

The Challenge

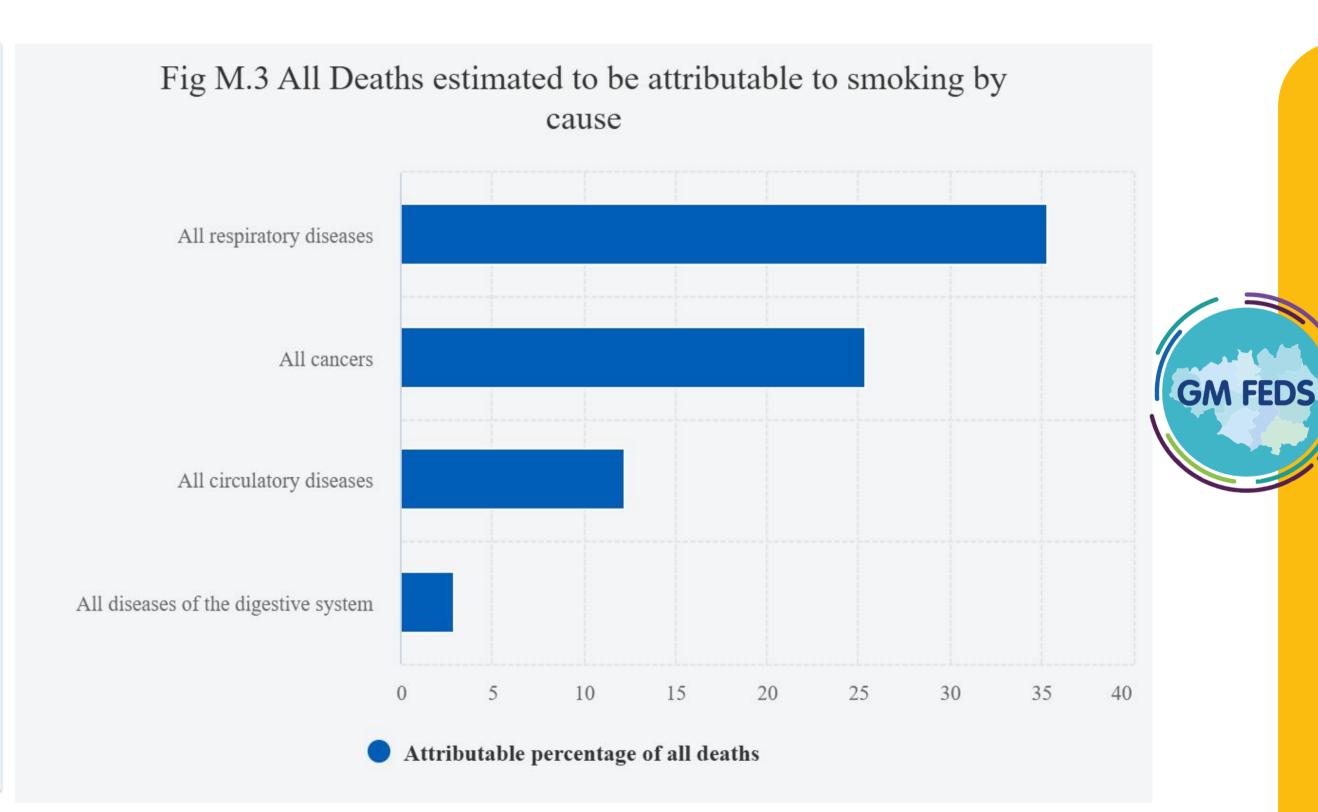
Greater Manchester Integrated Care Partnership

GREATER

TRAINING HUB

Wider context

- Smoking is the biggest cause of death and disease that you can control
- About half of all life-long smokers will die early, losing on average about 10 years of life
- Most smoking-related deaths arise from one of three types of disease: lung cancer, chronic obstructive pulmonary disease (COPD) and coronary heart disease (CHD)





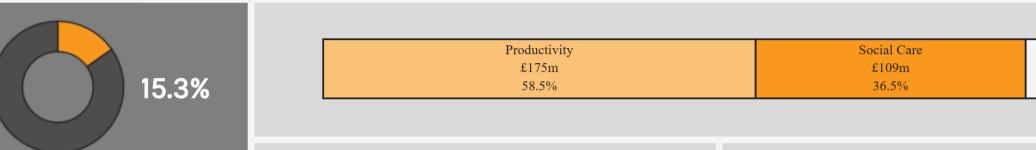
The Challenge

Greater Manchester Integrated Care Partnership

Smoking in Bolton

- Bolton Adult smoking estimated prevalence of
 15.3% (higher than
 North West and
 England averages)
- Smoking contributes to an average of 382 deaths per year and more than 2,200 hospital admissions for Bolton residents
- Estimated annual cost of tobacco harm in Bolton - £299 million

ASH estimates that smoking costs Bolton £299m per year



IMPACT OF SMOKING ON PRODUCTIVITY

Smoking negatively affects earnings and employment prospects. The cumulative impact of these effects amounts to productivity losses of £175m.

of adults in Bolton smoke,

which is about 35.0k people.

IORE STATISTICS ABOUT THE COST

OF SMOKING

An estimated £79.5m is spent by

The national average spend on

consumers on purchasing tobacco

(legal and illicit) annually in Bolton.

tobacco is around £2,338 per smoker.

The Green Book Quality-Adjusted Life

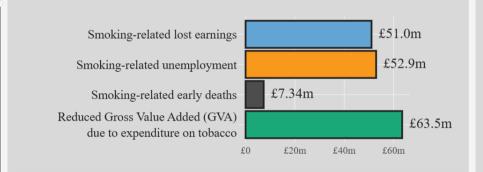
Year (QALY) value applied to the

premature deaths from smoking in

Bolton. This figure is not included in

intrinsic value of life gives an estimated loss of £243m due to

any other totals on this page.



HEALTHCARE COSTS DUE TO SMOKING

Health (in white):

£12.8m: 4.3%

Fires (in grey): £2.19m; 0.7%

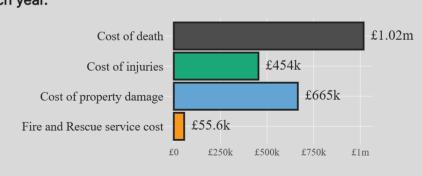
The combined cost of smoking-related medical treatment via hospital admissions and primary care services is £12.8m.



Smoking materials are a major contributor to accidental fires.

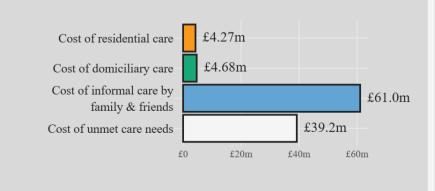
Smoking-related fires result in annual losses of £2.19m. About 13 smoking-related fires are attended by the Fire and Rescue Service each year.

FIRE COSTS DUE TO SMOKING



SOCIAL CARE COSTS DUE TO SMOKING

Many current and former smokers require care in later life as the result of smoking-related illnesses. The estimated cost is £109m.



Revenue from cigarette and hand-rolled tobacco taxation (excluding VAT) only brings in about £44.7m per year



Why the VCSE sector?

Greater Manchester Integrated Care Partnership

- Previous track-record e.g. Community Champions during Covid
- Trusted relationships with local communities
- More connections with the people we're trying to reach















- Removal of potential barriers e.g. language, cultural
- Better conversations better results
- Benefits to the local economy keeping money within the Bolton system

Smoking Cessation Referral Pathway



Initial briefing session with VCSE groups, followed by 1.5hrs online training

VCSE groups have conversations and signpost people to the programme...simple sign-up process via email

Person is contacted within 24 hours, email sent to referrer with outcome

Person joins programme (with support from VCSE organisation). Each successful sign-up leads to a £100 payment to the VCSE group

When a person achieves 4 week quit status, a further £100 payment to the group

AWARD WINNING FREE STOP SMOKING SERVICE NOW IN BOLTON!



SIGN UP TODAY FOR QUIT SUPPORT!

www.yhbolton.co.uk







Preliminary Results + Case Study



Transforming Lives (Pilot Group)

48 Referrals
25 Quit Dates Set
15 x 4 week Quits
(60% quit rate)



Mick

I want to lead by example and also support others who would like to quit smoking – if I can do it, they can too!

When I'd given up, I felt a vast difference in my breathing. It felt like an instant improvement, and I didn't want to go back to smoking after that! My physical strength, fitness and oxygen levels have all improved.

The financial benefits of not smoking, given the pressures of the cost of living currently, have made a huge difference to me.



Key Learnings



The value of the VCSE sector – in reaching communities we need to reach,
 bringing valuable insights and intelligence

The importance of a financial incentive to recognise the VCSE contribution

• Ensuring the commissioned smoking cessation service provider has sufficient capacity to deliver what it's promising

The need for clear and consistent communication with all partners throughout



What Next?



- Look at how we scale up this test and learn approach
- Working with Neighbourhoods in Bolton where smoking has now been identified as a public health priority
- How can we apply the model to other preventative health work?
- How do we embed the strengths and capacity of the VCSE sector in the wider health and care system? Look at commissioning...and monitor progress

