

MAKING SMOKING HISTORY IN GREATER MANCHESTER

THE JOURNEY TOWARDS A SMOKEFREE CITY REGION

PROGRAMME SUMMARY
2017 – 2022

PUBLISHED JANUARY 2023



**MAKE
SMOKING
HISTORY**

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Going further, faster

THE JOURNEY TOWARDS A SMOKEFREE CITY REGION

In 2017, Greater Manchester Integrated Care Partnership (previously Greater Manchester Health and Social Care Partnership) published its 'Making Smoking History' strategy, taking a whole-system and hugely ambitious approach to creating a smokefree city region.

Against a challenging backdrop of higher-than-average smoking prevalence and exacerbated health inequalities, Greater Manchester has made huge progress in reducing smoking rates – saving thousands of lives and providing millions in cashable savings to the NHS and public services.

Despite the challenges of the COVID-19 pandemic, Greater Manchester has continued to tackle tobacco as a key public health priority. As a result, smoking prevalence has fallen to the lowest on record, from 18.4% in 2016 to 15.4% in 2021 – a reduction of three percentage points – meaning there are now 66,000 fewer smokers living in Greater Manchester.

Furthermore, smoking at time of delivery (SATOD) – the benchmark used to measure smoking status for women at the time of giving birth – has declined by a quarter, from 12.6% in 2017-18 to 9.5% in 2021-22, preventing many tragic outcomes and saving babies' lives.

In this report we'll review the journey so far, and how innovative and evidence-based interventions have contributed to a decline in smoking in the city region.



THE JOURNEY TOWARDS A SMOKEFREE CITY REGION



3

percentage point reduction
in adult smoking prevalence



66,000

fewer smokers



3.1

percentage point reduction
in smoking at time of delivery



3,500

more babies
born smokefree

DRIVING CHANGE WITH GMPower

Based on the World Health Organization's Framework Convention on Tobacco Control (WHO FCTC), Greater Manchester uses the adapted GMPower model to underpin its strategy to reduce demand for tobacco.

- G** Growing a social movement
- M** Monitoring tobacco use and prevention policies
- P** Protecting people from tobacco smoke
- O** Offering help to stop smoking
- W** Warning about the dangers of tobacco
- E** Enforcing tobacco regulation
- R** Raising the real price of tobacco

**GREATER MANCHESTER IS A LEADER
IN TOBACCO CONTROL, IMPLEMENTING
INNOVATIVE PROGRAMMES AND SERVICES
THAT HAVE BEEN ROLLED OUT NATIONALLY –
A ROLE MODEL FOR WHAT NEEDS TO BE DONE
REGIONALLY TO MAKE SMOKING HISTORY.**

Deborah Arnott, Chief Executive, Action on Smoking and Health (ASH)

GROWING A SOCIAL MOVEMENT

In 2018, Greater Manchester ran an extensive public consultation to understand the public's views and support for tobacco control measures. Around 7,500 people who lived or worked in Greater Manchester responded to the consultation and 8 in 10 said they wanted to make smoking history – including 1 in 2 smokers.

More than 750 advocates also signed up to be 'History Makers' and took on various roles as local champions – from helping smokers in their own communities get support to quit, to bravely sharing their own experience of why and how they stopped smoking to inspire others.

In partnership with Voluntary, Community, Faith and Social Enterprise (VCFSE) organisations, local groups have been empowered to support smokefree spaces, train volunteers, and address smoking-related inequalities in communities with higher smoking rates.



GROWING A SOCIAL MOVEMENT

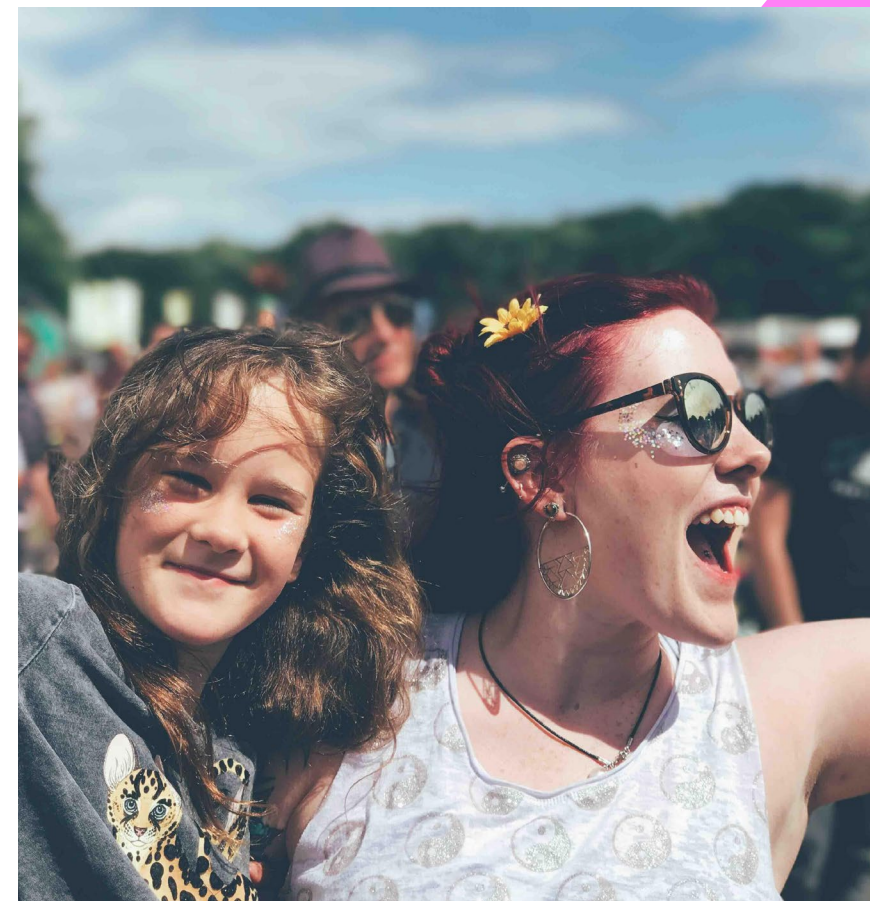
How LGBT Foundation is making smoking history

People who identify as lesbian, gay, bisexual, or trans (LGBT+) are more likely to smoke, experience worse health inequalities, and face greater barriers to accessing healthcare.

LGBT Foundation is a national charity that supports the needs of LGBT+ individuals. Supported by a grant from the Making Smoking History programme, LGBT Foundation has taken a community-based approach to tackling smoking-related inequalities within Greater Manchester's LGBT+ population.

This has led to:

- Greater Manchester's stop smoking services and healthcare professionals trained in LGBT+ diversity and inclusion to improve and promote stop smoking support and healthcare for everyone.
- LGBT Foundation employees and volunteers trained to encourage smokers to quit and signpost to local services.
- Sexual orientation and trans status monitoring encouraged at every level to improve services.
- Local Pride events providing safer, healthier smokefree spaces and encouraging festival goers to go smokefree.
- The voices and experience of LGBT+ people being seen and heard in programme and service design and delivery.
- Stop smoking campaigns that are representative and inclusive of Greater Manchester's population, featuring real members of its LGBT+ community.



MONITORING TOBACCO USE AND PREVENTION POLICIES

Across the UK, tobacco use and quit attempts are regularly monitored to inform policy-making and enhance tobacco control strategies. Where possible, Greater Manchester invests in and supports national research surveys to ensure insight is robust and informative at a local level.

In addition, Greater Manchester has developed innovative digital data monitoring platforms and regularly commissions independent academic and market research partners to evaluate the effectiveness of locally delivered programmes and initiatives.



Using digital technology to track smokefree pregnancies

Developed in partnership with Health Innovation Manchester and Objectivity, the ground-breaking Smokefree Pregnancy Platform has provided a standardised platform for record-keeping whilst reducing the administrative burden on maternity teams across Greater Manchester.

The platform, which was co-produced with midwives and maternity support workers, has enabled improved and consistent data collection to allow real time monitoring of pregnant patients' data and quit rates.

The platform was shortlisted for the Connecting Services and Information Award at the HSJ Awards in 2021.

MONITORING TOBACCO USE AND PREVENTION POLICIES

Annual Population Survey

Each year the Office of National Statistics releases smoking prevalence data from the Annual Population Survey (APS) which is used as a key indicator for measuring smoking amongst adults aged 18+.

Since the Making Smoking History programme started, APS data shows smoking prevalence in Greater Manchester is at a record low, falling by three percentage points, from 18.4% in 2016 to 15.4% in 2021 – a greater reduction than across England which fell by 2.5 percentage points in comparison, from 15.5% to 13%.

Additionally, smoking prevalence among people who work in routine and manual occupations – a key population group for tackling inequalities – has reduced significantly, closing the gap with England. Between 2016 and 2019*, smoking prevalence among routine and manual workers reduced by 4.1 percentage points, from 28.6% to 24.5%, compared to England's reduction of 2.1 percentage points, from 26.5% to 24.5%.



*2020 and 2021 data not available.

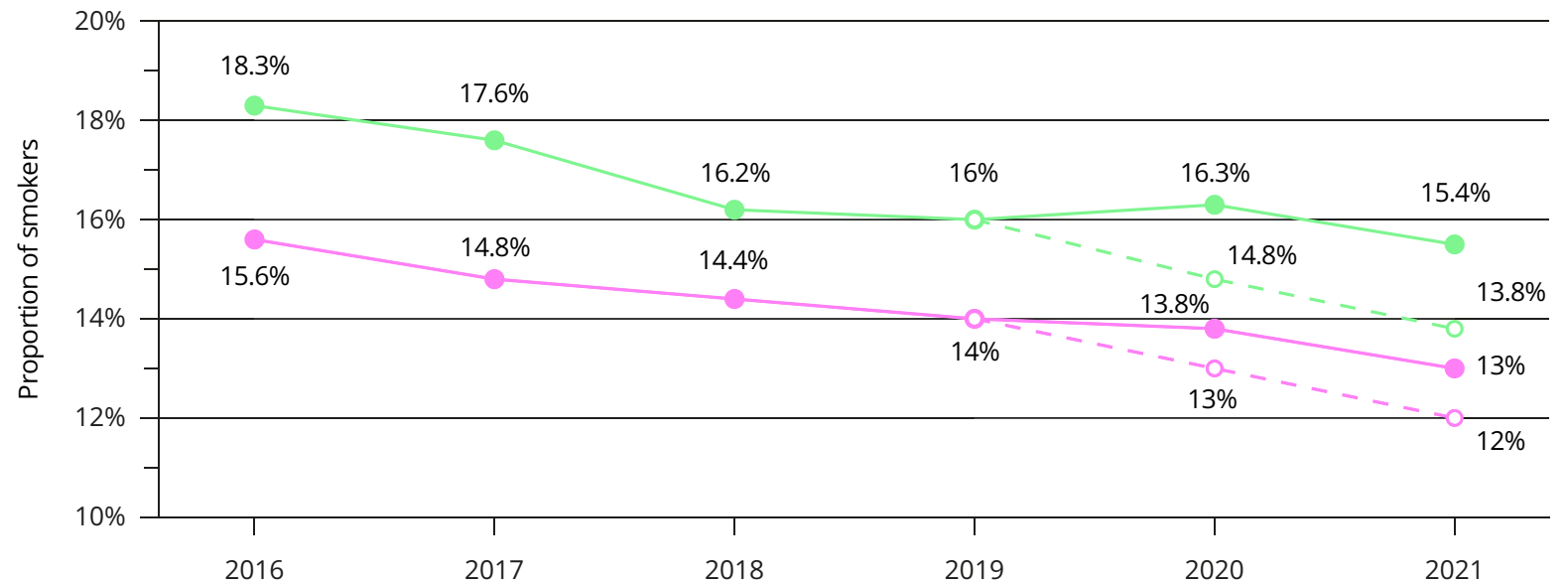
MONITORING TOBACCO USE AND PREVENTION POLICIES

Achieving a Smokefree 2030

Greater Manchester's ambition for a smokefree city region is set by the UK Government's Smokefree 2030 target, defined as smoking prevalence of 5% or less by 2030.

In 2019, the All Party Parliamentary Group (APPG) on Smoking and Health published a report suggesting an interim target of 9.1% by 2025 is needed to achieve a Smokefree 2030. At the time the report was published, smoking prevalence in Greater Manchester was reducing twice as fast as it was in England as a whole (2017 and 2018 APS data) and the city region was on track to achieve the ambitious target. However, the speed at which smoking prevalence is declining has since started to stall, and indicative research suggests that smoking, as with other lifestyle behaviours, has been negatively impacted by the COVID-19 pandemic.

Smoking prevalence in Adults (18+)



Source: Annual Population Survey, ON

—●— Greater Manchester -○- APPG interim trajectory target for Greater Manchester —●— England -○- APPG interim trajectory target for England

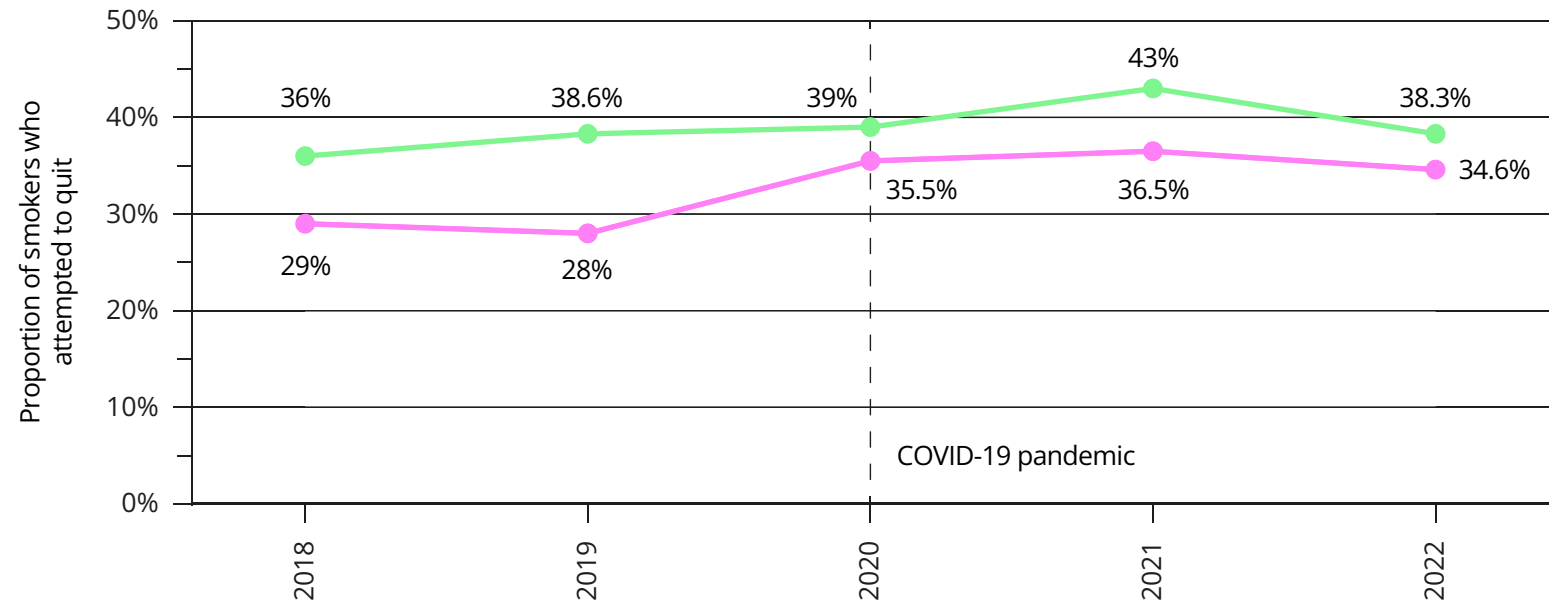
MONITORING TOBACCO USE AND PREVENTION POLICIES

Smoking Toolkit Study

The Smoking Toolkit Study (STS) is a monthly household survey of adults aged 16+ in England, overseen by University College London's Tobacco and Alcohol Research Group (UTARG).

Greater Manchester boosts the national STS to ensure a representative sample size of people in Greater Manchester are included each quarter, enabling researchers to analyse and compare what's going on in Greater Manchester with England as a whole. Data from the STS shows the proportion of smokers in Greater Manchester making a serious quit attempt each year is significantly higher than the England average. This shows the positive impact Greater Manchester's behaviour change campaigns and stop smoking support has on encouraging smokers to make a quit attempt.

Quit attempts: How many adult (16+) smokers attempted to quit in the last year



Source: The Smoking Toolkit Study, UCL

* From March 2022, survey periods were realigned to match standard fiscal quarters

● Greater Manchester ● England

PROTECTING PEOPLE FROM TOBACCO SMOKE

There is no safe level of exposure to second-hand smoke, even brief exposure outdoors can cause harm. Children and babies are particularly at increased risk of respiratory disease and sudden infant death syndrome, and pregnant women are more likely to experience complications during pregnancy and birth.

Smokefree spaces protect people from tobacco smoke and help smokers reduce their tobacco use. They also reduce cigarette litter and waste which is toxic to our environment and make smoking less visible to children and young people to encourage healthier behaviours.

Greater Manchester's local authorities, landowners, and community groups have worked together to create smokefree spaces and events that everyone can enjoy – from smokefree play areas and school gates that protect little lungs, to smokefree Pride events that help reverse historic damage caused by the tobacco industry's aggressive marketing tactics towards LGBT+ communities.

Following the easing of hospitality operating restrictions during the pandemic, the city of Manchester became one of the first places in England to enforce local legislation that made temporary pop-up outdoor seating areas smokefree.

In 2022, Greater Manchester joined the prestigious Partnership for Healthy Cities network – an initiative supported by Bloomberg Philanthropies, the World Health Organisation (WHO) and Vital Strategies – and was granted \$100,000 to create even more outdoor smokefree spaces in 2023 and beyond.



OFFERING HELP TO QUIT

Most smokers (6 in 10) say they want to stop smoking, yet less than 1 in 5 quit attempts work, and some studies suggest it takes 30 tries before someone quits successfully.

Quitting takes practice. The more times a person tries to stop smoking, the more they learn about what does or doesn't work for them, and the closer they get to quitting for good.

Greater Manchester's approach has been to encourage smokers to try to quit often, and to increase opportunities that make it easier to access support – effectively increasing the likelihood of them quitting successfully.

Smokers in Greater Manchester now have more access to free, personalised stop smoking support than ever before, including:

- Local community or pharmacy-led stop smoking services, offering face to face or telephone appointments in one-to-one or group settings. Many of which also provide nicotine replacement, stop smoking medications or vaping devices, either free of charge or on prescription.
- Maternity-led specialist stop smoking support for parents-to-be through Greater Manchester's Smokefree Pregnancy programme. Now recognised as a national exemplar and being rolled out nationally, it has supported more than 3,500 smokefree pregnancies.
- The CURE Project's nurse-led specialist stop smoking support for acute care hospital inpatients. Also seen as a national exemplar, the service will be expanded in 2023 to include hospital outpatients and mental health patients.
- A digital stop smoking app. First introduced in 2020 as a response to COVID-19, the Smoke Free app has since been downloaded by more than 4,500 residents who have collectively saved over £4.5m from not buying cigarettes – an average saving of £1,000 each.
- An exclusive stop smoking programme for Greater Manchester-based NHS employees, contractors and support workers. The programme includes six months' free access to digital stop smoking support and 12 weeks' free nicotine replacement and/or refillable vaping kit.
- Advice, prescriptions, and referrals to specialist stop smoking services from GPs and pharmacists.
- A free telephone support line.

OFFERING HELP TO QUIT

Swap To Stop

The 2018 Swap To Stop pilot was a harm reduction initiative that encouraged smokers in the most deprived areas of Salford to switch to vaping by offering free vaping devices, behavioural support and incentives. Evaluation showed 62% of participants who took part in the four-week follow up had stopped smoking. Vaping devices are now offered as a quitting aid, alongside nicotine replacement and prescribed medication, in many of Greater Manchester's stop smoking services, including CURE.



OFFERING HELP TO QUIT

The CURE Project

The CURE Project is a comprehensive treating tobacco dependency programme that has supported thousands of acute care hospital inpatients to go smokefree.

A stay in hospital is often a time where people focus on their health, whether or not they're being admitted for a smoking-related condition, and there is no greater step a smoker can take to improve their health than stopping smoking.

WHILE I WAS IN HOSPITAL, I WAS VISITED BY THE CURE TEAM AND THEY CHANGED EVERYTHING. I TRIED FOR TEN YEARS TO STOP SMOKING WITHOUT SUCCESS, SO I CAN'T THANK THEM ENOUGH.

Marie, Salford

Because smoking damages every part of the body, smokers are often at an increased risk of complications from surgery and anaesthesia, which can lead to blood clots, breathing problems and infections. Stopping smoking can greatly improve a person's recovery and their health in the long-term.

All patients who are admitted to hospitals in Greater Manchester are asked about their smoking status and offered free nicotine replacement and expert behavioural support. For those that aren't quite ready to stop smoking completely, the CURE team will help them use nicotine replacement to make their hospital stay more comfortable as smoking is not permitted anywhere on hospital grounds.

GREATER MANCHESTER HAS SHOWN TRUE LEADERSHIP IN SETTING THE BLUEPRINT FOR TREATING TOBACCO DEPENDENCY. CURE WILL SAVE THOUSANDS OF LIVES AND GENERATE SIGNIFICANT REDUCTIONS IN DEMAND FOR NHS SERVICES.

Professor John Britton, Emeritus Professor of Epidemiology, University of Nottingham

1 IN 4 CURE PATIENTS

are smokefree 12 weeks
after leaving hospital

OFFERING HELP TO QUIT

Smokefree Pregnancy programme

Smoking during pregnancy is a major factor for babies being born early, unwell, or in the worst cases stillborn. Unfortunately, the risks don't end after birth – babies in homes where someone smokes are more likely to die from sudden infant death syndrome.

Greater Manchester's Smokefree Pregnancy programme was created as part of Greater Manchester's commitment to give every baby the best start to life. Through the programme, maternity staff are given comprehensive training to have open and honest conversations with parents-to-be about the risks of smoking, use carbon monoxide (CO) screening to check for exposure to tobacco smoke, and refer people who smoke to a maternity-led stop smoking service.

The service offers one-to-one support and free nicotine replacement that is safe to use during pregnancy and beyond. Service users that meet eligibility criteria are also incentivised to stay smokefree with vouchers to help them prepare for the arrival of their new baby.

Since the programme started in 2018, Greater Manchester has seen the number of people who smoke at the time of delivery fall by a quarter and an estimated 3,500 more babies have been born free from the harm of tobacco smoke.

GREATER MANCHESTER HAS TAKEN AN INNOVATIVE APPROACH TO SAVING BABIES LIVES, PIONEERING THE USE OF INCENTIVES DURING AND AFTER BIRTH TO REDUCE SMOKING AT TIME OF DELIVERY RATES AT A SIGNIFICANT PACE COMPARED TO OTHERS NATIONALLY.

Professor Linda Bauld, Professor of Public Health, University of Edinburgh

WARNING ABOUT THE DANGERS OF TOBACCO

Reaching the whole population to warn about the dangers of smoking tobacco is key to discouraging young people from ever starting to smoke and encouraging smokers to quit.

Campaigns are one of the most cost-effective public health interventions and a powerful way to reach smokers and non-smokers alike.

Built on evidence and robust behavioural insight, Greater Manchester runs several mass-media campaigns each year, supported by an always-on digital and PR strategy.

Since 2017, Greater Manchester has developed regional campaigns that feature local places and people's voices to create a sense of ownership that is often seen as missing from national campaigns.

Campaigns have included:

- 16 Cancers
- Don't Be The 1
- Exsmoker
- Quit For COVID
- Don't Wait
- Never Quit Quitting
- Additionally, Greater Manchester supports and amplifies national No Smoking Day and Stoptober campaigns.

Primarily targeting communities and population groups most affected by the effects of smoking, the campaigns take a multi-channel approach to reach smokers of all ages and backgrounds.



Never Quit Quitting


Never Quit Quitting acknowledged the challenges involved in quitting and encouraged people to keep trying, no matter how many perceived 'failures' they've experienced.

WARNING ABOUT THE DANGERS OF TOBACCO

On average, Greater Manchester's campaigns reach 8 in 10 smokers and inspire 3 in 4 to take positive steps towards quitting – either by seeking support, cutting down or stopping smoking entirely.

Greater Manchester's regional campaigns are impactful and resonate well with smokers. They encourage a high number of positive quit actions and help sustain Greater Manchester's high quit attempt rate.

Campaigns also help raise awareness of smoking cessation support and tools. The latest campaign, Never Quit Quitting, led to a significant increase in people accessing or intending to access support to quit.



"I would've paid for cigarettes over food. Looking back it seems crazy."

- Jacub, Stockport

I'm in control,
I'm an **exsmoker**.

Discover what you can be when you quit smoking.
Visit gmhealthhub.org or call 0300 123 1044

GREATER MANCHESTER
DOING THINGS DIFFERENTLY

YOU CAN!
STOP SMOKING GREATER MANCHESTER

Exsmoker

Exsmoker used real-life stories and a dynamic between hope and harm to take smokers on an emotional journey to quit.

ENFORCING TOBACCO REGULATION

Tobacco harm is a social justice issue that demands action from neighbourhood to national level. Trading Standards Northwest, local Trading Standards teams, and Greater Manchester Police continue to work together to enforce regulation that reduces tobacco harm.

Greater Manchester is also part of the Smokefree Action Coalition (SFAC) – a group of over 300 organisations committed to ending smoking – and regularly works with these partners to advocate for increased national tobacco control measures, such as:

- Increasing the age of sale from 18 to 21.
- Introducing a tobacco retailers licensing scheme.
- Implementing a levy on the tobacco industry to fund tobacco control measures and quit programmes.



RAISING THE REAL PRICE OF TOBACCO

Increasing the price of tobacco is the most effective way of reducing smoking, and research from the University of Essex suggests that increased taxation on tobacco products has been especially effective at reducing smoking prevalence among those aged under 25 years.

However, illicit tobacco undermines all national tobacco regulation by giving consumers access to cheap and unregulated tobacco, often linked to serious and organised crime.

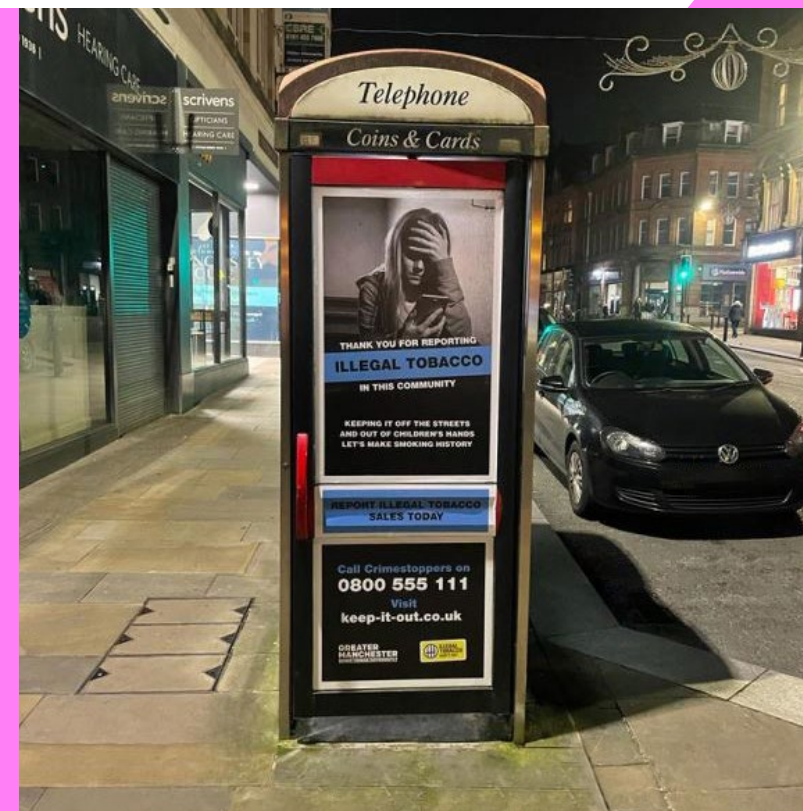
Greater Manchester's Tackling Illicit Tobacco programme focuses on reducing demand as well as supply, following best practice issued by the UK Centre for Tobacco and Alcohol Studies (UKCTAS).

Key elements of the programme include closely monitoring the use and impact of illicit tobacco, and regularly running the Keep It Out campaign to increase discomfort levels around buying illicit tobacco.

Keep It Out

The Keep It Out campaign raises 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.

Keep It Out also encourages members of the public to anonymously report illegal tobacco sales. Since the campaign first ran in Greater Manchester in 2018, 1,400 reports of illegal tobacco sales have been received, resulting in 3.9m illegal cigarettes and 560kg of hand-rolling tobacco being seized. Additionally, the proportion of smokers trying illicit tobacco has reduced from 34% in 2018 to 25% in 2020.



THE VOICES OF GREATER MANCHESTER

Over the past five years, hundreds of inspiring people from across Greater Manchester have come forward to share their stories.

Here are some of them...



Heather
Salford

After smoking for 54 years, Heather from Salford is now enjoying retirement after stopping smoking in 2021 with the support of her local stop smoking service. Her breathing has improved, and her COPD is no longer an issue. She's also delighted with the financial benefits and has treated herself to new furniture with the money saved from not buying cigarettes.



Phil
Rochdale

Highway's maintenance operative, Phil, from Middleton in Rochdale, quit smoking in 2018 after being diagnosed with stage four mouth cancer. A team of surgeons had to operate on Phil for over 15 hours to remove a tumour the size of a tennis ball from his cheek. It took him six months to recover from the operation but he's now in remission and has never felt better since quitting smoking.

THE VOICES OF GREATER MANCHESTER



Nikki
Oldham

Nikki from Oldham used to smoke 40 cigarettes a day and suffered from a persistent cough and breathlessness. She'd tried to quit several times and eventually succeeded five years ago by switching to a vape when her GP advised her to stop smoking before gender reassignment surgery.



Ajlal
Manchester

23-year-old Ajlal moved to the UK from Pakistan in March 2021 to study at university. He had struggled with his sexuality since he was 16, and this impacted his mental health. Ajlal started smoking to cope with his depression and anxiety but since quitting he feels much better, and his mental health has improved.



Tierney-Rose
Rochdale

Tierney-Rose from Rochdale started smoking as a teenager. She found her incentive and support to quit for good in spring 2019 when she fell pregnant with her first baby. Tierney-Rose knew that she had to stop smoking to give herself and her baby a healthier future.

Read more real stories at

[MAKESMOKINGHISTORY.CO.UK/REAL-STORIES](https://makesmokinghistory.co.uk/real-stories)

THE IMPACT OF SMOKING IN GREATER MANCHESTER

Smoking is the single biggest cause of preventable illness and premature death in the world, and the greatest driver of health inequalities. It pushes people into poverty and ill health with a devastating impact on families, communities, and the economy.

Illnesses where smoking is a major risk factor include cancer, heart disease, stroke, and respiratory diseases. Non-smokers that are exposed to second-hand smoke (also known as passive smoking) are also at risk of the same illnesses – especially vulnerable adults, children, and babies.

Across Greater Manchester there are stark differences in smoking prevalence between boroughs, linked to differences between more affluent and poorer areas. People from low-income households and more disadvantaged backgrounds are more likely to smoke, and therefore more likely to develop a serious illness and die early.

But smoking-related health inequalities aren't restricted to socio-economic status. Smoking rates are also higher among people with a mental health condition, people in contact with the criminal justice system, looked-after children, and people who identify as lesbian, gay, or bisexual. Other forms of tobacco use, such as shisha, chewing tobacco, paan and bidi are also disproportionately used by people from ethnic minorities.

Each year

24,000

hospital admissions

5,700

deaths

**£681
MILLION**

spent on tobacco

**£910
MILLION**

cost to Greater
Manchester's economy

THE IMPACT OF SMOKING IN GREATER MANCHESTER

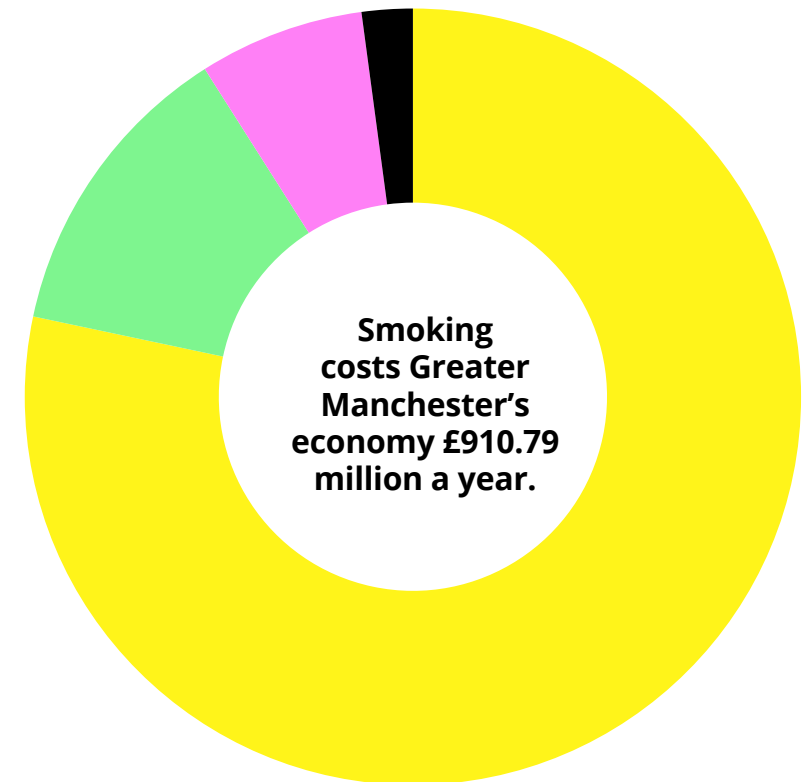
The real cost

Each year around 5,700 people in Greater Manchester die from smoking-related causes and there are more than 24,000 hospital admissions to treat smoking-related illnesses. Furthermore, an estimated 14,730 people are out of work due to smoking, 57,728 people are receiving informal care from friends and family because of smoking-related illnesses, and 154,846 households with at least one smoker are living in poverty.

But it's not just human lives that smoking costs. If smoking was eradicated, Greater Manchester's economy would benefit from an extra £910.79 million each year. This includes £115.48 million in savings to the NHS and £62.74 million in social care, £713.45 million in gained productivity from more employment and prevented illnesses and early deaths, and £19.3 million saved from accidental fires caused by smoking-materials.

Those who smoke would also save on average £1,945 a year – that's a staggering £681 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 £713.45 million
- Social care £62.74 million
- Healthcare £115.48 million
- Fires £19.3 million



THE IMPACT OF SMOKING IN GREATER MANCHESTER

154,846

households with
at least one smoker
live in poverty

61,926

children living
in poverty live in a
smoking household

57,728

people receiving
informal care from
friends and family
because of smoking-
related illnesses

14,730

people out of work
due to smoking

172

accidental fires caused
by smoking-materials

71

tonnes of cigarette
waste discarded on to
our streets each year

1 IN 4

hospital patients
are smokers

GOING FURTHER, FASTER

Health inequalities do not happen by chance, they're preventable, unfair, and unjust. As a Marmot City Region, Greater Manchester is firmly committed to tackling health inequalities and remains steadfast in its ambition to create a smokefree city region to give everyone a healthier, fairer future.

A smokefree city region will improve our population's physical and mental health, put wealth back into our communities, boost our city region's productivity and economy, and relieve great pressures on the health and social care system.

Before the COVID-19 pandemic, Greater Manchester's Making Smoking History programme was making a significant impact in reducing smoking prevalence at an unprecedented rate. Increased momentum is now needed if we are to get back on track and overturn the negative impact seen during the pandemic, such as the worrying 25% increase in smoking among 16 to 34-year-olds.

Our drive to do things differently and confront these challenges head on is stronger than ever, and the opportunity to make these profound improvements can't be ignored. However, there is no single measure that will make smoking history; Greater Manchester must also remain a strong voice advocating for new and improved national policies that will prevent young people from getting hooked on a deadly addiction.

Through a reviewed and refreshed Making Smoking History delivery framework, Greater Manchester will continue its long-standing tradition of working collaboratively and innovatively to end our greatest preventable killer and transform the health, wealth, and wellbeing of our people.



**TOBACCO HAS NO
PLACE IN THE FUTURE OF
GREATER MANCHESTER.**

Andy Burnham, Mayor of Greater Manchester



**TOGETHER
WE WILL MAKE
SMOKING HISTORY**

MAKE SMOKING HISTORY

