

Our Strategy Missions



Mission 2

Helping people stay well and detecting illness earlier

Preventing illness and reducing risk and inequalities.

- **Tackling inequalities by enabling equity in access, experience and outcomes of care** for children and adults
- **Supporting people to live healthier lives** by promoting mental wellbeing, enabling an active population and opportunities to 'eat well' and be a healthy weight, reducing harms from tobacco and alcohol and eliminating new cases of blood-borne viruses
- **Upscaling secondary prevention** by increasing early detection of cancer, respiratory and cardiovascular disease, and identification of unmet health needs for people living with a learning disability and those with Severe Mental Illness
- **Living well with long-term conditions** by managing multimorbidity and complexity and optimising treatment of long-term conditions

Mission 2 Case Study

Making Smoking History: Creating smokefree futures for all across Greater Manchester.

Tobacco remains the single most important preventable cause of ill health, disability and death in the country, responsible for 5,700 deaths in Greater Manchester each year and more than 24,000 hospital admissions to treat smoking-related illnesses. No other consumer product kills up to 2 in 3 users and data shows that the highest prevalence of smoking is within our most deprived areas – meaning support is being tailored for communities who need it the most and where we can make the most impact in tackling inequalities.

Our work to become a smokefree city-region is one example of how we have used VCFSE leadership - alongside intelligence, research, monitoring and evaluation tools to:

- **Expand smokefree spaces**
- **Advocate for regulation and GM-wide enforcement activity**
- **Strengthen regional illicit tobacco programmes**
- **Advocate for local and specialist services**
- **Launch city wide behaviour change campaigns shaping smokefree norms and quitting**

MAKE SMOKING HISTORY

- ✓ ONS revealed that **14.3% of adults** (equivalent to around 316,000 people) in GM were smoking in 2022 – an estimated 24,000 fewer smokers compared to 2021. **The lowest smoking prevalence on record for GM.**
- ✓ Smoking at the time of delivery (SATOD) rates have fallen from 12.6% in 2018 (launch of programme) to 8.2%. Equating to an additional **4,500 smokefree babies per year.**
- ✓ While a quarter of patients coming into our hospitals are smoking, through treating tobacco dependency, **1 in 4 patients are smokefree 12 weeks** after leaving hospital, saving lives and reducing hospital re-admissions.