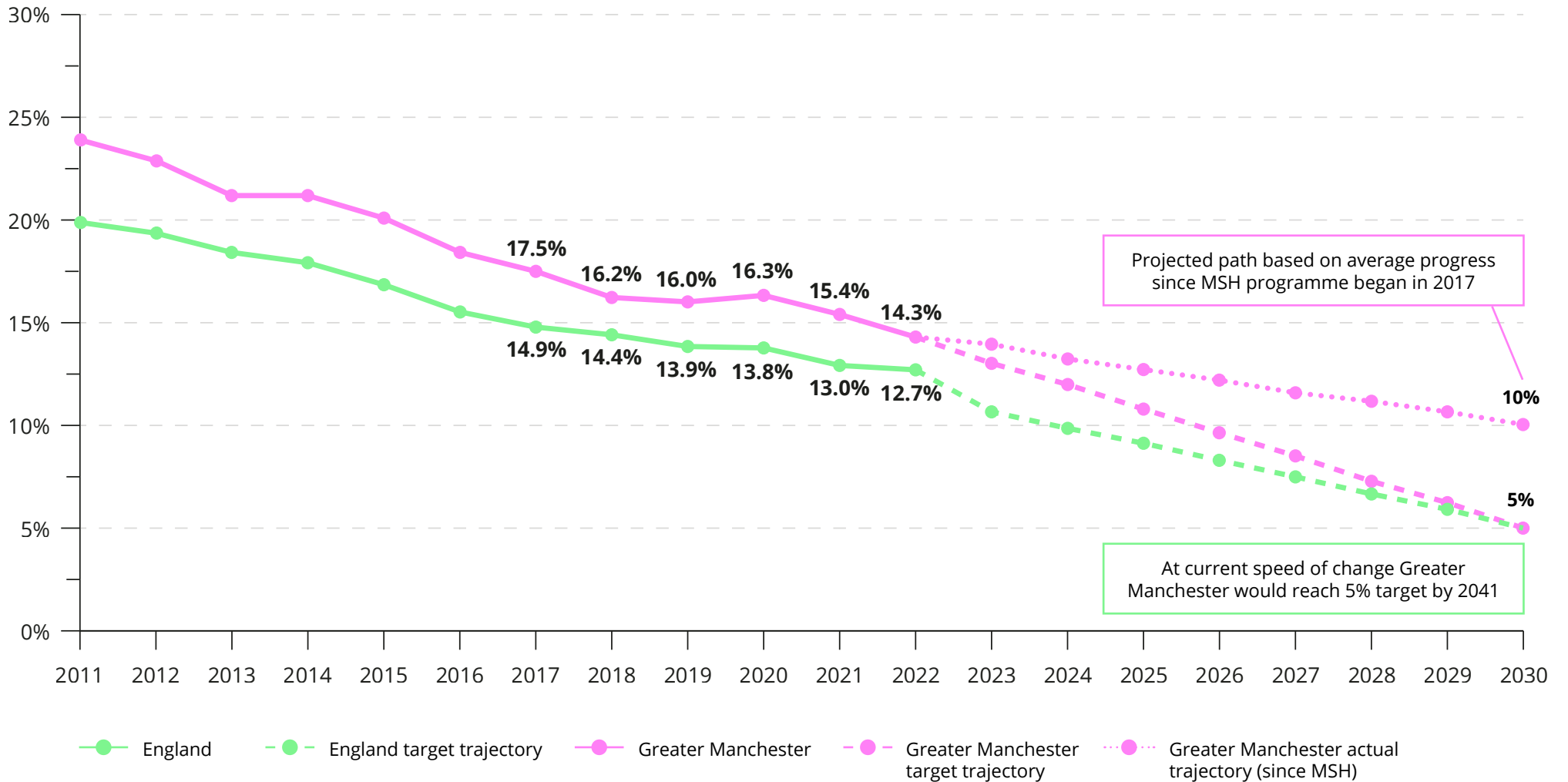
We need to renew our city-region focus on making smoking history by upscaling our approach. **Greater Manchester is committed to achieving an ambitious below 5% smoking prevalence by 2030.** To reach this there needs to be a 1.1% reduction in smoking prevalence each year and this can only be achieved by continued efforts by all partners at pace and scale.

We need to make sure that no one is left behind. Our ambition must include all communities including those with the highest smoking prevalence and other tobacco use.

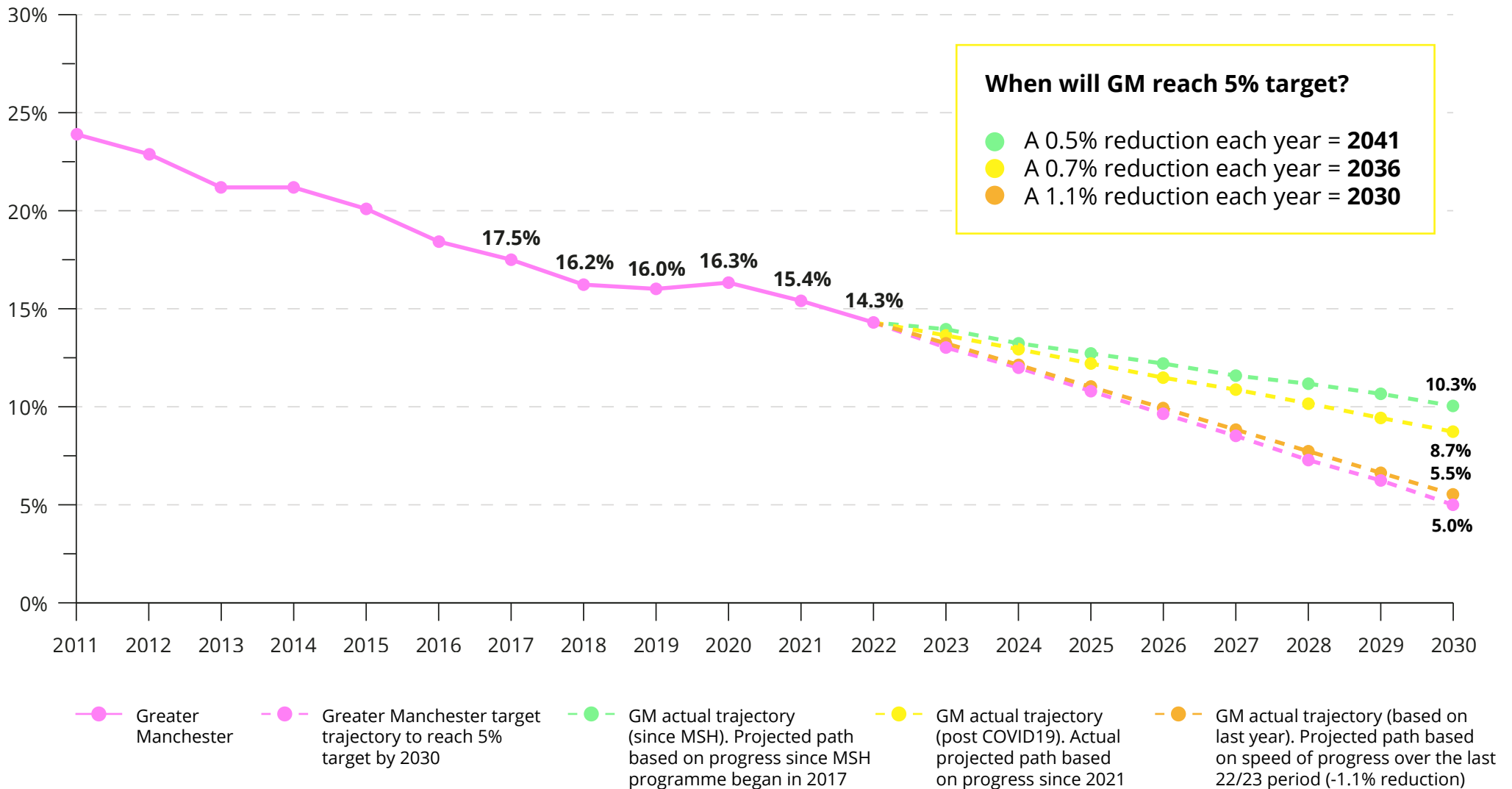
This strategic framework outlines how we are going to continue to achieve this. Our approach balances support for people who want to quit with a preventative approach - to 'stop the start' - especially for young people.



SMOKING PREVALENCE IN ADULTS (18+)



SMOKING PREVALENCE IN ADULTS (18+)



THE REAL COST OF SMOKING

The Ready Reckoner and economic and health inequalities calculators produced by Action on Smoking and Health (ASH) show the impact of smoking on our city-region. Each year around 3,900 people in Greater Manchester die from smoking-related causes. Furthermore, an estimated 14,700 people are out of work due to smoking, 58,200 people are receiving informal care from friends and family because of smoking related illnesses, and 87,000 households with at least one smoker are living in poverty (ref 2).

It's not just human lives that smoking costs. If smoking was eradicated, Greater Manchester's economy would benefit from an extra £2.7 billion each year. This includes £104.6 million in savings to the NHS and £866.1 million in social care, £1.7 billion in gained productivity from more employment and prevented illnesses and early deaths, and £20.1 million saved from accidental fires caused by smoking materials (ref 3).

2 in 3 smokers in social housing in Greater Manchester are struggling to pay the bills. 1 in 3 smokers in social housing are using foodbanks compared to 1 in 4 of never-smokers. Financial and health reasons are the two most commonly cited motivators for quitting smoking or cutting down (ref 3).

Those who smoke would have an average of an additional £3,096 a year to spend (ref 5) – that's a staggering £981.9 million in total every year that could be spent on goods and services that benefit the local economy and communities rather than lining the pockets of the tobacco industry.

LOST PRODUCTIVITY
£1.7 BILLION

HEALTHCARE
£104.6 MILLION

SOCIAL CARE
£866.1 MILLION

FIRES
£20.1 MILLION

OUR VISION

GREATER MANCHESTER HAS A SIMPLE, YET BOLD, VISION. WE WILL LEAD THE GLOBAL ASPIRATION TO BECOME SMOKEFREE. TOGETHER, WE WILL MAKE SMOKING HISTORY FOR FUTURE GENERATIONS.

WE WANT FEWER PEOPLE TO SMOKE IN GREATER MANCHESTER, WHICH WILL LEAD TO FUNDAMENTAL IMPROVEMENTS TO THE HEALTH, WEALTH AND WELLBEING OF SOME OF THE POOREST RESIDENTS, AS WELL AS SAVE AN AVERAGE OF £3,096 A YEAR PER SMOKER THAT QUILTS.

OUR MODEL

Greater Manchester's Making Smoking History model is called **GMPOWER**.

This is based on MPOWER, a World Health Organization (WHO) model recognised worldwide to help reduce tobacco use. The MPOWER model uses parts of WHO's Framework Convention on Tobacco Control which is designed to reduce the demand for tobacco.

Our model begins with 'G' to reflect that we want to involve as many people as possible in helping to achieve our ambitious goal.

- G** Grow a social movement
- M** Monitor tobacco use
- P** Protect people from secondhand smoke
- O** Offer help to quit
- W** Warn people of the dangers of tobacco
- E** Enforce regulations
- R** Raise the price of tobacco



IN GREATER MANCHESTER, WE WILL ENSURE:

1. Insight-driven

Data and intelligence will be used across the programme to help Greater Manchester achieve the smokefree 2030 ambition. This will include both Greater Manchester and locality annual smoking prevalence trajectories including priority groups, treating tobacco dependency and locality stop smoking service trajectories. We will use behavioural insights to improve our understanding of barriers and enablers for stopping smoking amongst our population.

2. Evidence-based

We use a clear evidence base, alongside engagement and co-production in everything which is delivered and implemented. We are particularly focused on consolidating insight and intelligence and using data to maximise the impact of our collective effort.

3. Locality-led

We will apply the principle of subsidiarity to opportunities, enablers and funding for delivery. This principle means that decisions and discussions will be held locally if it is more appropriate than at a city-region level.

4. Community activated

Through engagement with our residents and the voluntary, community, faith and social enterprise (VCFSE) sector co-production and engagement which is sustainably resourced, embedded and meaningful.

5. Leadership

The Greater Manchester Integrated Care Partnership and boards at a locality level will provide leadership, support and endorsement for a Smokefree 2030.

6. Governance

There will be robust governance through a cross-system Greater Manchester Making Smoking History Alliance which is accountable to the Greater Manchester Population Health Committee, with functional subgroups to support the GMPOWER components.

7. Working together

Supporting the delivery of the GMPOWER components is an ecosystem of locality action and achievement, through the delivery of local tobacco plans driven by local tobacco alliances. At a city-region level, the GM Make Smoking History Alliance brings partners and stakeholders together to oversee the delivery of the strategic objectives.



G M P O W E R

Grow a
social
movement

Monitor
tobacco
use

Protect
people from
secondhand
smoke

Offer
help to
quit

Warn
people of the
dangers of
tobacco

Enforce
regulations

Raise the
price of
tobacco

GMPOWER: 1. GROW A SOCIAL MOVEMENT

Growing a social movement is what makes the approach in Greater Manchester stand out. We know that our vision for a smokefree Greater Manchester is shared across the city-region. 8 in 10 people in Greater Manchester want to make smoking history (ref 6). We recognise the importance of harnessing the power of our communities to achieve a smokefree city-region.

Smoking and tobacco use has affected communities in different ways, further exacerbating health inequalities. The tobacco industry has historically targeted the LGBT+ community (ref 7) and some niche tobacco products, such as shisha and chewing or smokeless tobacco are more prevalent in South Asian communities (ref 8).

Creating widespread public support and the denormalisation of tobacco by working at a community level will help to counter these historic inequalities.

The Greater Manchester Integrated Care Partnership Strategy has ‘Strengthening our Communities’ as one of its six strategic missions. We will capitalise on this approach in our delivery of tobacco control.



GMPOWER: 1. GROW A SOCIAL MOVEMENT

Greater Manchester residents support a smokefree future.



[VIEW ON YOUTUBE](#)

GMPOWER: 1. GROW A SOCIAL MOVEMENT – ACTION PLAN

WORKING TOGETHER WE WILL	GREATER MANCHESTER	LOCALITIES
Create a coalition of tobacco control alliances in localities across Greater Manchester to drive a cross-system approach to making smoking history.	✓	✓
Identify and develop appropriate resources and communications for different communities across Greater Manchester, including different forms of tobacco use.	✓	✓
Build on and invest in existing voluntary, community, faith and social enterprise (VCFSE) leadership, engagement and community activation through the Greater Manchester VCFSE Accord to catalyse community level action on tobacco denormalisation, smokefree events and voluntary outdoor smokefree spaces.	✓	✓
Evolve outdoor smokefree events including Pride festivals across Greater Manchester and local outdoor events.	✓	✓
Work with Youth Combined Authority and VCFSE to support children and young people's engagement, developing youth prevention strategies and ensuring children and young people's engagement and education is co-produced.	✓	✓

GMPOWER: 2. MONITOR TOBACCO USE

Monitoring our plans to make smoking history through data, research and evaluation informs our approach to tobacco control across Greater Manchester. This has been the bedrock of the community stop smoking services since their inception. Strong data has been essential to know who has successfully quit and which communities are most at risk.

We need to know whether our approach is working and adapt or accelerate depending on what the monitoring tells us. We have invested in a boost to a national survey, the Smoking Toolkit Study, which has enabled us to track our progress in Greater Manchester on reducing the levels of smoking and compare this to the rest of England. University College London, who run the Smoking Toolkit Study, provided an evaluation of the Making Smoking History programme which demonstrated it had accelerated the reduction in smoking prevalence.

We regularly work with independent academic and market research partners to evaluate the effectiveness of locally delivered programmes and initiatives.

Good quality evaluation which demonstrated success in our programmes, such as swap to stop and financial incentives to help pregnant women and their partners stop smoking, was instrumental in these being adopted across England (ref 9, 10). We have demonstrated the effectiveness of our model to treat tobacco dependence in NHS acute settings (ref 11, 12).

We have developed new platforms to collect data digitally to monitor our smokefree pregnancy programme. This has reduced the administrative burden for maternity staff and made sure that information is recorded the same way for each patient. We will introduce new systems to collect data digitally across our treating tobacco dependency programme in mental health and acute settings.

As we roll out a digital offer for support to quit for all smokers across Greater Manchester we will be able to monitor how effective this offer is.

We want to continue this approach over the next five years to make sure we are on track.



CASE STUDY – ADVANCING DIGITAL INNOVATION TO MONITOR SMOKEFREE PREGNANCIES

When the Smokefree Pregnancy programme began in 2018, it was entirely paper based, which created an administrative burden for staff.

This approach hindered data collection and the consistent tracking of programme outcomes. A digital platform was created with specialist midwives and other people who were involved in the programme. This reduced time spent on manual data entry, minimising human errors, and enabling real-time data access across multiple services and localities, ultimately allowing midwives to spend more time with patients and make effective decisions based on the needs of patients and communities.

Greater Manchester's Smokefree Pregnancy Platform makes it easier to monitor how well the programme is performing.

Insights gathered from maternity stop smoking teams regarding the benefits of the digital platform:

- Saves 10 minutes of manual data entry time per appointment, freeing up more time for patient engagement.
- Facilitates quick and easy upload, access, and real-time analysis of data, reducing staff admin time by approximately 20%. This saved time can be reinvested into patient contact.
- Provides a wider engagement funnel and automated referrals, accelerating the process of reaching and enrolling more patients.
- Supports digital appointments for patients who are typically harder to reach.
- Enables effective data auditing across localities, eliminating the need for manual tracking and consolidation of spreadsheets and paper records.

Before the platform, when we had a busy day seeing lots of pregnant women, it would take forever because we'd have to handwrite all the notes, then input them into the hospital system once we got back to the unit, which takes a tremendous amount of time when you've got a busy caseload.

Jo Pinder, Maternity Tobacco Dependency Advisor
Northern Care Alliance NHS Foundation Trust

GMPOWER: MONITOR TOBACCO USE – ACTION PLAN

WORKING TOGETHER WE WILL	NATIONAL	GREATER MANCHESTER	LOCALITIES
Continue to share intelligence and insight through the GM Make Smoking History Alliance to ensure that progress against the strategic objectives is achieved, and that best practice and learning is shared.		✓	✓
Continue to monitor and evaluate the programme through a Greater Manchester Smoking Toolkit Study Boost.		✓	✓
Work with the Greater Manchester Public Health Leadership Group to identify research priorities and opportunities.		✓	✓
Develop a programme of research and evaluation through Greater Manchester Allied Research Collaboration (ARC) with annual reporting.		✓	✓
Ensure all programmes and projects are built on insight, evidence and intelligence and build national leadership role for Greater Manchester Making Smoking History research, innovation and development.	✓	✓	✓

GMPOWER: 3. PROTECT PEOPLE FROM SECONDHAND SMOKE

There is no safe level of exposure to secondhand smoke. Children and babies are particularly at risk (ref 13).

Smoking in the home, or being exposed to secondhand smoke while pregnant, increases the risk of sudden infant death syndrome. Children who live in a home where a caregiver smokes are more likely to develop a range of illnesses including asthma, meningitis and ear infections. To protect children from these harms a home must be fully smokefree. Keeping a home smokefree can also help to prevent smoking related fires in the home.

In Greater Manchester, over 40% of accidental fire deaths are caused by smoking materials (ref 14).

We will work with partners across Greater Manchester to increase the number of smokefree homes by providing support to quit smoking and campaigns to raise awareness of the harms of smoking in all homes.

Localities and the NHS must lead by example, providing best practice in creating a truly smokefree environment. Since 2017, much of our NHS estate has become smokefree and NHS staff are supported to stop smoking. We will work to deliver more smokefree spaces, using this model to create a healthier and more productive smokefree workforce.



CASE STUDY – MORE SMOKEFREE PARKS

Creating smokefree environments contributes to denormalising smoking by reducing the visibility of smoking and litter and waste from cigarettes.

Almost 8 in 10 (78%) people in Greater Manchester agree that smokefree spaces should be extended, particularly in healthcare settings and places where children are present (ref 15). Since 2017 we have made progress in protecting people across Greater Manchester from tobacco smoke. With local authorities, community groups and landowners working together across Greater Manchester we have created more smokefree spaces and events that everyone can enjoy.

In 2022, Greater Manchester joined the prestigious Partnership for Healthy Cities network – an initiative supported by Bloomberg Philanthropies, the World Health Organization (WHO) and Vital Strategies.

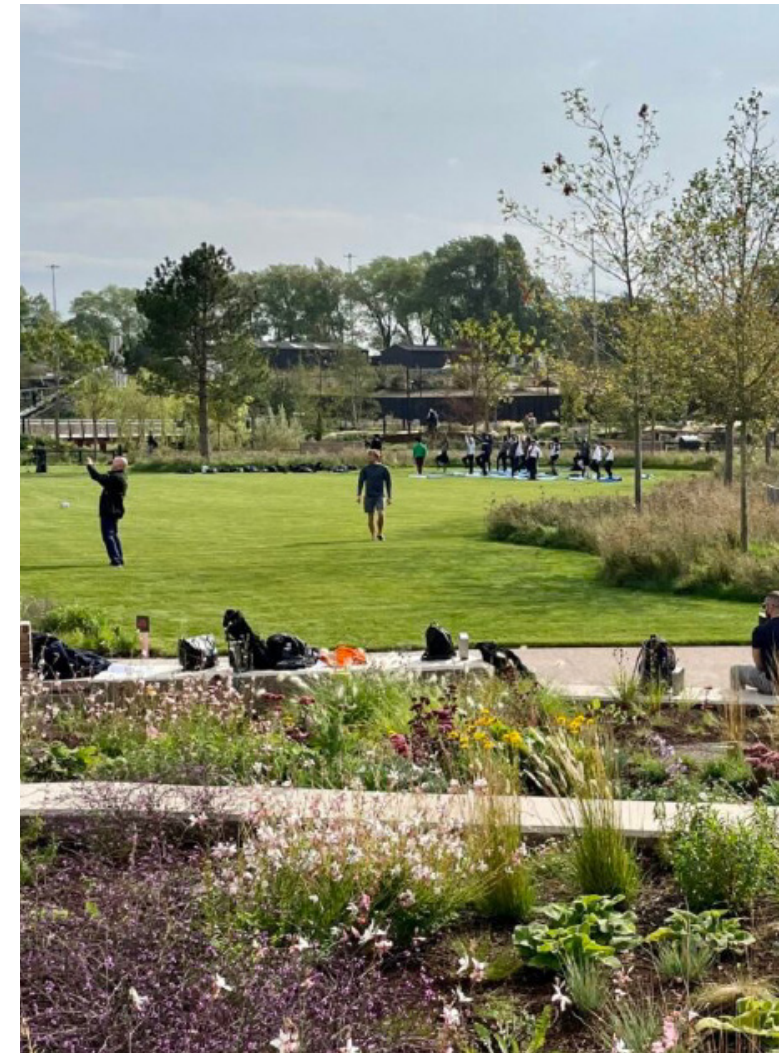
As part of this partnership, we committed to create even more outdoor smokefree spaces.

The first new smokefree space introduced was Mayfield Park in Manchester city centre. Working collaboratively with the park's owners and management company, NHS Greater Manchester and Manchester City Council, supported the park to become smokefree in summer 2023.

The park is now leading the way to a healthier future and supporting plans for further outdoor smokefree parks and playgrounds across the city-region.

8 IN 10 PEOPLE IN GREATER MANCHESTER SAID THEY WANT MORE SMOKEFREE SPACES, INCLUDING 6 IN 10 PEOPLE THAT SMOKE

Source: Greater Manchester Smokefree Spaces Public Consultation, GMICP, 2022



GMPOWER: PROTECT PEOPLE FROM SECONDHAND SMOKE – ACTION PLAN

WORKING TOGETHER WE WILL	NATIONAL	GREATER MANCHESTER	LOCALITIES
<p>Implement more voluntary outdoor smokefree spaces, aligning priorities with outcomes from smokefree spaces survey, across Greater Manchester, winning hearts and minds of the public through positive and tailored communications and integrating smokefree spaces into wider healthy work and public places.</p>		<p>✓</p>	<p>✓</p>
<p>Through the partnership of Greater Manchester Combined Authority, housing providers and Greater Manchester Integrated Care Partnership, implement and deliver an approach to voluntary smokefree homes across the city-region. This will connect stop smoking support and place-based campaigns and communication.</p>		<p>✓</p>	<p>✓</p>
<p>Mobilise a smokefree NHS, including primary, secondary and tertiary care. Creating smokefree environments and supporting staff and patients to quit.</p>	<p>✓</p>	<p>✓</p>	<p>✓</p>
<p>Implement more smokefree pavement licenses using powers available to local authorities.</p>			<p>✓</p>

GMPOWER: 4. OFFER HELP TO QUIT

Stopping smoking is the single best thing a smoker can do to improve their health. 2 in 3 smokers will die prematurely if they do not stop smoking.

Too often smoking is referred to as a “lifestyle choice” but smoking is an addiction which usually begins in childhood. Young teenagers with a parent who smokes are four times more likely to become a smoker themselves (ref 16), and supporting adults to stop smoking helps to reduce youth uptake.

Most smokers (6 in 10) want to quit (ref 17), but only one in 20 smokers will quit smoking for a year without support. However, with the right support the chances of staying smokefree increase substantially (ref 18). Our approach is to support smokers to quit and to continue trying if previous attempts have been unsuccessful (ref 19).

Smokers in Greater Manchester can access different methods of support so that they can find what works for them.

The Smoke Free app is available to anyone in Greater Manchester who wants to stop smoking. The app allows people to get digital stop smoking support for six months and an initial refillable vaping starter kit and e-liquid.

Every locality has a community stop smoking offer. Local specialist stop smoking services will have increased funding until 2029 (subject to future spending reviews) which will significantly increase the support to quit across our city-region. This increased funding gives an opportunity to explore ways to enhance the offer across Greater Manchester.

As well as the impact on health, smoking is also a cost which is disproportionately felt by those most affected by the cost of living crisis. The swap to stop pilot scheme in Salford focused on people living in lower income households. The success of the pilot demonstrated that a community focused smoking cessation offer was popular and effective and influenced change in national policy. To increase the number of people successfully stopping smoking and reduce the health inequality gap we need to focus efforts on communities with the highest smoking prevalence and the highest levels of tobacco dependency.

GMPOWER: OFFER HELP TO QUIT

There are 150,000 smokers living in ill health in Greater Manchester (ref 20). Smokers are more likely to become ill and use health and care services at primary, secondary and tertiary levels.

If someone is concerned about their health it offers a ‘teachable moment’ when a smoker is more receptive to messages about health. We have been treating tobacco dependency across acute, maternity and mental health since 2018 involving collaboration across Greater Manchester. This was adopted and implemented across England as part of the NHS Long Term Plan.

In order to offer support to all smokers we need to strengthen the offer in primary care. There are 1,800 primary care services across Greater Manchester which act as the ‘front door’ of the NHS (ref 21) and see thousands of smokers every day. We will continue to support the targeted stop smoking offer in primary care settings, and work in collaboration to upscale and expand. We will learn from and scale up successful approaches.

SINCE 2018 WE HAVE OFFERED FINANCIAL INCENTIVES TO SUPPORT MORE SMOKEFREE PREGNANCIES

1 IN 4 HOSPITAL PATIENTS WHO ARE SUPPORTED BY TREATING TOBACCO DEPENDENCY TEAMS ARE SMOKEFREE 12 WEEKS AFTER LEAVING HOSPITAL

5,000 MORE BABIES BORN SMOKEFREE

CASE STUDY – OFFER SUPPORT TO QUIT THROUGH THE SMOKE FREE APP

The Smoke Free app offers 24/7 stop smoking support for Greater Manchester residents at the touch of a button including 4-week vape starter quitting kit.

Greater Manchester residents receive 6 months' free access to the top-rated Smoke Free app providing personalised stop smoking support and expert advice. Through this they can monitor health improvements and money saved, track cravings and triggers, and receive 24/7 live support from a specialist stop smoking advisor as well as:

- A swap to stop starter kit (4-week supply), redeemed through a voucher and delivered to their door.
- A choice of device type, nicotine strength and flavour.
- Behavioural support and follow up via Smoke Free app.

In Greater Manchester, thousands of people have stopped smoking with the Smoke Free app.



A FRIEND RECOMMENDED THE SMOKE FREE APP AND THE MORE I RESEARCHED IT, THE MORE I REALISED IT WAS THE RIGHT QUITTING METHOD FOR ME

Nicola

THE APP IS GREAT. IT'S LIKE CANDY CRUSH, BUT BEING GOOD AT THIS SAVES LIVES

Mark

GMPOWER: OFFER HELP TO QUIT – ACTION PLAN

WORKING TOGETHER WE WILL	NATIONAL	GREATER MANCHESTER	LOCALITIES
Build on the strengths of stop smoking services in localities and look for opportunities for collaboration across the city-region to ensure equity of access to the most effective treatment and specialist support.		✓	✓
Develop, facilitate and deliver the NHS Long Term Plan Treating Tobacco Dependency Programmes (inpatient, mental health and maternity). We are also developing programmes that capitalise on offering referrals and information at every contact.	✓	✓	✓
Develop, facilitate and deliver an evidence-based stop smoking offer as part of the Targeted Lung Health Check programme.	✓	✓	✓
Increase access to evidence-based stop smoking aids using the Greater Manchester Medicines Management Group (GMMM) guidance in line with NICE and Cochrane evidence.		✓	✓
Get sign up to a Greater Manchester vaping harm reduction consensus statement that protects children and young people and supports adult smokers to quit smoking.		✓	✓

GMPOWER: OFFER HELP TO QUIT – ACTION PLAN (CONTINUED)

WORKING TOGETHER WE WILL	NATIONAL	GREATER MANCHESTER	LOCALITIES
Review current offers, evaluate and implement a targeted stop smoking offer in primary care settings, including upscaling and expanding Very Brief Advice to all smokers.		✓	✓
Build and implement a robust stop smoking offer within community settings which is embedded into a system approach to addressing poverty across Greater Manchester including engagement with Greater Manchester housing providers and fully integrated into Working Well and Live Well programmes.		✓	✓
Expand the Greater Manchester wide digital stop smoking offer for all smoking residents which includes 24/7 access to stop smoking support with promotion through communications, campaigns and postcode sign-up.		✓	
Implement Greater Manchester wide monitoring and performance platform for all Local Stop Smoking Services and Treating Tobacco Dependency Services.		✓	✓

GMPOWER: 5. WARN PEOPLE OF THE DANGERS OF TOBACCO

Campaigns are an effective tool for prompting smokers to quit (ref 22). Using the faces and stories of people in Greater Manchester means that our campaigns have a high level of resonance with the population.

83% of people in Greater Manchester agree that smokers should be warned about the dangers of tobacco. For campaigns to be successful they must be well funded, visible, with messages which resonate with their audience.

On average, Greater Manchester's campaigns reach 8 in 10 smokers and inspire 3 in 4 to take positive steps towards quitting – they resonate well with smokers and help sustain Greater Manchester's high quit attempt rate. We know that voices and stories from people living in Greater Manchester are the ones which will have highest resonance with our smokers.

The national government has announced an additional £15 million per year to fund new national stop smoking campaigns.

These campaigns, including Stoptober, can be amplified across Greater Manchester.

Not all people who use tobacco smoke cigarettes. Smoking shisha or chewing tobacco is still harmful, although it is sometimes thought of as less harmful than smoking cigarettes. Shisha and other niche tobacco use is often more highly concentrated in minority ethnic communities and communication campaigns need to resonate with these communities.

Health warnings on tobacco packaging help smokers to quit and reduce the appeal to children. Following the introduction of standardised packaging in 2016, quit success rates in 2017 were significantly higher than the preceding 10 years (ref 23). The introduction of standardised packaging is not the end of opportunities for using packaging to support smokers to quit.

Canada became the first country to introduce inserts into tobacco packaging with messages prompting smokers to quit and this year will become the first country to add health warnings to cigarettes. We will continue to advocate for the packaging of tobacco and cigarettes to be part of the journey in stopping smoking.

CASE STUDY - WHAT WILL YOU MISS CAMPAIGN

‘What Will You Miss?’ is Greater Manchester’s latest stop smoking campaign. The campaign was developed using evidence from previous campaigns in Greater Manchester as well as campaigns in the rest of England and around the world.

The ‘What Will You Miss?’ campaign conducted new research including scrapbooks exploring the daily lives of low and high dependency smokers across Greater Manchester, in-depth qualitative interviews and extensive stakeholder engagement.

Long-term entrenched smokers can often feel defensive, in denial and, at times, lead with bravado. Our insight and research found that statistics typically bounce off them, lacking relevance, credibility or impact.

“It won’t happen to me” “We’re all going to die someday” “I could get hit by a bus tomorrow”.

For this campaign we needed an irrefutable truth. A single, simple proposition with the power to break through the resistance and

scepticism of smokers and stop them in their tracks. Up to 2 out of 3 smokers will die too soon, with research suggesting this can be up to 10 years early.

The realisation that many smokers die in middle age is a morbid one, but one that forces smokers to take a look at their lives and the things they’ll miss if they don’t take the steps to quit.

What Will You Miss is a hard-hitting behavioural change campaign that seeks to hold a mirror to Greater Manchester residents with one stark fact – without taking the steps to quit, you can’t escape the effects of smoking.

The campaign was delivered throughout Greater Manchester across a range of platforms and media. This included:

- broadcast TV, video on demand
- radio
- out of home advertising
- social media and digital platforms
- PR

- partner packs and community settings resources including GPs, pharmacies, and pubs
- community engagement youth-led workshops and street teams across communities



GMPOWER: WARN PEOPLE OF THE DANGERS OF TOBACCO – ACTION PLAN

WORKING TOGETHER WE WILL	NATIONAL	GREATER MANCHESTER	LOCALITIES
Continue to deliver insights driven behaviour change stop smoking campaigns aimed at driving quit attempts, sustaining quit attempts and discouraging the uptake of smoking. Campaigns will be delivered in ‘bursts’ alongside always on targeted digital and social media, with a focus of supporting at least 50% smokers in Greater Manchester to make a yearly quit attempt.		✓	✓
Amplify national stop smoking campaigns and communications.	✓	✓	✓
Continue to deliver a programme of year-round proactive PR engagement and advocacy.		✓	✓
Develop the understanding of alternative tobacco products and their use in localities to strengthen the offer of cessation support.	✓	✓	✓
Play a proactive role as part of the national Smokefree Action Coalition to advocate for additional stop smoking marketing and communications for example pack inserts and warnings on individual cigarettes.	✓	✓	✓
Deliver comprehensive resources and communications approaches to inhibit the uptake of children and young people vaping and smoking working with the Youth Combined Authority and supported through schools and youth education programme.		✓	✓

GMPOWER: 6. ENFORCE REGULATIONS

The government have committed to introducing legislation which will make it an offence to sell tobacco products to anyone born on or after 1 January 2009.

This will be a globally significant step to make smoking history. The planned legislation will strengthen the regulations on how vapes can be described and marketed and ban disposable vapes to reduce the appeal to children while ensuring that smokers can still use vapes to stop smoking. This planned legislation is welcomed and will need robust enforcement for it to be successful.

The tobacco industry will continue to make huge profits on the sale of tobacco, while the costs of the harms of their products come from government funds. A 'polluter pays' levy on the tobacco manufacturers combined with a cap on tobacco prices could raise up to £700 million a year to pay for a smokefree future. Some of this money could be used to support enforcement and keep our communities free of illegal products. We will work with partners to advocate for the tobacco industry to pay more for the damage it causes.



GMPOWER: ENFORCE REGULATIONS – ACTION PLAN

WORKING TOGETHER WE WILL	NATIONAL	GREATER MANCHESTER	LOCALITIES
Continue to enforce high levels of compliance with regulations relating to all tobacco and vapes regulation including point of sale, age restrictions on sales and illegal sales.	✓	✓	✓
Publicise new national regulations to increase awareness and compliance.	✓	✓	✓
Advocate nationally, through the Smokefree Action Coalition, for the successful implementation of national legislation which will make it an offence to sell tobacco products to anyone born on or after 1 January 2009; and the introduction of a tobacco industry levy and a tobacco retailer licensing scheme.	✓	✓	✓

GMPOWER: 7. RAISE THE PRICE OF TOBACCO

All forms of tobacco are harmful. Illegal tobacco propagates these harms by undermining regulations, such as tax increases, which are designed to support smokers to quit and reduce the appeal and availability of tobacco to children.

Each year, around 5,700 children in Greater Manchester start smoking (ref 23) and more than half of young smokers in Greater Manchester have tried illegal tobacco. Tackling illegal tobacco is a core part of a strategy to make sure that children do not start smoking and attempts to support adults to quit smoking are not undermined by cheap tobacco.

There are laws in the UK which regulate vapes, the content of vape liquid and the age at which they can be sold to young people. However, a recent Chartered Trading Standards Institute report estimates that around 1 in 3 vape products may be non-compliant (ref 24). The sale of illegal tobacco and vapes brings organised crime into our communities.

Organised criminal gangs which profit from the sale of illegal tobacco and vapes are often involved in drug smuggling and people trafficking.

Greater Manchester's 'Keep It Out' campaign has raised awareness among the community to reduce the demand for illicit tobacco.

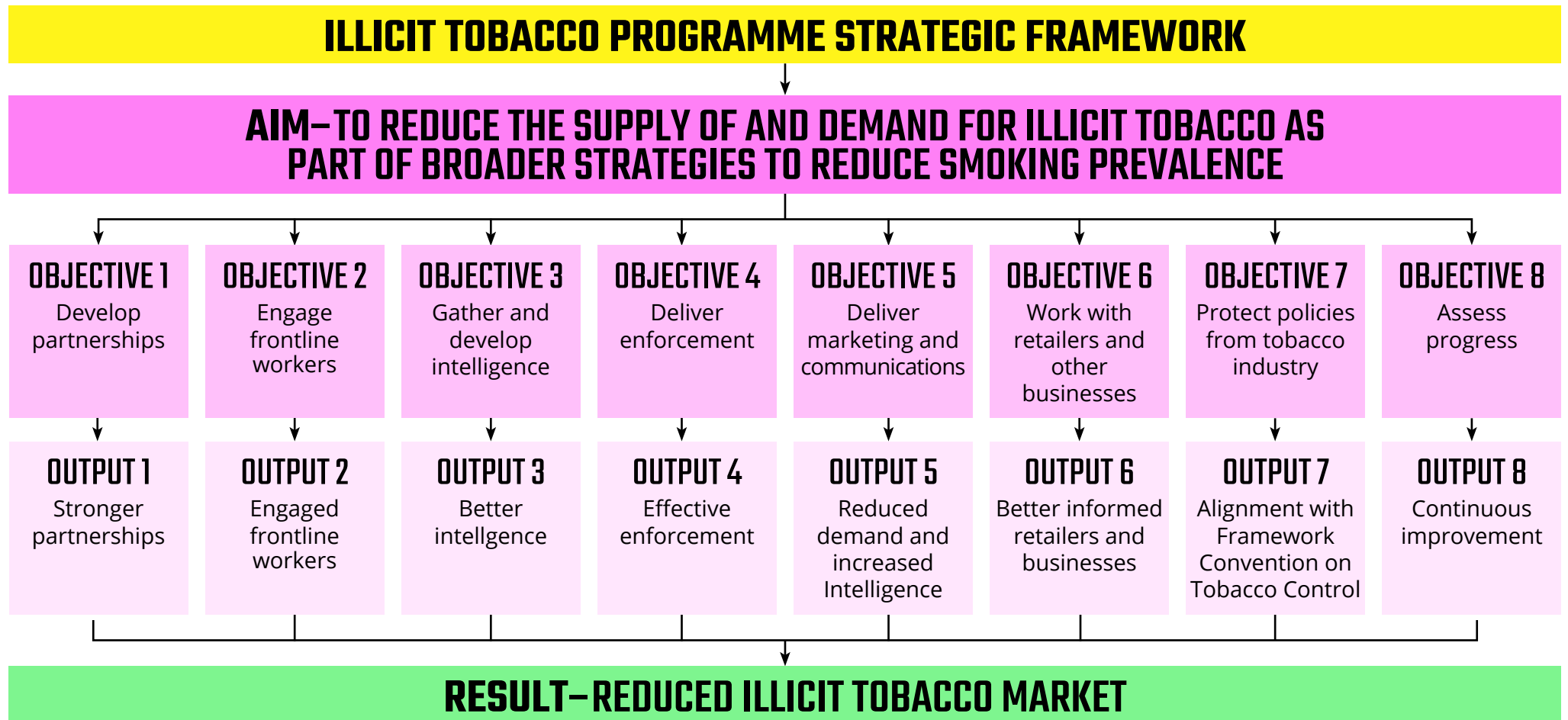
The Keep It Out campaign raised awareness of the additional risks of illicit tobacco and its links to criminal gangs to increase discomfort levels and make people think twice before buying. The campaign encouraged members of the public to anonymously report illegal tobacco sales. Since the campaign first ran in 2018, nearly 2,000 reports of illegal tobacco sales have been received, resulting in 8.6 million illegal cigarettes and over 1,000 kg of illegal hand-rolling tobacco being seized. Additionally, the proportion of smokers trying illegal tobacco reduced from 34% in 2018 to 25% in 2020.

As a member of the **Illicit Tobacco Partnership** we will work to ensure consistent and joined up messages about the harm that illicit tobacco does to the city-region. This will be joined up at a national level as part of **HMRC's strategy on illicit tobacco, 'Stubbing out the problem'**.



GMPOWER: RAISE THE PRICE OF TOBACCO

Greater Manchester Integrated Care Partnership is a member of the Illicit Tobacco Partnership. The partnership, which is coordinated by Fresh, follows a comprehensive approach to reducing the supply and demand for illicit tobacco.



GMPOWER: RAISE THE PRICE OF TOBACCO – ACTION PLAN

WORKING TOGETHER WE WILL	NATIONAL	GREATER MANCHESTER	LOCALITIES
Continue to deliver campaigns which reduce the demand for illegal tobacco with a focus on children and wider crime.		✓	✓
Deliver a survey on illegal tobacco and use data from the survey to support advocacy and campaigns.		✓	✓
Continue to deliver a comprehensive approach to tackling illegal tobacco in line with the Illicit Tobacco Partnership strategy.		✓	✓
Advocate for a tax escalator above inflation on all tobacco products and for the elimination of the differential between the tax on cigarettes, handrolled tobacco and cigarillos, and the Minimum Excise Tax to be increased at least in line with the tax escalator.	✓	✓	✓

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MAKE SMOKING HISTORY

