



# Fairer Health For All

**Engaging with the VCSE  
sector to help reduce  
smoking in Bolton**

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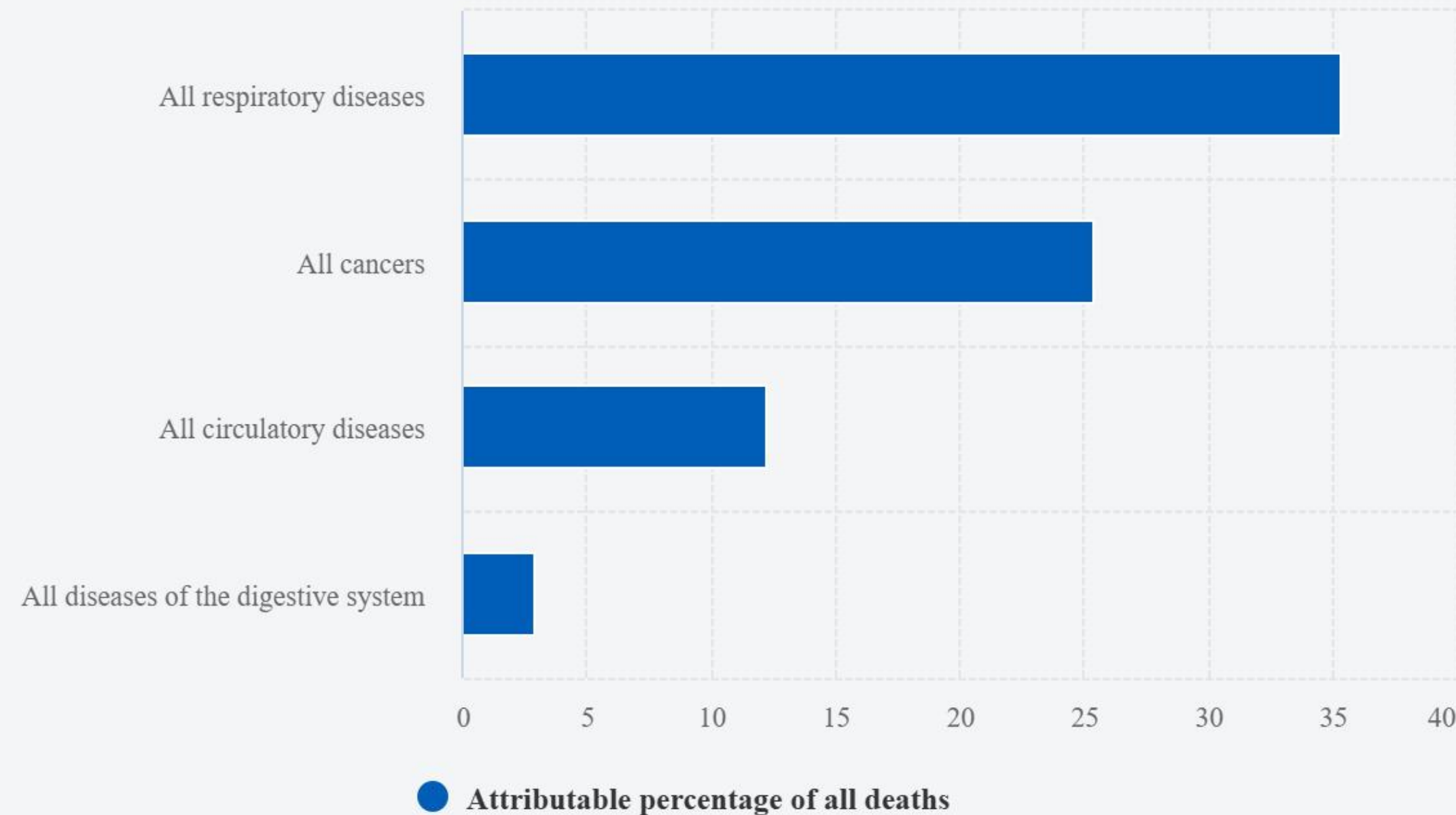


# The Challenge

## 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)

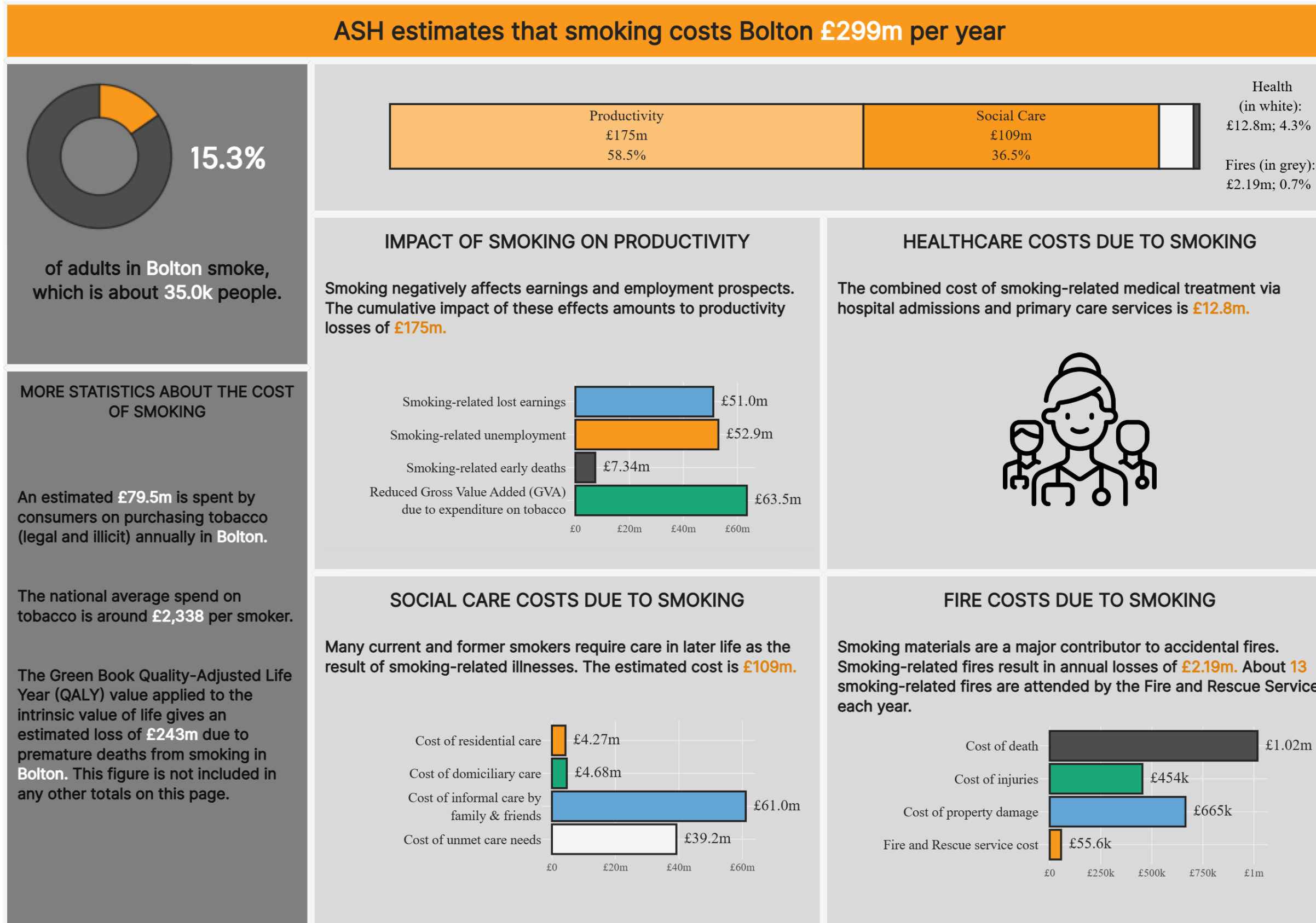
Fig M.3 All Deaths estimated to be attributable to smoking by cause



# The Challenge

## 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**



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

## Why the VCSE sector?

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



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- 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](http://www.yhbolton.co.uk)



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# 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.



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## 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

