

Lancashire Health and Wellbeing Board
Meeting to be held on Tuesday, 14 November 2023

Corporate Priorities:
Delivering Better Services

Creating a Smoke Free Generation
(Appendices 'A' and 'B' refer)

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Brief Summary

This report outlines the Government's intention around creating a Smoke Free Generation and how the Lancashire Health and Well Being Board can support the Government's approach to national and local implementation.

Recommendations

The Health and Wellbeing Board is asked to:

- (i) Support the Government's intention to achieve a Smoke Free Generation.
- (ii) Endorse the Council's submission of a bid for additional national funding to enable expansion of the 'Swap to Stop' programme to help smokers stop smoking.

Introduction

This document provides a short briefing on the recent Government command paper: Stopping the start: our new plan to create a smokefree generation (as outlined in Appendix 'A') setting out ambitious proposals to prohibit the sale of tobacco products for future generations, measures to support current smokers to quit as well as wider actions to curb the rise in youth vaping. The detail of the proposals set out include:

- i) Setting out a clear case for change recognising the harms caused by smoking and second-hand smoke are well documented but the chapter also considering the more recent evidence on the harms of child and youth vaping and international comparisons.
- ii) Reviewing actions already underway on smoking and vaping, including the success of previous legislative changes to bring down smoking rates and reduce the appeal of smoking to young people.



- iii) Proposing legislation so that children turning 14 this year or younger will never be legally sold tobacco products whilst ensuring this does not criminalise smoking. Through a phased approach this means that anyone who can legally be sold tobacco products now will never be prevented from doing so today or in future.
- iv) Setting out further action the Government will take to support smokers to quit. This includes grant funding which will be delivered through a new Section 31 grant and ringfenced for the purposes of local authority stop smoking services. In addition, the Government will provide further funding for national campaigns, rolling out the new 'Swap to Stop' scheme - the first of its kind in the world.
- v) Legislative proposals to curb the rise in youth vaping balancing the biggest impact on youth vaping with ensuring vapes continue to support adult smokers to quit. The proposals include restricting flavours, regulating point of sale displays, regulating packaging and presentation, considering restricting the sale of disposable vapes, and closing loopholes in the law on free samples and non-nicotine vapes.
- vi) Strengthened enforcement including new funding for enforcement agencies to implement and enforce the proposed rules, introducing on-the-spot fines for rogue retailers who commit underage sales, and further steps to enhance online age verification so that age of sale law is enforced across both online and face-to-face sales.

In response to this command paper and subject to Parliamentary approval, Lancashire County Council is actively exploring plans with partners as to how they will roll out the proposed Swap to Stop scheme as well as utilising any additional funding should the proposed funding streams materialise in order to support local authority-led stop smoking services. Lancashire's evolving approach is outlined in Appendix 'B' accordingly. The Council's Public Health Team is also in the process of formulating a local response to the Government's consultation on the smokefree generation policy which focuses on the following three key areas:

- i) Creating a smokefree generation: on smoking, the case for change is clear and the UK Government and devolved administrations are consulting on the smokefree generation policy and its scope to inform future legislation.
- ii) Tackling youth vaping: while there is also significant evidence for action to tackle youth vaping, the UK Government and devolved administrations are consulting on a series of options to ensure we take the most appropriate and impactful steps.
- iii) Enforcement: the consultation also asks questions on the proposal to introduce new powers for local authorities in England and Wales to issue fixed penalty notices to enforce age of sale legislation of tobacco products and vapes.

The response will be shared with County Councillor Green in his capacity as Cabinet Member for Health and Wellbeing ahead of the closing date of 6 December 2023.



Appendices

Appendices 'A' and 'B' are attached to this report. For clarification they are summarised below and reference at relevant points within this report.

Appendix	Title
Appendix 'A'	Department of Health and Social Care (DHSC) Command Paper: Stopping the start- our new plan to create a smokefree generation
Appendix 'B'	National and Local approaches to the 'Swap to Stop' Scheme.

