



Health & Wellbeing Board: Tobacco Control

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Smoke-Free 2030 Government Aims

- Create the first smokefree generation by prohibiting tobacco sales to those born on or after 2009
- Funding for local stop smoking services, £138 million annually
- Launch national campaigns and enforce underage sales laws
- Support 1 million smokers to 'Swap to Stop' using vapes
- Strengthen enforcement and accountability with new licencing scheme
- Tackle youth vaping and protect children from nicotine addiction- Disposable van ban: from 1st June

Greater Manchester's 'Making Smoking History'

- Smokefree city-region by 2030 (<5% smoking prevalence)
- Hard-hitting campaigns and community engagement creating smoke free spaces
- Support from NHS Greater Manchester Integrated Care
- Focus on inequalities and co-production with local communities
- Significant reduction in smoking during pregnancy and youth smoking





Background in Bury

- Launch of Bury's Tobacco Control Alliance 1st October. Leading the refresh of Bury's Tobacco Control Plan
- Purpose: System-wide partnership to reduce smoking prevalence and support Bury's Smokefree 2030 ambition
- Partners: Trading Standards, Bury ICB, Early Break, GM Police, MSH, Council services & wider stakeholders
- **Smoking in Bury:** 10.5% prevalence (2023/24) (slightly below national average of 11.6%). Remains leading cause of preventable illness, premature death, and life expectancy gaps
- Overall rates are reducing, inequalities in prevalence are increasing. The Alliance will address these widening inequalities through 4 workstreams:



Greater Manchester

Integrated care

Target Populations & Smoking Prevalence

- Renters from Bury Housing / housing associations: 29.6%
- Never worked / long-term unemployed: 25.7%
- Routine & manual occupations: 21.1%
- Adults with long-term mental health conditions: 20.6%
- Residents in areas of deprivation: 21.7%
- Children & Young People
- Mothers smoking at time of delivery: 5.5%



Overview of Local Stop Smoking Services and Support Grant (LSSSG) Implementation 2024/25

Funding:

- Fixed, ring-fenced grant for 5 years to support local stop smoking services.
- Bury allocation for 24/25 = £207,932.

Key Outcomes:

- Recruited 2 FTE Health & Wellness Coaches (smoking cessation focus) & 1 FTE Tobacco Control Officer to drive local tobacco control agenda
- Youth education: Commissioned Early Break to vaping harm sessions in schools and colleges; co-produced awareness posters
- Workplace wellbeing: Introduced sessions targeting routine & manual workers, linked to Bury Regeneration construction workers
- Community Support: Commissioned PaSH partnership to deliver VBA+ for LGBTQ+ & ethnic minority communities







Overview of LSSSG Implementation in Bury 2025/26

Funding:

Bury allocation 25/26: £209,301

Key Deliverables:

- Expand youth campaign: Extend to school nurses, Bury Care Leavers; include awareness of nicotine pouches "snus" and lunch & learn sessions for parents/ guardians
- Smoke-free spaces: Establish in schools, public areas, workplaces etc.
- Stoptober campaign: Use GP data to offer place-based support to all registered smokers, with weekly community dropins
- Allen Carr Easyway Seminars (pilot): Target routine & manual workers & residents IMD 1 & 2 postcodes
- Bury FC collaboration: Promote stop smoking support to fans and raise awareness in the community
- Innovation through the Alliance: Pilot new projects aimed at reducing smoking prevalence & health inequalities









Swap to Stop Bury Overview

2024/25 Implementation

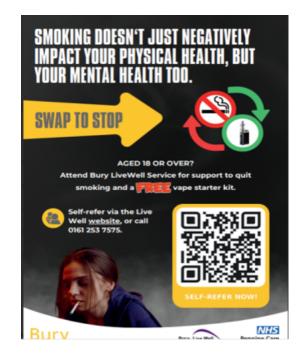
- Delivered via Bury Live Well Service and Adullam Housing
- Community based approach: 8 drop-in clinics across all 5 neighbourhoods
- Distributed 133 Vape starter kits to local smokers,, supporting harm reduction and quit attempts

2025/26 Expression of Interest

- Submitted to extend participation in the national Swap to Stop scheme
- Aim: Broaden reach and strengthen delivery through partnership working (Alliance)

Pathway Expansion

- Train the Trainer programme: Primary care staff, Bury Council staff & VCSE partners trained in VBA+
- Voucher scheme: Enables wider distribution of free vape starter kits and lighttouch quit support







Effective Enforcement across Bury

2024/25

 Trading standards seized over 7,000 illegal vapes, 2,000 packets of illicit cigarettes, with a street value of over £120,000

2025/26 (from April)

 Already seized 1,583 illegal vapes and 2,087 packets of illicit cigarettes, with a street value of £53,500









Recommendations

- Endorse the creation of a Bury Tobacco Alliance to coordinate local action and co-production.
- Support targeted investment (Swap to Stop) in high-prevalence groups and community-led interventions.
- Advocate for smoke-free policies in housing, schools, workplaces, and public spaces.
- Champion innovation, including Allen Carr seminars and youth vaping education.
- Commit to regular updates on smoking prevalence and inequalities as part of board agendas.









Thank you Any questions?









