



**Greater Manchester**  
Integrated care



# 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 1<sup>st</sup> 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:



## 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 drop-ins
- **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 light-touch 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



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## 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.



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# Thank you Any questions?

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