Have your say on the
Stop Smoking Service in Ealing

February 2018
Introduction

Ongoing, deep cuts to government funding will mean the council has £143 million less in government funding by 2021 than it did in 2010. This is equivalent to a 64% reduction.

This cut, along with a series of other factors including an aging population, rising costs and increasing demand for social care services, means that the council has no choice but to rethink the way that it pays for and delivers local services in order to secure their future sustainability.

The government has confirmed that in addition to cuts to the council’s main grant that Ealing’s Public Health Ring Fenced Grant allocation is to be reduced by £641,000 in 2018/19 and that there will be further reductions of around £642,000 by 2020.

To achieve the savings to meet this cut, the council is consulting on the proposal to end the ‘Stop Smoking’ service contract, by 1 April 2019. The council will continue to maintain and deliver key public health services (known as mandated services) such as health checks, sexual health and drug and alcohol services in line with Public Health England guidance, as well as important work such as Making Every Contact Count (MECC) training.

Background

There are nearly 54,000 (15.4%) smokers in Ealing, of whom 5% currently access the Stop Smoking service. We know that residents who smoke are more likely to be in low income groups, certain black and minority ethnic (BME) groups and other disadvantaged communities.

The number of people quitting smoking through stop smoking services has been declining locally and nationally over recent years. The evidence shows that smokers are increasingly less likely to access traditional face-to-face services.\(^1\)

Part of this decline is related to the emergence of e-cigarettes. Just under 3 million people in the UK are now using e-cigarettes either to quit smoking tobacco or as a harm reduction aid, substituting some cigarettes with use of an e-cigarette.\(^2\) It is estimated that e-cigarettes could be contributing to at least 20,000 successful new quits per year and possibly many more.\(^3\) E-cigarette use is also associated with

improved quit success rates over the last year and an accelerated drop in smoking rates across the country.  

Emerging evidence suggests that this trend is likely to continue in the face of the ban on smoking in public places, plain packaging legislation, and evidence about the safety of ‘vaping’ as an alternative to tobacco.

The West London Mental Health NHS Trust has been commissioned by Ealing Council to deliver the Stop Smoking service including the wider tobacco control agenda since 2013. The service is delivered as one element of the One You Ealing programme. It provides universal access to all Ealing residents. Service delivery is largely face-to-face and based in GP practices and community pharmacies. Although there is an option for text and/or telephone support, this is not the main current focus of the service.

The service is based upon behavioural support and pharmacotherapy where appropriate, and is provided by community trained advisers through one to one advice or group work.

The Stop Smoking service provides universal access to all Ealing residents, including those smokers with health issues or those who have had difficulty quitting with other services. It offers programmes for:

- Smokers with mental health issues, including in-patients
- Pregnant women
- Routine and manual workers
- Patients with long term conditions
- Smokers referred through the NHS health check programme

It also follows up smokers who have not successfully quit in previous attempts, supporting them to try again.

Training on basic advice and information sharing is delivered to:

- health and social care workers, and pharmacy staff the voluntary sector, adapted to cover specific cultural issues, such as Somali and Polish Stop Smoking advisors
- health care professionals in hospitals, including midwives, to give advice to smokers on the dangers of smoking and methods for quitting

The team also works in schools to:

- prevent young people from taking up smoking

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• provide one-to-one support to secondary pupils who wanted help to quit smoking
• work with health promotion officers to incorporate tobacco control topics into the curriculum.

Why we are proposing to end the local Stop Smoking service

The public health grant from the government has been reduced by £641,000 in 2018/19 and is likely to be reduced by a further £642,000 in 2019/20. Ending the local Stop Smoking service from April 2019 will achieve a saving of £395,000.

Smoking prevalence in Ealing, similar to national trends, has been steadily falling over the last ten years, and is now at its lowest level (at 15.4% in 2016). This fall is likely to have been driven by the smoking ban, e-cigarettes and changing societal attitudes towards smoking driven by ongoing advertising on the harmful effects of smoking.

Smokers wishing to find help to stop smoking will be able to access alternative resources and support through GPs, pharmacies, Smokefree NHS support services, other national, charitable or commercial smoking cessation resources.

The consultation

The Council is proposing to cease the Stop Smoking service contract with the West London Mental Health NHS Trust from April 2019. There is a possibility that the contract will be ended earlier and before April 2019 so the consultation is also seeking to establish if there is any additional risk to ending the contract earlier.

However, if the proposal goes ahead, the following programmes will cease:

• Locally provided Stop Smoking support for all residents, including specific groups such as smokers with mental health issues, pregnant women, routine and manual workers, and those with long term health conditions
• Training on tobacco control and basic smoking cessation for health professionals, social workers and pharmacy staff
• Local campaigns to raise awareness of the harm of smoking, to promote attempts to quit smoking, and to stop young people from smoking
• Stop Smoking expertise for businesses, professionals and partners
• Stop Smoking support in primary and secondary schools
How the consultation will work

The public consultation on the proposal regarding the Stop Smoking service will run from 19 February to 23 April 2018. The outcomes will be reported to Cabinet to consider, at the Cabinet meeting on 10 July 2018 or later. The decision of the Cabinet will be published and subject to ‘call in’ for a period thereafter. If there are no objections, the proposal will go ahead and an implementation date will be agreed.

This consultation is for users of the Stop Smoking service, local residents, service providers, and other stakeholders. You will be able to take part through completing an online survey available on the Council’s website. For any help, such as requesting a paper copy, or queries regarding this consultation please email chauhans@ealing.gov.uk and quote ‘Consultation on Stop Smoking Service’.

Provisional timetable

<table>
<thead>
<tr>
<th>Activity</th>
<th>Date</th>
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<tbody>
<tr>
<td>Consultation period</td>
<td>19 February to 23 April 2018</td>
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<tr>
<td>Cabinet report</td>
<td>2 July 2018</td>
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<tr>
<td>Cabinet meeting and decision</td>
<td>10 July 2018</td>
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<tr>
<td>Call in date</td>
<td>23 July 2018</td>
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<tr>
<td>Possible implementation</td>
<td>To be agreed</td>
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Equality Impact Assessment

Section 149 of the Equality Act 2010 requires that public bodies, in exercising their functions, have due regard to the need to (1) eliminate discrimination, harassment, victimisation and other unlawful conduct under the Act, (2) advance equality of opportunity and (3) foster good relations between persons who share a protected characteristic and persons who do not share it.

As part of the overall process, the Council has a duty to consider the implications of any proposal on all members of the local community who may be affected disproportionately as a result of the proposal being carried out.

An initial impact assessment will be undertaken in parallel with the consultation process. The outcomes and actions identified by this assessment will be included in a report to Cabinet on the consultation process.