

# Tameside Tobacco-free Plan

**Strategic Framework for Action  
2024-2028**

**Supporting Tameside's Ambition to  
Build Back Fairer, Stronger, Together**



# Introduction

**Our ambition in Tameside is to make smoking and tobacco use history and stamp out the health and social inequalities caused by tobacco. To improve the outcomes for our residents we know that addressing tobacco-use is vital.**

The Tameside Tobacco-free Partnership is committed and works hard to reduce the harms caused by tobacco, however smoking rates in Tameside remain higher than the national average and are the highest in the North West. There are certain groups within Tameside who have higher smoking rates than the general population of smokers in Tameside, and targeted work is needed to support smokers in Tameside, who may need more individualised stop smoking support than others.

Smoking often persists through generations, with most smokers starting as a child<sup>1</sup> before the age of 18. The majority of smokers want to quit and wish they'd never started<sup>2</sup> This means as a system we need to stop the start and by de-normalising smoking and preventing young people from becoming smokers and tobacco-users, whilst also supporting Tameside's tobacco-users to become smokefree and tobacco-free.

This Tameside Tobacco-free Plan outlines six strategic objectives that provide the foundation as to how we will continue to work as a system, to work towards making smoking and tobacco use history in Tameside, by reducing the health inequalities it causes and improve health and wellbeing outcomes for people who live and work in Tameside, whilst also improving the health of the local economy and the environment.



# The real cost of tobacco<sup>3</sup>



Nationally smokers spend on average  
**£3,096**  
on tobacco per year

“Children who live with smokers are three times more likely to become smokers themselves.”

## The estimated cost of tobacco in Tameside



Costs the health care system  
**£12.3 million**



Informal care provided by friends and family  
**£45.4 million**



**20%** of Tameside residents smoke



Costs the social care system  
**£81.2 million**



Loss of smoking related earnings  
**£51.5 million**



**34%** of routine and manual works in Tameside smoke



Residential care costs in later life for smokers/ex-smokers  
**£3.2 million**



Smoking related unemployment  
**£69.2 million**



**41.3%** of people living with mental ill-health in Tameside smoke

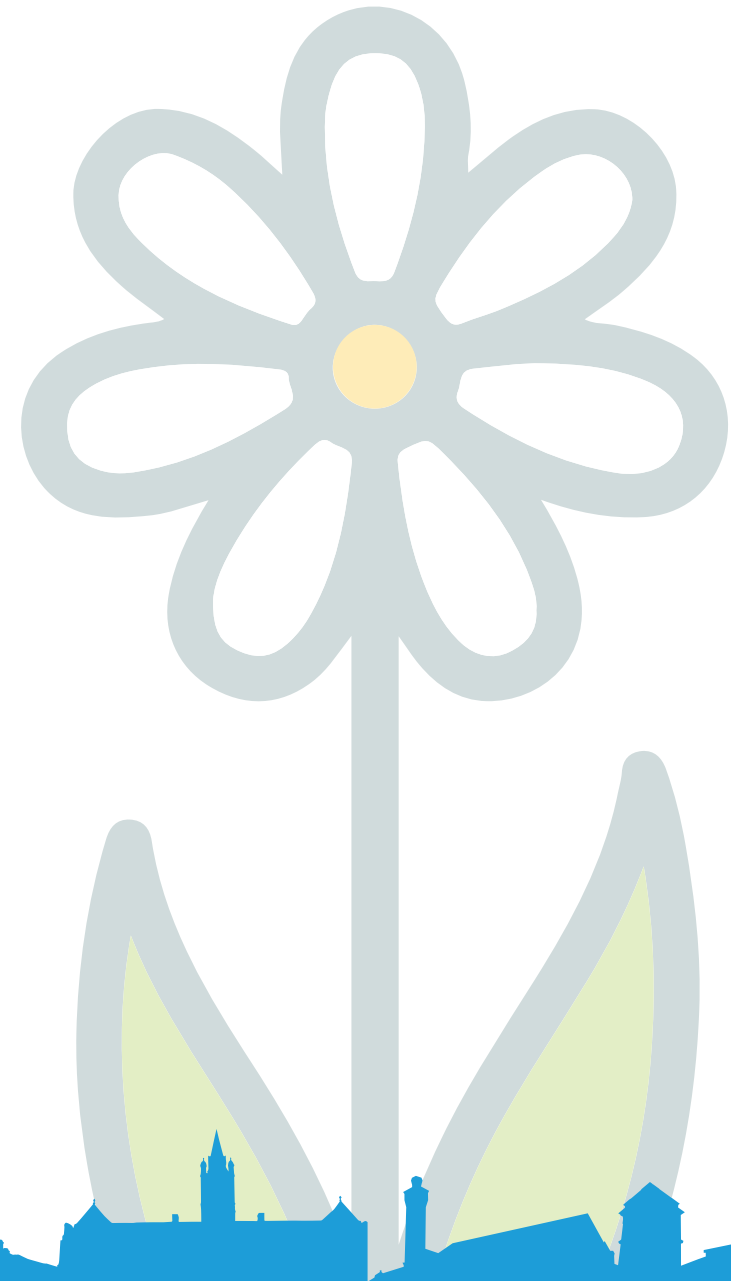
# Tobacco

## Vision:

**Take a whole system, place-based approach to make smoking and tobacco use history in Tameside.**

## 6 Strategic objectives:

- De-normalise smoking and tobacco use to prevent young people from taking it up in the first place
- Provide high quality, evidence-based stop smoking services for smokers and tobacco users who are ready to quit
- Reduce health inequalities by targeting support to high prevalence groups
- Reduce the supply and demand of illicit and illegal tobacco-products in Tameside
- Develop community capacity to build a social movement to make smoking and tobacco-use history in Tameside
- Engaging with and influencing communities to communicate the risks of smoking and tobacco use, the benefits of being smokefree and tobacco-free and how to access support to quit.



# De-normalise smoking and tobacco use to prevent young people from taking it up in the first place

Children who live in households with smokers are three times more likely to become smokers than children who live in households who do not smoke<sup>3</sup>, this means that for some smoking and tobacco use can be normalised and generational within families. De-normalising smoking plays an important role in changing the attitudes and norms about smoking and tobacco-use in children and young people.

The majority of smokers started before the age of 18<sup>4</sup> and the majority of smokers want to quit and wish they'd never started<sup>5</sup>. Meaning the majority of smokers started as smoking as a child, when they were not old enough to make decisions on smoking which will negatively impact their health, wellbeing and financial wellbeing for the rest of their lives as a smoker.

Tameside has a well-established Smokefree Tameside programme of work, which aims to de-normalise smoking and reduce exposure to smoking outside and in places where children and young people are likely to be. The Smokefree Tameside programme is made up of Smokefree Events, Smokefree Gates (schools and children's settings), Smokefree Sports and also support organisations such as leisure providers like Active Tameside to embed smokefree policies that support visitors as well as staff.

De-normalising smoking not only prevents young people from seeing smoking behaviour around them, but it can also support people trying to quit smoking, by removing temptation around them.

## Tameside Tobacco-free Plan, Objective 1 Key Priorities:

- Continue to deliver and develop the Smokefree Tameside programme by:
  - » Increasing the number of events held as smokefree each year
  - » Increase the number of Smokefree Gates settings awarded by five each year
  - » Encourage five sports clubs per year to become smokefree
- Expand the Smokefree Tameside programme to Tameside's Maternity Unit by using the voice of the child to de-normalise smoking and encourage adults to quit
- Work with schools, school nurses and Family Hubs to be able to support young people to make the best informed decisions about smoking and are supported to not start smoking

# Provide high quality, evidence-based stop smoking services for smokers and tobacco users who are ready to quit



2 in 3 smokers will die too soon unless they quit, and stopping smoking is the single best thing a smoker can do to improve their health. This highlights the important role of treating tobacco addiction through stop smoking services. Treating tobacco-use and smoking as an addiction demonstrates the systems recognition to move away from seeing smoking as a 'choice', given the majority of smokers started in childhood.

The majority of smokers want to quit and wish they'd never started smoking<sup>6</sup> and each year in Tameside just under 1,000 smokers set a quit date and just over half successfully quit at 4 weeks<sup>6</sup>. Recognising that it can take around 30 attempts to quit smoking successfully, Tameside's approach reflects the Greater Manchester Framework that we will continue to support smokers to quit, who have not previously been successful and explore different methods to find what works for them.

Evidence-based stop smoking support can help us achieve the goal of supporting residents to be healthier, wealthier sooner and smokers are four times more likely to quit with a stop smoking service than trying to quit alone. Tobacco addiction comes with financial burden and evidence shows that heavier addiction exacerbates this.

Quitting smoking can reduce the financial burden and for some could lift households out of poverty. In 2023 smokers spent on average £3,096 a year on cigarettes and we know that smoking disproportionately our more deprived communities, supporting them to quit is key.

Tameside recognises the importance of high quality, evidence-based stop smoking services for smokers and tobacco users by having a range of stop smoking services to support people to become tobacco-free. Tameside's stop smoking services are Be Well Tameside (community stop smoking service) and the CURE and the Maternity Tobacco Dependency Service (within Tameside Integrated Care Foundation Trust).

## Tameside Tobacco-free Plan, Objective 2 Key Priorities:

- Continue to develop Tameside's existing stop smoking services and support through Be Well Tameside, Maternity Tobacco Dependency Service, CURE and Lung Health Checks looking for opportunities to work as a system to offer support to anyone in Tameside who needs support to quit.
- Challenge the system to review all clinical and community pathways to ensure signposting to stop smoking services is embedded within them.
- Continue to treat tobacco dependency through the Tameside Integrated Care Foundation Trust (CURE, MTDS)
- Continue to deliver the National Swap to Stop Programme through Be Well Tameside and explore local authority partnerships to deliver the Swap to Stop programme.

# Reduce health inequalities by targeting support to high prevalence groups



Despite smoking rates reducing over the last decade there are still some groups within Tameside that have higher rates of smoking. Whilst there is a need to support smokers to become smokefree through various options e.g., onwards with “such as a universal evidence-based stop smoking service open to all residents and workers, to the Smokefree App where smokers can get support digitally if they prefer. We recognise that a different and unique approaches are needed to help reduce smoking rates amongst groups with high prevalence.

High prevalence groups who smoke in Tameside<sup>7</sup>:

- 34% of routine and manual workers in Tameside smoke
- 29.6% of adults with a long term mental health condition in Tameside smoke
- 43.4% of people living with serious mental ill-health in Tameside smoke
- 80.9% of adults admitted to treatment for substance misuse (opiates) smoke
- 82% of adults admitted to treatment for substance misuse (alcohol and non-opiates) smoke
- 76% of adults admitted to treatment with substance misuse (non-opiates) smoke
- 55% of adults admitted to treatment for substance misuse (alcohol) smoke

These groups are disproportionately affected by the harms of smoking compared to the overall population and we know that a targeted approach to each group based on their unique needs and circumstances is key to reducing health inequalities caused by tobacco use.

## Tameside Tobacco-free Plan, Objective 3 Key Priorities:

- Ensure recording and monitoring is in place across Tameside’s stop smoking services for high priority groups such as; routine and manual workers, those on a low income, people living with mental ill-health and BAME residents, to work towards reducing health inequalities.
- Ensure targeted work is developed by upskilling professionals in existing services who engage with high risk groups to support them to quit
- Commission and deliver a targeted community-based stop smoking service that prioritises high risk and vulnerable groups

# Reduce the supply and demand of illicit and illegal tobacco-products in Tameside



Tobacco is the only legal consumer product that kills up to half of its users when used exactly as intended by the manufacturer<sup>8</sup>, and all tobacco whether it is legal or illegal is harmful whether that is to people's health and finances or the local community. Illicit tobacco has been found to be linked to organised crime, people trafficking, money laundering, child exploitation and much more<sup>9</sup>.

'Under the counter tobacco' is completely unregulated and often sold much cheaper than legal tobacco, however the real cost of this cheap product goes further than just tax avoidance for sellers and a budget alternative to legal cigarettes for consumers. Illegal tobacco makes it easier for children to start smoking and getting them addicted young, takes advantage of poorer and disadvantaged families and residents which can also discourage illicit tobacco users from quitting, illicit cigarettes can increase the risk of fires as they may not be self-distinguishable compared to legal cigarettes by law, as well as helping to fund organised crime across the world<sup>10</sup> and in Tameside.

Efforts to deter people from smoking at a government level such as through increasing the price of smoking through high duty rates have gone some way to reducing smoking rates, however illicit tobacco undermines these efforts both nationally and locally. Illicit tobacco provides cheap and unregulated supply of tobacco to those who might otherwise be discouraged by cost.

Tameside's Trading Standards team plays a vital role in tobacco enforcement across the borough. Between 2023-2024 Trading Standards seized 39,808 individual tobacco cigarettes, sized 12.79kg of hand-rolling tobacco with a retail value of £31,558, completed 148 visits to premises suspected of selling illicit tobacco and received 57 complaints/intelligence reports relating to illicit and illegal tobacco.

## Tameside Tobacco-free Plan, Objective 4 Key Priorities:

- Increase awareness and understanding of identifying and reporting illicit tobacco activity and products
- Continue to deliver Trading Standards Operations to gather intelligence, conduct visits and then take the most appropriate enforcement action, in line with the Enforcement Policy which includes written warnings, forfeiture, simple caution, prosecution, closure order and referrals to HMRC under the new Track and Trace protocol.





# Develop community capacity to build a social movement to make smoking and tobacco-use history in Tameside



The power of the community in Tameside and the hyperlocal communities that exist at a smaller scale should not be underestimated. Over 70% of respondents to Tameside's Healthy Places consultation survey said they like to be in outdoor spaces that are smokefree and over 80% said they are concerned about second-hand smoke for children. Amongst smokers who completed the consultation survey 10% said more smokefree spaces and not seeing people smoking in outdoor spaces would make it easier for them to quit.

Tameside residents want change and want to make Tameside smokefree. Tameside's drive to build a social movement to make smoking history reflects Greater Manchester's approach as 8 in 10 people in Greater Manchester want to make smoking history.

This objective outlines the plans to create a network of support across the community in Tameside, to denormalise smoking and tobacco-use. We will do this by building on the existing Smokefree Tameside programme of work, whilst also working with the community to develop new initiatives that are informed by the community themselves.

## Tameside Tobacco-free Plan, Objective 5 Key Priorities:

- Upskill professionals and volunteers across VCFSE sector in Tameside to use a 'Making Every Contact Count' approach to discussions on tobacco-use and smoking and use Very Brief Advice (VBA) to have effective conversations to support smokers to access stop smoking support to quit.
- Establish and develop relationships with Housing Providers and Planning Teams to ensure Smokefree living and Smokefree spaces and considered across housing stock and future developments across Tameside.
- Raise the profile of the Smokefree Tameside programme and build on this to increase the number of smokefree spaces and events



# Engaging with and influencing communities to communicate the risks of smoking and tobacco use, the benefits of being smokefree and tobacco-free and how to access support to quit.



Engaging with residents around the harms of tobacco and smoking is essential to dispelling myths and breaking cycles where smoking remains within families and communities. Campaigns are an effective tool in getting important messages across to residents.

A recent Greater Manchester survey found that 83% of people in Greater Manchester agree that smokers should be warned about the dangers of tobacco. The Tameside Tobacco-free Partnership plays an active and important role in amplifying campaigns locally and spreading awareness of tobacco and smoking campaigns such as Stoptober, Keep It Out, No Smoking Day, What You Will Miss.

Whilst the Tameside Tobacco-free Partnership recognises the role national and regional campaigns can have to get messages out to the public, it also recognises the need for tailored and unique communications to specific audiences. For example, communications that engage and speak to routine and manual workers based on what they have told us motivates and are barriers to them for quitting smoking, will be different to other groups within Tameside Hyperlocal pockets of communities exist within Tameside and there are cultural and language considerations to keep in mind when looking to work with certain groups e.g., on the harms of alternative forms of tobacco use.

## Tameside Tobacco-free Plan, Objective 6 Key Priorities:

- Promote and amplify national and regional mass-media campaigns to raise awareness of the harms of tobacco and smoking and accessing stop smoking support
- Develop a campaign targeted at routine and manual workers based on the Routine and Manual Workers who smoke in Tameside survey
- Deliver a targeted programme that focuses on supporting people who use alternative forms of tobacco to get support to be tobacco-free.
- Develop an annual communications and marketing plan which is adopted by all partners to amplify the messages around tobacco harm and access to support to stop smoking.



# Governance and Measuring Success

**The Health and Wellbeing Board is a statutory committee that oversees the Healthy Places Strategic Framework which supports Tameside's Health and Wellbeing Strategy and Locality Plan. Tameside Tobacco-free Plan builds on the Healthy Places Strategic Framework and will be overseen by and accountable to the Health and Wellbeing Board.**

The Tameside Tobacco-free Plan takes a whole system, strategic and collaborative approach to reducing smoking rates, preventing young people from becoming smokers and reducing the harm caused by tobacco use for all in Tameside. The Tameside Tobacco-free Partnership will drive the action to achieve this. The Tameside Tobacco-free Partnership is a strong cross-sector partnership that is ever evolving to inspire and work towards making smoking history in Tameside. This approach and how the partnership aim to achieve this is detailed within this Tameside Tobacco-free Plan and its Action Plans.

The Tameside Tobacco-free Partnership will drive the delivery of each Action Plan within the Tameside Tobacco-free Plan to inspire and bring about change. Updating the Action Plans will be the responsibility of the Tameside Tobacco-free Partnership, with support other key partners and stakeholders across the system to deliver and implement actions as a collective.

## Tameside Tobacco-free Plan Governance Priorities:

- Work towards having greater representation within the Tameside Tobacco-free Partnership (such as a lived experience member, social housing representative, VCSFE representation)
- Provide regular updates to the Healthy Places subgroup and an annual report to the Health and Wellbeing Board
- Support the Government Smokefree 2030 Ambition, the Greater Manchester Making Smoking History in Greater Manchester: Strategic Delivery Framework and Action Plan 2024 - 2030 & Operation CeCe

## How will we know when we have been successful?

- Fewer people in Tameside smoking and using tobacco
- Increased numbers of people accessing support to quit smoking and tobacco (through Tameside's stop smoking services and GM Smokefree App support)
- Increased number of people being successful in their quit attempt
- Increased numbers of smoke free places and events across Tameside
- Increase the number of enforcement actions for supply of illicit and underage sales in Tameside

# References

- <sup>1</sup> <https://www.gov.uk/government/news/smokers-encouraged-to-take-part-in-stoptober-as-they-report-smoking-more-during-pandemic>
- <sup>2</sup> <https://ash.org.uk/resources/view/young-people-and-smoking#:~:text=Most%20adult%20smokers%20first%20tried,and%20about%20100%2C000%20smoke%20now.>
- <sup>3</sup> <https://ash.org.uk/resources/view/ash-ready-reckoner>
- <sup>4</sup> <https://ash.org.uk/resources/view/young-people-and-smoking#:~:text=Most%20adult%20smokers%20first%20tried,and%20about%20100%2C000%20smoke%20now.>
- <sup>5</sup> [Young people and smoking - ASH](#)
- <sup>6</sup> [Don't give up on giving up: The message from healthcare professionals to smokers this No Smoking Day - ASH](#)
- <sup>7</sup> [Smoking Profile - Data - OHID \(phe.org.uk\)](#)
- <sup>8</sup> [Tobacco control - PAHO/WHO | Pan American Health Organization](#)
- <sup>9</sup> <https://www.stop-illegal-tobacco.co.uk/>
- <sup>10</sup> <https://www.stop-illegal-tobacco.co.uk/>



**OBJECTIVE 1:**
**De-normalise smoking and tobacco use to prevent young people from taking it up in the first place**

| Action  | Tasks   | Links to other objectives | Timescales  | Partnership Delivery Mechanism   | Healthy Places Strategic Framework Alignment               |
|---|---|---------------------------|---|--|--|
| Continue to embed and deliver and expand the Smokefree Tameside programme | that come through for contacting events that ticked to hold their event as a Smokefree Event, provide SFE toolkit and offer training of VBA.<br><br>Continue to monitor Event Notification Forms and contact any event organisers (CYP and family events) who have not ticked to agree to Smokefree Events and encourage them to hold event as smokefree. | Objective 5               | Ongoing – Quarterly and Annual review via TTP Dashboard | Tameside Public Health Tobacco-free Lead   | Role modelling change & System Leadership and Partnerships |
|   | Engage with sports/physical activity contacts across Tameside to share Smokefree Sports Award and encourage sports clubs to engage with the award.<br><br>Community Engagement Officers to reach out to sports clubs to promote and encourage engagement with Smokefree Sports award.   | Objective 5               | Ongoing – Quarterly and Annual review via TTP Dashboard | Tameside Public Health Tobacco-free Lead and Starting Well Leads, Tameside Active Alliance   | Role modelling change & System Leadership and Partnerships |
|   | Re-establish promotion Smokefree Gates Award to all Tameside early years and childcare settings through Public Health Starting Well, Education and PVI childcare contacts and forums etc.   | Objective 5               | Ongoing – Quarterly and Annual review via TTP Dashboard | Tameside Public Health Tobacco-free Lead and Starting Well Lead  | Role modelling change & System Leadership and Partnerships |
|   | Work with Maternity Tobacco Dependency Service at Tameside General Hospital to establish a truly Smokefree Maternity Unit through co-production of communications for visitors at Maternity Unit.   | Objective 2 & Objective 5 | March 2025  | Tameside Public Health Tobacco-free Lead and Starting Well Leads, Maternity Tobacco Dependency Service, Infant Feeding Management Group. | Role modelling change & System Leadership and Partnerships |

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|--|--|--|---|--|--|
| Increase awareness of stop smoking support and ensure stop smoking support is promoted through services supporting children and families | Explore working with Early Help and Children's Services to embed smoking status monitoring questions within assessments.<br><br>VBA training to Early Help/CS workforce.<br><br>Families identified with smokers to be provided with VBA and signposted/referred into Be Well Tameside or other stop smoking support e.g., GM Smokefree App. | Objective 2 & Objective 5              | March 2025 and to be ongoing                            | Tameside Tobacco-free Partnership, Public Health Starting Well Leads, Early Help and Children's Services     | Role modelling change & System Leadership and Partnerships |
|  | Ensure Tameside's children's homes staff have received stop smoking VBA training and are aware of stop smoking support to CYP in Tameside  | Objective 2, Objective 5 & Objective 6 | Annually  |  | Role modelling change & System Leadership and Partnerships |
|  | Support for Care Leavers to be smokefree by embedding smoking status monitoring within assessments and ensuring advice and signposting is provided during appointments/visits with young people  | Objective 2, Objective 5 & Objective 6 | June 2025 and to be ongoing                             |  | Role modelling change & System Leadership and Partnerships |
|  | Provide VBA training, information and support to Foster Care team to have informed conversations with Foster Carers on smoking and stop smoking support.<br><br>Offer training and information to Foster Carers on smokefree living and vaping to reduce risk of second-hand smoke and de-normalise smoking with CYP.                        | Objective 2 & 6                        | March 2025 and to be ongoing                            |  |  |
|  | Support families of SEND children to become smokefree to reduce risk of second-hand smoke and de-normalise smoking for CYP.  | Objective 2 & 6                        | March 2025 and to be ongoing                            |  |  |
|  | Promotion of Be Well Tameside, Maternity Tobacco Dependency Service, GM Smokefree App to children, young people and families through appropriate communications channels.  | Objective 2                            | Ongoing – Quarterly and Annual review via TTP Dashboard |  | Tameside Tobacco-free Partnership & TMBC Communications    |
| Ensure stop smoking support is available within Tameside Hospital for children who are admitted as in-patients and smoke                 | Work with GM Making Smoking History Team and Tameside Hospital and CURE to explore pathway for CURE service to deliver stop smoking support to children over the age of 12 years old.  | Objective 2                            | March 2028  | Tameside Tobacco-free Partnership, Tameside Hospital Paediatrics Team, GM Making Smoking History Team & CURE | Role modelling change & System Leadership and Partnerships |

**OBJECTIVE 2:**
**Provide high quality, evidence-based stop smoking services for smokers and tobacco users who are ready to quit**

| Action  | Tasks   | Links to other objectives | Timescales  | Partnership Delivery Mechanism                              | Healthy Places Strategic Framework Alignment   |
|---|---|---------------------------|---|---|--|
| Continue to deliver the stop smoking service through Be Well Tameside   | Continue to deliver stop smoking service to Tameside residents, workers and those with a GP in Tameside.  | Objective 3               | Ongoing – Quarterly and Annual review via TTP Dashboard | Be Well Tameside  | Role Modelling Change (Influencing through commissioning) & System Leadership and Partnerships (use of evidence) |
| Deliver Government Swap to Stop Programme through Be Well Tameside  | Continue to provide vape kits and up to 12 weeks of e-liquid to smokers who chose to quit using vape kits provided by Be Well Tameside.   | Objective 3               | Quarterly and Annual review via TTP Dashboard           | Be Well Tameside & Tameside Public Health Tobacco-free Lead | Role Modelling Change (Influencing through commissioning) & System Leadership and Partnerships (use of evidence) |
| Continue to deliver the CURE programme for in-patients identified as smokers at Tameside Hospital (both adults and over 12's) | Continue to deliver stop smoking service to in-patients at Tameside Hospital who smoke with two tier service dependent on in-patient engagement:<br><br>1. Very Brief Advice (baseline) + onwards referral to Be Well Tameside if consent is given<br><br>2. Brief Intervention and provided with NRT for duration of stay at TGH + onwards referral to Be Well Tameside if consent is given (and follow up where possible after discharge) | Objective 1               | Ongoing – Quarterly and Annual review via TTP Dashboard | CURE  | Role Modelling Change (Influencing through commissioning) & System Leadership and Partnerships (use of evidence) |
|   | Continue to provide vape kits to in-patients at Tameside Hospital as per GM Making Smoking History Offer  |                           | Ongoing – Quarterly and Annual review via TTP Dashboard | CURE & GM Making Smoking History Team                       | Role Modelling Change (Influencing through commissioning) & System Leadership and Partnerships (use of evidence) |



|  |   |             |   |   |  |
|--|---|-------------|---|---|--|
| Continue to deliver the Maternity Tobacco Dependency Service at Tameside Hospital  | Continue to deliver stop smoking service to pregnant people at Tameside Hospital who smoke with three tier service dependent on in-patient engagement:<br><br>1. BabyClear through very Brief Advice (baseline) + onwards referral to Be Well Tameside or other out of borough stop smoking services if consent is given<br><br>2. Risk Perception Intervention | Objective 3 | Ongoing – Quarterly and Annual review via TTP Dashboard | Maternity Tobacco Dependency Service                                  | Role Modelling Change (Influencing through commissioning) & System Leadership and Partnerships (use of evidence) |
|  | Continue to provide vape kits to in-patients at Tameside Hospital as per GM Making Smoking History Offer  | Objective 3 | Ongoing – Quarterly and Annual review via TTP Dashboard | Maternity Tobacco Dependency Service & GM Making Smoking History Team | Role Modelling Change (Influencing through commissioning) & System Leadership and Partnerships (use of evidence) |
| Continue to ensure appropriate referral pathways into stop smoking support are being maximised to support smokers to quit. | Referrals from CURE into Be Well Tameside for community stop smoking support  |             | Ongoing – Quarterly and Annual review via TTP Dashboard | Public Health, Be Well & CURE   | Role Modelling Change (Influencing through commissioning) & System Leadership and Partnerships (use of evidence) |
|  | Referrals from Maternity Tobacco Dependency Service into Be Well Tameside for community stop smoking support + referrals for pregnant persons significant other   | Objective 1 | Ongoing – Quarterly and Annual review via TTP Dashboard | Public Health, Be Well & Maternity Tobacco Dependency Service         | Role Modelling Change (Influencing through commissioning) & System Leadership and Partnerships (use of evidence) |
|  | Referrals from Lung Health Checks into Be Well Tameside for community stop smoking support  |             | Ongoing – Quarterly and Annual review via TTP Dashboard | Public Health, Be Well & Lung Health Checks                           | Role Modelling Change (Influencing through commissioning) & System Leadership and Partnerships (use of evidence) |
|  | Referrals from GMFRS into Be Well Tameside for community stop smoking support   |             | Ongoing – Quarterly and Annual review via TTP Dashboard | Public Health, Be Well & GMFRS  | Role Modelling Change (Influencing through commissioning) & System Leadership and Partnerships (use of evidence) |



|   |   |             |   |   |  |
|---|---|-------------|---|---|--|
|   | Establish referral pathway for Health Visitors into Be Well Tameside for young families to access community stop smoking support  | Objective 1 | September 2025 and then Quarterly and Annual review via TTP Dashboard | Public Health Tobacco-free and Starting Well Leads, Be Well, & Healthy Child Programme Lead | Role Modelling Change (Influencing through commissioning) & System Leadership and Partnerships (use of evidence) |
|   | Explore establishing referral pathway from Early Help/ Children's Services into Be Well Tameside for families to access community stop smoking support  | Objective 1 | September 2025  | Public Health Tobacco-free and Starting Well Leads, Be Well, & Healthy Child Programme Lead | Role Modelling Change (Influencing through commissioning) & System Leadership and Partnerships (use of evidence) |
| Develop community stop smoking service within Tameside that targets underrepresented and high risk/high prevalence groups | Develop a community stop smoking service that targets high risk, high prevalence, high priority and underrepresented groups in Tameside who use tobacco.  | Objective 3 | April 2025  | Public Health Tobacco-free Lead, Be Well & Public Health Commissioning Manager              | Role Modelling Change (Influencing through commissioning) & System Leadership and Partnerships (use of evidence) |
| Review Locally Commissioned Service Stop Smoking Offers across Tameside   | Review Pharmacy LCS to include Tier 2 – behavioural support through pharmacies for residents and workers who smoke and want to quit, in addition to Tier 1 – supply only.<br><br>Review Pharmacy LCS fees across Greater Manchester authorities to assess benchmarking to increase attractiveness of delivering service and uptake across pharmacies.<br><br>Review uptake of Pharmacy LCS and revise LCS Pharmacy fees if appropriate. |             | October 2024  | Public Health Tobacco-free Lead, Be Well & Public Health Commissioning Manager              | Role Modelling Change (Influencing through commissioning) & System Leadership and Partnerships (use of evidence) |
| Roll-out and implementation of GM Treating Tobacco Dependency Digital Project   | Implementation of bespoke digital solution within Tameside Hospital and local stop smoking services for collection and collation of Treating Tobacco Dependency data.   |             | July 2024 for pilot project to go live                                | GM Treating Tobacco Dependency Project Manager, CURE & Be Well Tameside                     | System Leadership and Partnerships (use of evidence)   |

**OBJECTIVE 3:**  
Reduce health inequalities by targeting support to high prevalence groups

| Action   | Tasks   | Links to other objectives | Timescales   | Partnership Delivery Mechanism   | Healthy Places Strategic Framework Alignment   |
|--|---|---------------------------|--|--|--|
| Monitor referrals and activity in stop smoking support across Tameside   | <p>Continue to monitor referrals and activity into Be Well Tameside for those with mental ill health, LGBTQ+ people, routine and manual workers, low income and BAME populations.</p> <p>Ensure Community Stop Smoking Service monitors referrals and activity into Be Well Tameside for those with mental ill health, LGBTQ+ people, routine and manual workers, low income, and BAME populations.</p> | Objective 2               | <p>Quarterly and Annual review via TTP Dashboard</p> <p>April 2025</p> | <p>Be Well Tameside</p> <p>Community Stop Smoking Service</p>                  | Role Modelling Change (Influencing through commissioning) & System Leadership and Partnerships (use of evidence) |
| Upskill workforce across services who support high risk and high prevalence groups in Tameside, to provide VBA to smokers and signpost into stop smoking support | Community Engagement Officers to promote impact of VBA and stop smoking to workforce to be trained in VBA to support professionals to provide VBA and stop smoking support to their service users e.g., CGL, mental health community services, welfare rights and citizen's advice.   | Objective 5               | When Stop Smoking Community Engagement Officer is recruited.           | Public Health  | System Leadership and Partnerships (education and campaigns & voluntary agreements and incentives)               |
| Target underrepresented and high risk/ high prevalence groups through the Community Stop Smoking Service that will begin in April 2025.                          | Ensure development of community stop smoking service is informed by local insight and evidence from people within the community that the service aims to engage with.   | Objective 2               | April 2025   | Public Health Tobacco-free Lead, Be Well & Public Health Commissioning Manager | Role Modelling Change (Influencing through commissioning) & System Leadership and Partnerships (use of evidence) |

**OBJECTIVE 4:****Reduce the supply and demand of illicit and illegal tobacco-products in Tameside**

| <b>Action</b>   | <b>Tasks</b>   | <b>Links to other objectives</b> | <b>Timescales</b>                             | <b>Partnership Delivery Mechanism</b>   | <b>Healthy Places Strategic Framework Alignment</b>   |
|---|--|----------------------------------|---|---|---|
| Continue to receive and act on complaints and reports of illicit and illegal tobacco activity in Tameside   | On receipt of intel/ complaint a Service Request will be generated and monitored against the log, for that business and relevant enforcement action taken.   | Objective 1                      | Ongoing                                       | Trading Standards Tobacco Lead  | Legislative Responsibilities and Enforcement (licencing and enforcement) & System Leadership and Partnerships (use of evidence) |
| Continue to disrupt illegal tobacco activity across Tameside through completing test purchase operations and follow up visits to search and seize | Following on from above, using the complaint/ intel database and following the enforcement action log, relevant operations will be planned. (Under-Age Sales, Wagtail or Test Purchase Operations) | Objective 1                      | Ongoing                                       | Trading Standards Tobacco Lead  | Legislative Responsibilities and Enforcement (licencing and enforcement) & System Leadership and Partnerships (use of evidence) |
| Continue to deliver Operation CeCe  | Intel logged against Operation name and statistics fed into national figures. To tag and help identify national and specific problem areas.  | Objective 1                      | Ongoing                                       | Trading Standards Tobacco Lead  | Legislative Responsibilities and Enforcement (licencing and enforcement) & System Leadership and Partnerships (use of evidence) |
| Take enforcement action against person's involved in the selling of illicit and illegal tobacco and vapes   | Following the corporate enforcement plan the relevant sanction will be taken.  | Objective 1                      | Ongoing                                       | Trading Standards Tobacco Lead  | Legislative Responsibilities and Enforcement (licencing and enforcement) & System Leadership and Partnerships (use of evidence) |
| Liaise with the Tameside Tobacco-free Partnership and other relevant partners on illicit and illegal tobacco-related activity                     | Attend meetings provide relevant updates and respond to any issues raised for Trading standards to take away.  | Objective 1                      | Quarterly and Annual review via TTP Dashboard | Tameside Tobacco-free Partnership: Public Health Tobacco-free Lead & Trading Standards Tobacco Lead | Legislative Responsibilities and Enforcement (licencing and enforcement) & System Leadership and Partnerships (use of evidence) |

|  |   |                 |         |                                |   |
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| Upon request, trading standards may be able to assist Business Rates of any changes to businesses, where unpaid rates has been identified.                                       | Trading standards will assist Business rates with any raised issues where possible,   |                 | Ongoing | Trading Standards Tobacco Lead | Legislative Responsibilities and Enforcement (licencing and enforcement) & System Leadership and Partnerships (use of evidence) |
| HMRC Memorandum Of Understanding: Trading standards will continue to refer in cases of illicit tobacco in line under MOU agreement   | This Memorandum of Understanding (MoU) sets out the arrangements for the exchange of information between His Majesty's Revenue and Customs (HMRC) and local authority Trading Standards teams, in relation to breaches of Reg.6(1) of the Tobacco Products (Traceability and Security Features) Regulations 2019, as amended, for the purposes of the application by HMRC of a new range of sanctions against persons found in possession of the non-compliant product. | Objective 1     | Ongoing | Trading Standards Tobacco Lead | Legislative Responsibilities and Enforcement (licencing and enforcement) & System Leadership and Partnerships (use of evidence) |
| Continue to update National Intelligence Database for national intelligence purposes   | Daily monitoring of database for any new or emerging trends. Update all relevant databases including local regional and national intel.   | Objective 1     | Ongoing | Trading Standards Tobacco Lead | Legislative Responsibilities and Enforcement (licencing and enforcement) & System Leadership and Partnerships (use of evidence) |
| Trading Standards and relevant regulatory officers/ departments will ensure compliance within the shisha bars and alternative and niche tobacco (labelling and track and trace). | Ensure compliance in accordance with all relevant regulations and legislation e.g., Health Act 2006, CYP protection from tobacco 1991, health and safety, fire safety, food safety, planning, noise nuisance, licencing act (2003), excise duty, standardisation of tobacco product regulations 2016, Tobacco and Related Product Regulations 2016  | Objective 1 & 3 | Ongoing | Trading Standards Tobacco Lead | Legislative Responsibilities and Enforcement (licencing and enforcement) & System Leadership and Partnerships (use of evidence) |

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| Continue to receive and act on complaints and reports of illicit and illegal tobacco activity in Tameside | Relevant enforcement action will be taken against any patron/ business and advice will be provided.  |             | Ongoing | Trading Standards Tobacco Lead | Legislative Responsibilities and Enforcement (licencing and enforcement) & System Leadership and Partnerships (use of evidence) |
|   | On receipt of intel/ complaint a Service Request will be generated and monitored against the log, for that business and relevant enforcement action taken. | Objective 1 | Ongoing | Trading Standards Tobacco Lead | Legislative Responsibilities and Enforcement (licencing and enforcement) & System Leadership and Partnerships (use of evidence) |

**OBJECTIVE 5:****Develop community capacity to build a social movement to make smoking and tobacco-use history in Tameside**

| Action  | Tasks  | Links to other objectives | Timescales   | Partnership Delivery Mechanism   | Healthy Places Strategic Framework Alignment  |
|---|--|---------------------------|--|--|---|
| Build on existing Smokefree Tameside programme to de-normalise smoking through voluntary spaces as well as across the borough   | Develop and further embed Smokefree Tameside initiatives for CYP through objective 1 (smokefree events, smokefree sports, smokefree gates).  | Objective 1               | Ongoing - Quarterly and Annual review via TTP Dashboard      | Public Health Tobacco-free and Starting Well Leads   | Systems Leadership and Partnerships (education and campaigns & voluntary agreements and incentives)   |
| Work towards ensuring smokefree living is considered and embedded where possible within planning and housing.   | Associations across Tameside to support residents to become smokefree.<br><br>Develop relationships with TMBC Planning Team to work towards smokefree living being considered and encouraged for future housing applications.            | Objective 1               | September 2024<br><br>March 2025                             | Public Health Tobacco-free Lead, Tameside Housing Associations and TMBC Planning                 | Role Modelling Change (building and spaces) & Systems Leadership and Partnerships (education and campaigns & voluntary agreements and incentives & leadership, influencing and use of evidence) |
| Work towards MECC approach and VBA training within VCFSE and community spaces to ensure effective conversations are held about smoking to encourage and support people to quit. | Provide support and training to people across public, private and voluntary settings to use a MECC approach to having effective conversations using Very Brief Advice (VBA) to encourage and signpost smokers to access support to quit. |                           | When Stop Smoking Community Engagement Officer is recruited. | Public Health Tobacco-free Lead, Be Well Tameside, VCSFE, Action Together, Employment and Skills |   |

**OBJECTIVE 6: Engaging with and influencing communities to communicate the risks of smoking and tobacco use, the benefits of being smokefree and tobacco-free and how to access support to quit.**

| Action   | Tasks   | Links to other objectives | Timescales                                    | Partnership Delivery Mechanism   | Healthy Places Strategic Framework Alignment  |
|--|---|---------------------------|---|--|---|
| Develop communications plan to increase awareness of tobacco-harms and promote stop smoking support to people in Tameside including amplifying national, regional and local campaigns. | Promote Be Well Tameside, GM Smokefree App, Smokefree NHSS and NHS Staff App.<br><br>Promote and amplify national, regional and local campaigns on tobacco/smoking e.g., Stoptober, No Smoking Day and Keep It Out Campaign.                      | Objective 1 & 2           | Quarterly and Annual review via TTP Dashboard | Public Health Tobacco-free Lead, Tameside Tobacco-free Partnership & TMBC Communications                               | Systems Leadership and Partnerships (education and campaigns & leadership, influencing and use of evidence) |
| Promote various quit smoking aids to encourage increased quit attempts amongst smokers who have already tried to quit  | Develop communications on cost savings from quitting smoking and switching to vaping.   | Objective 2               | Quarterly and Annual review via TTP Dashboard |  | Systems Leadership and Partnerships (education and campaigns & leadership, influencing and use of evidence) |
| Develop communications targeted at routine and manual workers to support them to quit  | Analyse results from Routine and Manual workers survey to inform the development of targeted communications that reflect the motivations and barriers R&M workers in Tameside told us influence them, to support R&M smokers in Tameside to quit. |                           | March 2025                                    | Public Health Tobacco-free Lead, Tameside Tobacco-free Partnership, Employment and Skills & TMBC Communications        | Systems Leadership and Partnerships (education and campaigns & leadership, influencing and use of evidence) |
| Co-produce and develop targeted communications on the harms of alternative forms of tobacco and encourage residents to access support to quit  | Explore development of communications/campaign with GM MSH Team to develop and deliver a quit campaign for alternative tobacco-use and smoking.   | Objective 3               | September 2025                                | Public Health Tobacco-free Lead, Tameside Tobacco-free Partnership, Diversity Matters North-West & TMBC Communications | Systems Leadership and Partnerships (education and campaigns & leadership, influencing and use of evidence) |

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|---|--|-------------|----------------|--|---|
| Co-produce and develop a communications campaign targeted at those who live in social housing to become smokefree   | Explore development of communications/campaign with GM MSH Team to develop and deliver a quit campaign for social housing residents.   | Objective 1 | September 2025 | Public Health Tobacco-free Lead & Making Smoking History Team      | Systems Leadership and Partnerships (education and campaigns & leadership, influencing and use of evidence) |
| Develop communications targeted at children, young people and families to raise awareness of tobacco-related harm and impact tobacco has, aside from health issues. | <p>Work with children and young people through Tameside's Youth Council to develop and co-produce communications to raise awareness of:</p> <ul style="list-style-type: none"> <li>• Health harms</li> <li>• Financial impact</li> <li>• Illicit and illegal tobacco</li> <li>• Wider criminality</li> </ul> | Objective 1 | March 2025     | Public Health Tobacco-free and Starting Well Leads, TMBC Education | Systems Leadership and Partnerships (education and campaigns & leadership, influencing and use of evidence) |

