



Tobacco Control Annual Report 2023-24

Public Health and Health Policy

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Summary

This report summarises NHS Lothian's tobacco control activity during the period from 01 April 2023 to 30 September 2024. Smoking cessation data covers the period to the end of 31 March 2024. The focus of the report is smoking cessation but there is some coverage of tobacco protection and prevention work also.

Smoking cessation performance is measured against an Annual Delivery Plan target of 1,181 successful 12 week quits from people living in the 40% most deprived datazones within Lothian. During 2023-24, 49% of this quits target was achieved, which was an improvement from 42% the previous year. This report outlines the trends underpinning these data and the actions that have been implemented to improve smoking cessation outcomes.

Public Health and Health Policy

The Public Health and Health Policy directorate consists of over 150 people working in four divisions. We work to improve and protect the health of the people of Lothian.

Our underpinning principles for our work:

- Work in Partnership locally to reduce health inequalities and improve population health.
- Ensure that prevention is prioritised with a focus on strengthening communities.
- Ensure public health practice is evidence informed with resources and activity deployed proportionate to population need.
- Recognise the climate emergency as a public health priority and embed the UN Sustainable Development Goals/Scottish Climate Plan in public health activity.
- Nurture and support well-trained and motivated staff.
- Embed equality and human rights into our work, including trauma informed practice, The Promise and the UNCRC.
- Set and maintain a culture of continuous evidence-based improvement.

The Tobacco Control service is part of the Population Health division of the directorate of Public Health and Health Policy. The Population Health division work with partners and communities to improve population health and health inequalities by focusing on the building blocks of health.

Introduction and context

In November 2023, the Scottish Government published its *Tobacco and Vaping Framework: Roadmap to 2034*. The new framework reviewed progress on tobacco control work in Scotland since the 'tobacco-free' by 2034¹ target was adopted in 2013[1] and also included an update on tobacco control research and evidence informed policy. The framework adopts a three-pronged focus on people, product and place (which broadly map as the previous themes of cessation, prevention and protection) with priorities for two-year implementation phases. The first national implementation plan, which will run until November 2025, has the following areas of focus:

People:

- Improving cessation services and routes for support
- A media campaign to deter youth vaping

Product:

- Restrictions on the age of sale
- Further restrictions on vaping

Place:

- Review of smoke free places
- Development of tobacco and nicotine vapourising product register

The allocation of NHS Lothian tobacco control resource aligns well with the focus on improving cessation services and routes for support through the provision and improvement of the Quit Your Way smoking cessation service. Wider product and place activity is part of our tobacco control effort but much of that work is led by national government and local government partners, except for our ongoing commitment to full implementation and continual monitoring of our smoke free hospitals policy. The framework also contains more detail about future plans to address vaping with a notable focus on regulation and enforcement relating to restricting the supply and sale of vapes to under 18s.

This annual report includes updates on key smoking cessation and tobacco control activity in Lothian. The overarching public health objective for tobacco control work in Lothian is as follows:

¹ 'Tobacco-free' is defined as a smoking prevalence among the adult population of 5% or lower.

- Reduce harm from tobacco by reducing smoking prevalence across NHS Lothian with a specific focus on women and children, implementing our tobacco control policy and increasing the number of people who successfully stop smoking
- Smoking cessation services are delivered under the national brand, Quit Your Way (QYW). There are especially close work ties between the smoking cessation programme of work in acute settings and the smoke free places implementation. As most prevention and protection work is led by public sector partners, the tobacco control effort in NHS Lothian is mostly focused on smoking cessation.

Our Tobacco Control Action Plan 2024-25 (see Appendix Two) is split into two main topic areas:

- People: Smoking cessation (delivered as part of the national Quit Your Way service); and
- Product and Place: Prevention and protection work.

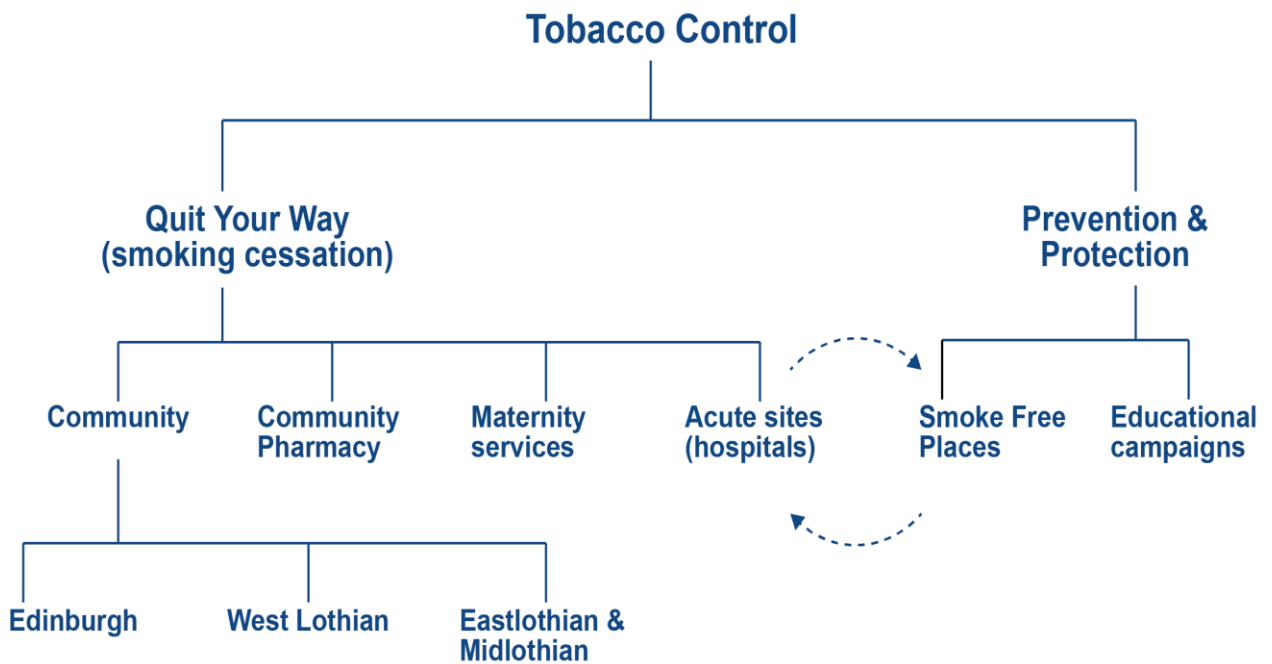


Figure 1: NHS Lothian tobacco control operational arrangements

Tobacco Control Action Plans 2023-25

Since 2023, the NHS Lothian tobacco control action plans have been focused on delivering the public health objectives of delivering the Annual Delivery Plan (ADP) target² for smoking cessation, reducing smoking rates among pregnant women and supporting work on tobacco protection and prevention. The action plans have been based on applying quality improvement principles across the service.

Declining cessation numbers were identified as a problem in Lothian in 2019 and performance has been consistently below national averages for several years. Cessation services were remotely delivered during most of 2020, 2021 and 2022 which had a further negative impact of quit rates across Scotland.

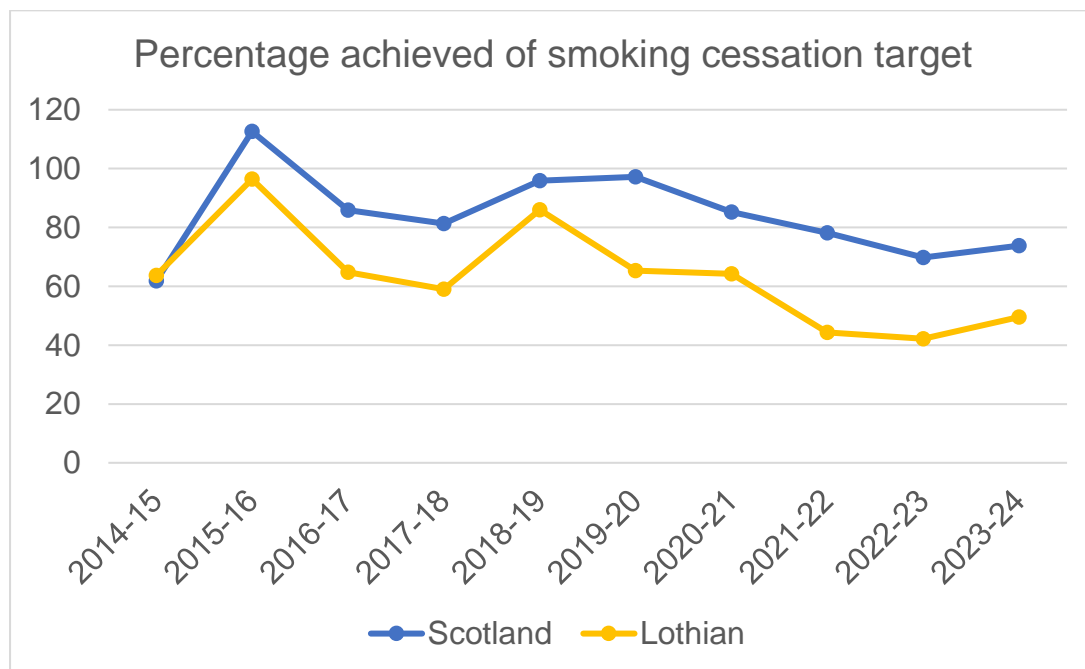
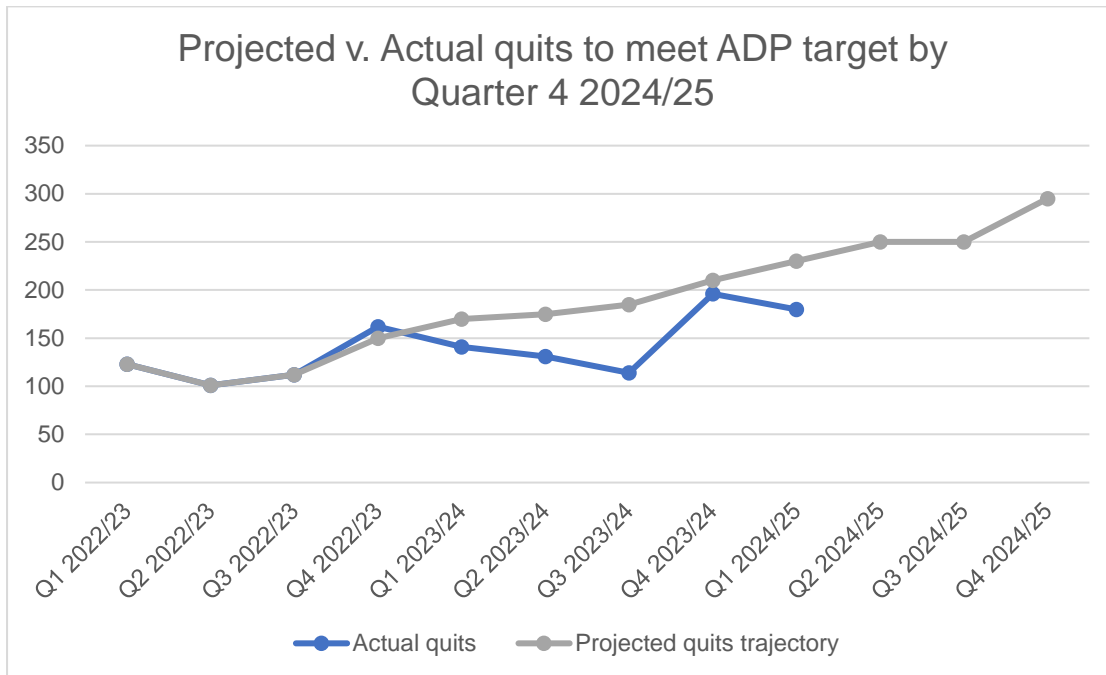


Figure 2: Percentage of smoking cessation target achieved, Lothian and Scotland, 2015-2024

In early 2023, a commitment was made to meet the Annual Delivery Plan target within two years. Figure 3 shows the trajectory and current performance. There is a seasonal trend in quit numbers so that cessation rates are typically highest in quarter four. But the current trend, while improving, means it is unlikely that the quarter four (January to March 2025) cessation numbers will meet the target.

² The ADP target is nationally set for each NHS Board, focussed on the two most deprived quintiles within that Board area, based on (historic) modelled rates of smoking.

Figure 3: NHS Lothian Tobacco Control Action Plan 2023-24 proposed trajectory for improving successful Annual Delivery Plan quits to meet target by end 2024-25



During the first half of 2023-24, the service underwent an internal audit of administrative processes. The recommendations from the audit have now been addressed except for the introduction of a Quit Your Way Trak module to manage patient records. Although scoping work has been undertaken with e-Health colleagues, the project has not currently been prioritised by e-Health for completion. Many public health programmes, including Quit Your Way, require e-Health support and there are efforts ongoing to secure additional e-Health support for this work.

Table 1: Main elements of the Lothian Tobacco Action Plan, 2023-25

Smoking cessation			Protection and Prevention	
Community	Acute	Community Pharmacy	Protection	Prevention
Increase the number of successful 12 week quits from 2021-22 baseline (307/65% of target) in Community settings	Develop an integrated care pathway to provide a whole (hospital) system approach to smoking cessation in hospitals to improve 12 week quit rate	Increase the number of successful 12 week quits from 2021-22 baseline (171/29% of target) in Community Pharmacy	Develop clear public health messaging about smoking and vaping for use in a variety of settings	Explore opportunities to support trading standards to reduce access to tobacco, including action on: <ul style="list-style-type: none"> • Illegal sales • Proxy purchases
Improve links between other services and QYW	Increase 12 week quits among pregnant women from 2021-22 baseline (37) who smoke at first booking appointment		Implement new NHS Lothian Smoke Free Policy	Support wider public health campaigns about tobacco harm

Equalities and Human Rights

Who we support

The epidemiology of smoking

Although smoking rates have declined significantly in recent years, the harms caused by tobacco consumption are among the largest preventable causes of ill-health and early death. Smoking increases the risks of cancers, heart disease, respiratory diseases, strokes, and diabetes. Second hand smoke is also a health risk particularly for pregnant women and young children. The most recent data shows, there were more than 6,000 hospital admissions of people aged 35 and over living in Lothian attributed to smoking (2020-2021). Over 1,100 deaths among people aged 35 and over in Lothian during 2020-21 were wholly or partially attributable to smoking.[2] Smoking prevalence is significantly higher among adults than children and young people, and notably patterned by socioeconomic position. More males (18%) than females (13%) are recorded as smokers. Smoking cessation services, however, engage similar proportions of people from both sexes. Quit rates are similar across sexes too. It is notable that non-white ethnicities account for a very low proportion of smoking cessation attempts and quits across Scotland and Lothian.

The most recent Scottish Health Survey estimate of adult smoking prevalence in Lothian is 15%.[3] For children and young people, the rate is 2.4% with a higher rate at S4 than S2.[4] But population prevalence masks significant variation in smoking trends. The 2023 Scottish Health Survey reported that 26% of people living in the most deprived areas smoke compared with 6% in the least deprived areas across Scotland.[3] A similar socioeconomic gradient is evident among women recorded as smoking during pregnancy.

At the current rate, it is forecast that smoking prevalence rates in the most deprived section of society will be more than double the national target for a Tobacco Free Generation by 2034,[1] which is why smoking cessation services must continue to target smokers who live in the most deprived communities. Similarly, while smoking rates are low among children, it is important to retain a focus on smoking prevention to ensure young people are discouraged from starting.

Removing discrimination, advancing equality of opportunity and fostering good relations.

- See the Spotlight on page 13 in community services for an example of a lifecourse approach to smoking cessation work

What we achieved this year

Support people to stop smoking

Our smoking cessation effort is delivered under the national Quit Your Way (QYW) branding.

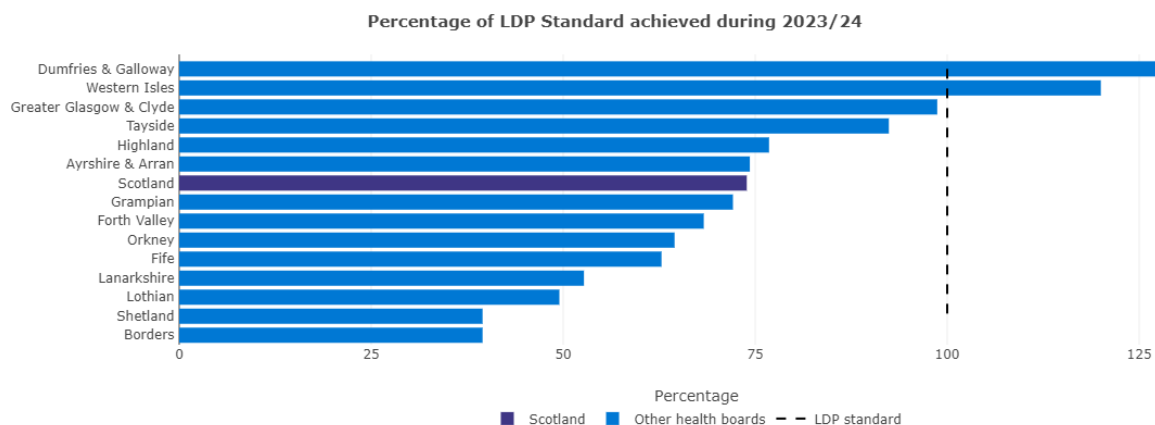
The NHS Lothian Quit Your Way team provides specialised smoking cessation support in community and hospital settings with separate teams for Edinburgh and West Lothian and a combined team for East Lothian and Midlothian as well as a team in hospitals.

Quit Your Way branded services are provided in community pharmacies as part of the nationally agreed public health pharmacy contract with specialist smoking cessation and administrative and training support provided by the Lothian QYW staff.

Our progress this year:

Smoking cessation performance is measured against a Scottish Government Annual Delivery Plan target of 1,181 successful 12 week quits from people living in the 40% most deprived datazones within Lothian. During 2022-23, Public Health Scotland reported that 49% of this quits target was achieved in Lothian. (Note that each NHS Board area has a different quits target calculated with reference to its own 40% most deprived datazones).

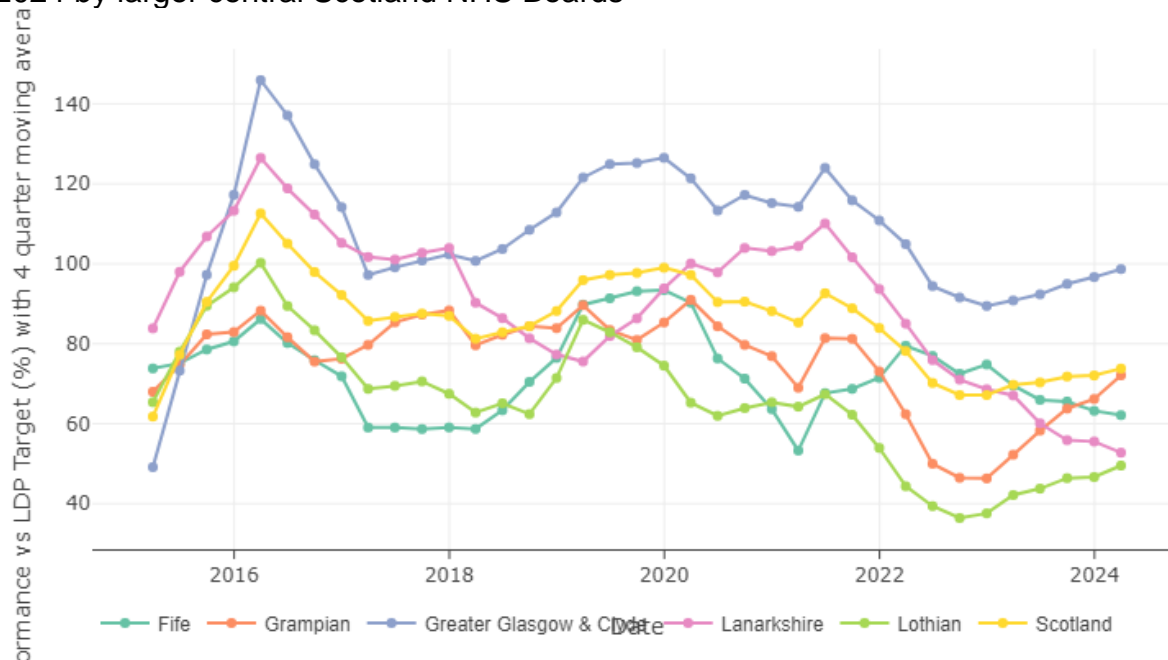
Figure 4: Percentage of Annual Delivery Plan target achieved in 2023-24 by NHS Boards in Scotland



Lothian smoking cessation performance is significantly below the level achieved by other large NHS Boards. Unfortunately, this underperformance has been happening for a number of years as illustrated in Figure 5. Other NHS Boards in central Scotland achieve higher smoking cessation numbers. In the last three years there

has been a consistent improvement in cessation performance from the community specialist service in Lothian but community pharmacy quit numbers remain significantly below target.

Figure 5: Percentage of Annual Delivery Plan target achieved between 2016 and 2024 by larger central Scotland NHS Boards



The Annual Delivery Plan successful quits target is broken down locally within Lothian so that different aspects of the service have clear targets:

Table 2: Successful 12 week quits target from 40% most deprived datazones within Lothian, 2023-24

Area	Acute	Community	Pharmacy	Grand Total
East Lothian and Midlothian	27	108	135	270
Edinburgh	60	239	299	598
West Lothian	32	126	158	316
Grand Total	119	473	592	1,184³

During 2023-24, the achieved successful quit numbers were as follows.

³ The actual target is 1,181 but rounded to 1,184 to avoid fractions

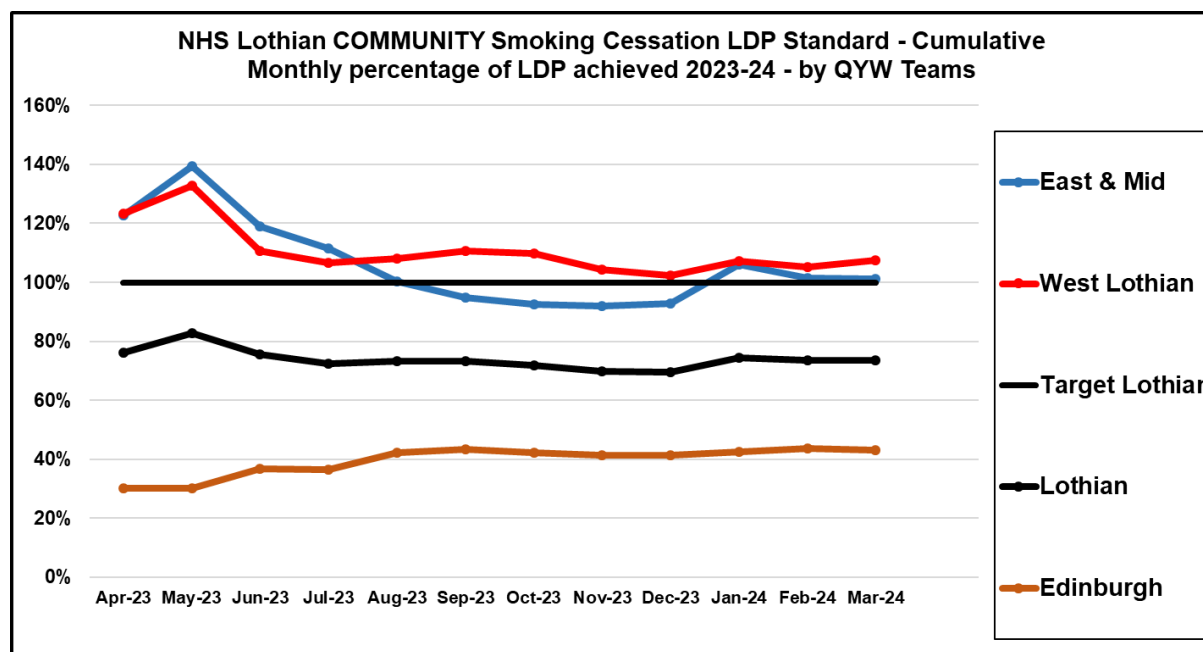
Table 3: Successful 12 week quits from 40% most deprived datazones within Lothian, 2023-24

Successful 12 week quits percentage of target achieved, 2023-24				
Area	Acute	Community	Pharmacy	Total
East Lothian and Midlothian	74	100	27	61
Edinburgh	60	44	28	38
West Lothian	75	107	21	61
Total	67	74	26	49

Supporting people in the community

Overall, the specialist community service delivered 349 Annual Delivery Plan quits or 74% of its target (making up 30% of the total NHS Lothian Annual Delivery Plan target). The graph below highlights performance of each of the specialist community teams as a percentage of their target.

Figure 6: Percentage of Annual Delivery Plan quits achieved by NHS Lothian QYW specialist community teams in 2023-24



The lack of successful quits in Edinburgh has a significant impact on overall Lothian performance due to the higher number of expected quits within the City of Edinburgh. The teams has been rebuilding referral pathways with all community partners e.g. GPs, district nurses, community psychiatric nurses and health visitors as well as community and voluntary sector partners. A mid-year review in 2024-25

has identified the need for a more focused improvement plan to increase Edinburgh numbers.

Spotlight: word of mouth, peer support and Quit Your Way support

Quit Your Way teams run a series of one-to-one and group support sessions for patients across Lothian. Peer support has been identified as one of the most effective ways to help a person maintain their quit attempt. Patient A was a heavy smoker of 30 plus years and was very unsure of her ability to quit. After initial contact with a Tobacco Control Practitioner in our West Lothian team, she joined a peer support session and started her journey. Towards the eighth week of her quit journey, she asked if her daughter could come along as she was also a long-term heavy smoker. The daughter had reported having witnessed her mother's quit journey, that she felt more motivated for her own.

Although the daughter has a small child and no childcare, with support from the West Lothian Quit Your Way team, she too has started her cessation journey. Both grandmother and the mother attend a face-to-face peer group session and they bring along the child as our sessions are suitable and child friendly. Patient A has completed her 12 weeks successfully. Her daughter is six weeks into her journey.

This effort captures the ethos of what it means to achieve a smoke free generation. It demonstrates how good outcomes can be shared and the more we achieve for our adult population the better the health of our children. All referrals are welcome, motivated referrals are the best and word of mouth is a very powerful thing.

Future Plans:

The area with potential for most improvement is the Edinburgh community specialist service. After a period of staff turnover, there is more stability within the team and resources are more closely aligned to the areas with highest population need. An Edinburgh Quit Your Way Improvement Plan is being developed to ensure clarity on team activity during 2024-25. This will focus on generating more quit attempts. Key to this will be a programme of engagement with key referral stakeholders, more focused engagement with priority GP practices and community venues and an emphasis on maintaining a higher quit rate across the team.

Supporting people as inpatients (Acute services)

Successful quits initiated in Lothian hospitals are intended to deliver approximately 11% of the Annual Delivery Plan target.

In 2023-24, the acute team achieved 80 successful quits or 67% of this target, which reflects the implementation of a reconfigured service which allows Quit Your Way staff to support people from the agreement of a quit date all the way to the end of their cessation journey. This approach means that the acute team relies on targeting people in hospital who are motivated to quit. In turn this means referrals to Quit Your Way within the hospital need to be appropriate.

There is evidence, however, across the Lothian health and care system of significant variation in referrals to Quit Your Way between hospitals and clinical specialties. To address this, the acute team has devised an updated integrated care pathway which will be the basis for future work with hospital colleagues.

The purpose of an integrated tobacco dependence treatment pathway across all acute sites in Lothian is to ensure that all patients are offered a comfortable hospital stay to manage nicotine withdrawal symptoms from point of admission via a front door area, the Emergency Department and Acute Medical and Surgical Admissions Units. The pathway then outlines clearly the steps that need to be taken within the hospital to facilitate a successful quit attempt. This work can be a cornerstone of the new NHS Lothian wide approach to prevention.

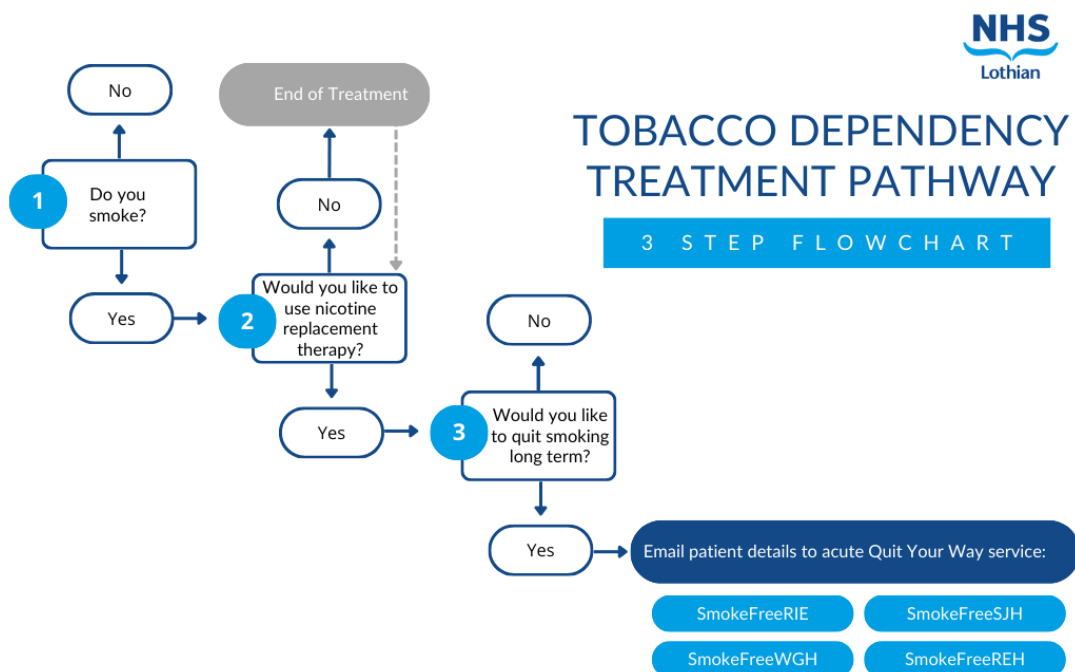


Figure 7: NHS Lothian Tobacco Dependency Treatment Pathway

Future Plans:

There remain some barriers to a slick, automated referral – notably no automated Trak referral – but by improving messaging about the pathway and targeted work with hospitals, wards, clinical specialties and staff, it is hoped the updated referral process will be better understood by clinical staff, leading to a proportionate spread of referrals from across the system rather than the current variation within the system.

Supporting people who smoke while they wait for scheduled inpatient procedures will be a focus for work in 2024-25 as NHS Lothian's work on Waiting Well develops.

Supporting Community Pharmacies

During 2023-24, community pharmacies achieved 153 quits as part of the Annual Delivery Plan target, which accounted for 26% of their expected quits (or 13% of the total NHS Lothian Annual Delivery Plan target). This represented a slight increase on the previous year's figures and signals a reverse of a negative trend that started in Q2 (July to September) 2021-22.

Although community pharmacies nationally have had a range of challenges at present (including store closures), Lothian performance is still below that seen in other NHS Board areas.

But the increase in 2023-24 is attributable to work being done with community pharmacies by the new Pharmacy Assist Team. This small team works with pharmacies to encourage them to complete tasks including four week follow up reports, and provides Patient Care Record support, CO monitoring equipment support and administration of training events. It is also important that staff in community pharmacies are confident that they have the skills to support a smoking quit attempt.

Spotlight: The Pharmacy Assist Team

The Quit Your Way Pharmacy Assist Team have been supporting pharmacies since January 2023. As the team was newly formed all processes and work plans needed to be created. To date the team have supported pharmacies by:

- Awareness-raising about the team: Just over a third of the 180 pharmacies in Lothian have been visited by the team (predominantly pharmacies with a higher number of smokers in the local area) and 131 community pharmacies have requested and received resources to advertise and provide smoking cessation. Future work will prioritise pharmacies in communities with the highest estimated smoking populations.
- Organising training sessions for community pharmacy staff. The current training session is three hours long. Future training needs have been identified and plans are being developed with pharmacy colleagues to focus on the Patient Care Records (PCR) system (for recording quit attempts) and the Patient Group Directive (PGD) being developed by the Scottish Government to enable community pharmacists to supply Varenicline.

Future Plans:

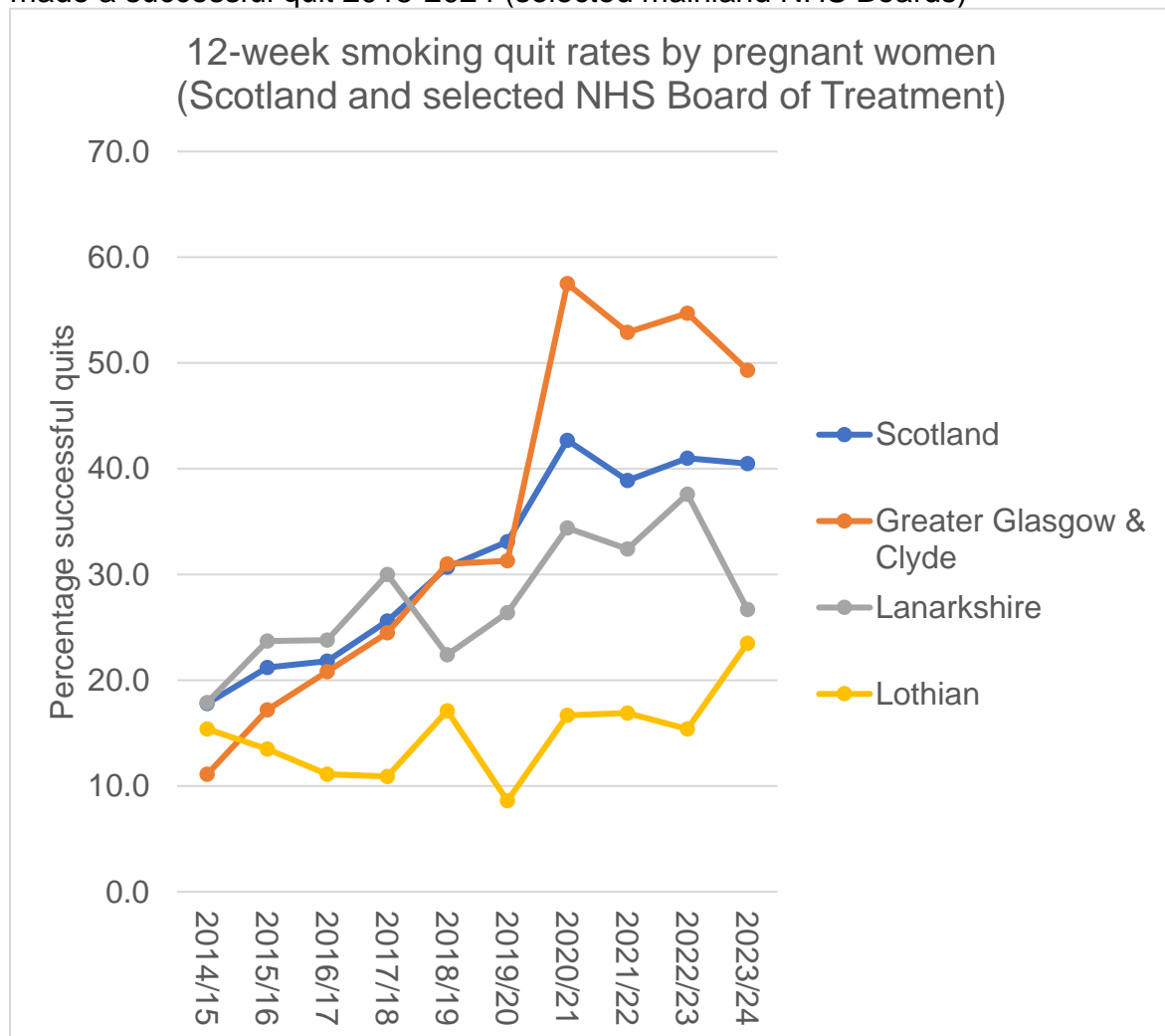
The Pharmacy Assist Team will be working more closely with QYW practitioners targeting the pharmacies located in areas where more smokers are likely to live. We will be developing an Improvement Plan to ensure a consistent, repeatable approach to support for community pharmacies. The plan will consider whether additional specialist smoking cessation staff support is required to improve community pharmacy quit numbers.

Maternity

Pregnant women smoking is a major risk factor for premature births, low birthweight and other negative maternal and child health outcomes. Reducing smoking prevalence among pregnant women has the potential for huge population health benefit. Although there is not currently a national target for quits in pregnant women, it is an NHS Lothian public health objective to increase the number of 12 week quits among pregnant women who smoke at first booking appointment.

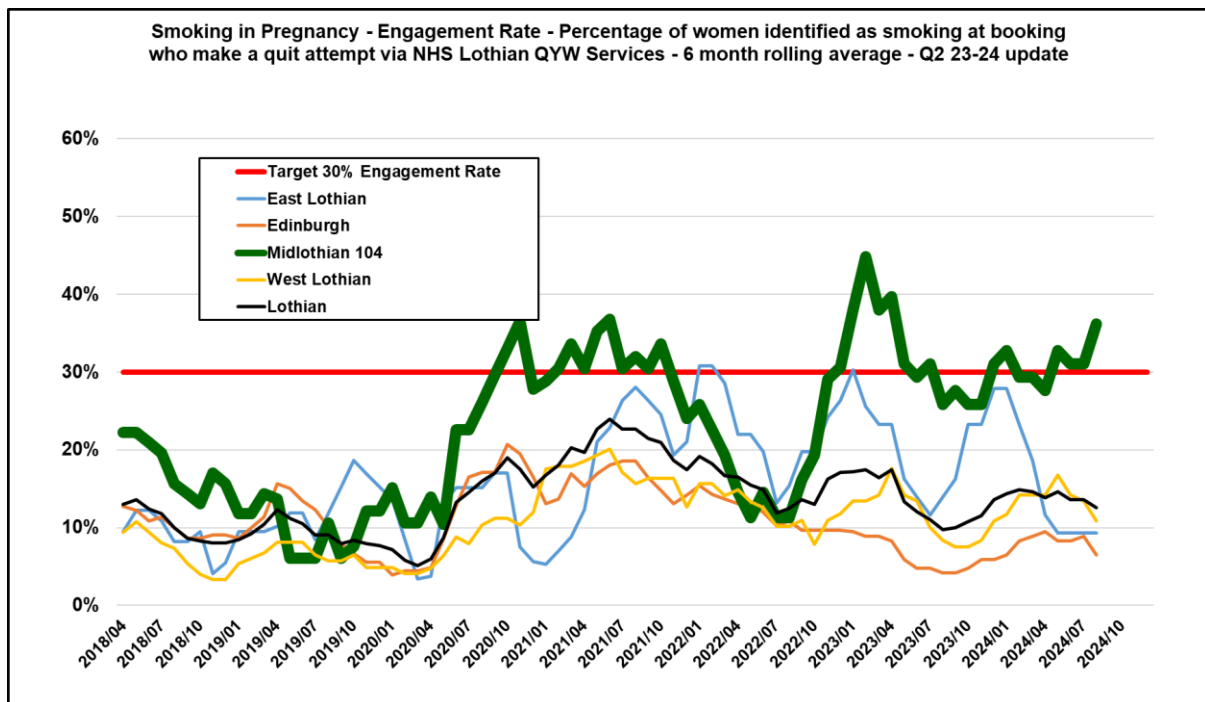
In recent years, the numbers of pregnant women making smoking quit attempts has been very low across Scotland. In 2014-15, 2,805 pregnant women made a quit attempt whereas only 859 women made an attempt in 2023-24. The comparable numbers for Lothian were 521 and 98. Although Lothian has a lower percentage of smokers than Scotland averages, 98 women represent approximately 11% of the total number of women recorded as smokers at their first pregnancy booking appointment. As a result of the decline in attempted quits, the number of successful 12 week quits in Scotland was below 300 in 2023-24. But even with small numbers, there is still notable variation in performance across NHS Boards (see Figure 8). A key objective in Lothian is to increase the number of quit attempts (engagement) and the number of successful 12 week quits among pregnant women (outcomes).

Figure 8: Percentage of pregnant women smoking recorded at first booking who made a successful quit 2015-2024 (selected mainland NHS Boards)



The local approach to improving pregnancy smoking outcomes involves increasing the number of women starting a quit attempt and then providing bespoke support for these women from that initial engagement point. Our work has started with a Midlothian pilot project for which engagement at 30% is the target. Maternity staff have been supported to have effective conversations at booking visit around smoking. The supply of Carbon Monoxide monitors and training in their use has been prioritised and an automated referral from Maternity Trak to Quit Your Way is now in place. The positive impact on the number of women referred to smoking cessation report in Midlothian can be seen in the chart below.

Figure 9: Percentage of women across Lothian identified as smoking at booking appointment who made a quit attempt, 2018-2024



The starting point for this work is recording carbon monoxide readings at first booking appointment. A sustained effort from community midwifery teams with support from the Tobacco Control Project Manager and Practitioner working on maternity shows the effect of an improvement focus. The chart below shows how monitoring rates are now clustered closer to the target of 98% compared to the variation when these numbers were first recorded in November 2022.

CO monitoring by Lothian community midwife team, November 2022-September 2024

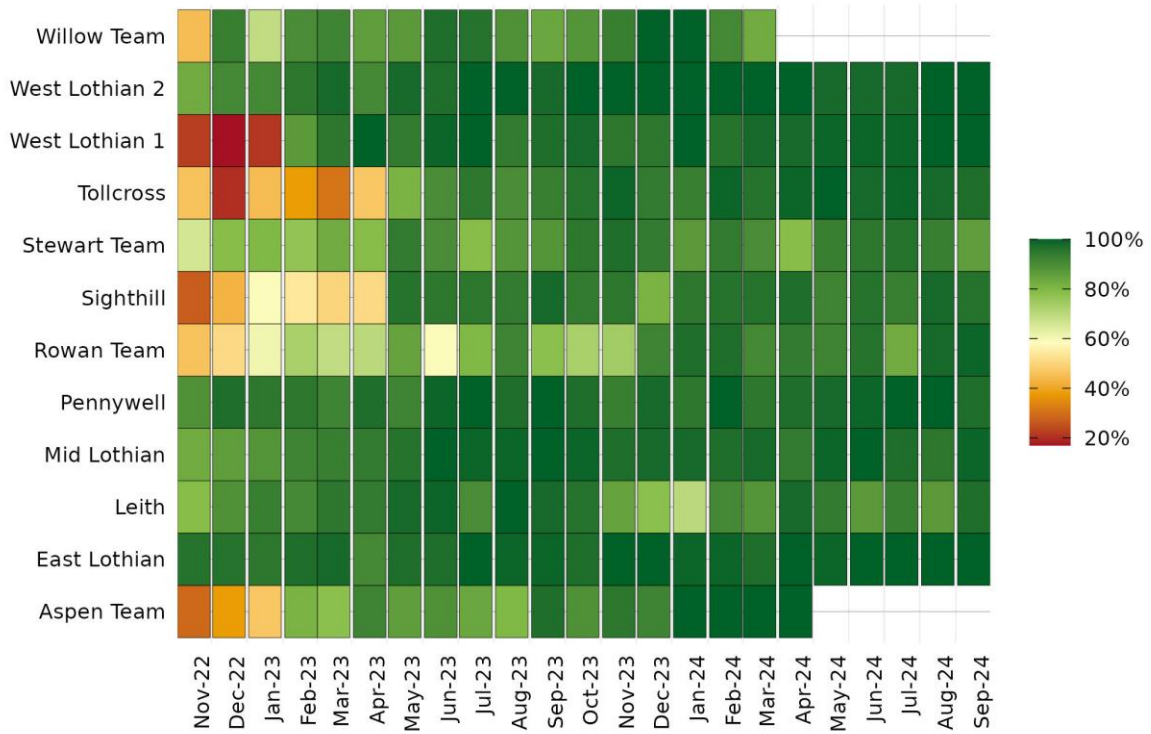


Figure 10: CO monitoring at first booking by NHS Lothian community midwifery teams,

Future Plans:

- Continue to monitor Carbon Monoxide readings and increase referrals to QYW.
- The next phase of maternity smoking cessation work involves taking lessons from Midlothian and improving engagement and outcomes across Lothian.

Protection and Prevention from Tobacco Harms

Updating the NHS Lothian Smoke Free Policy

NHS Lothian as a health promoting organisation is committed to providing a smoke free environment for staff, service users and their families or carers by reducing exposure to second-hand smoke. During 2022, the smoke free policy was updated to ensure compliance with changes in legislation but also to support a renewed focus on tobacco control across the Lothian health and care system.

The policy needed to be updated to comply with legislation changes in September 2022 which mean it is now an offence to smoke within 15 metres of an NHS hospital building. Local authority environmental health staff now have the authority to issue £50 fines to people caught smoking within 15 metres of a building footprint.⁴ NHS Boards can also be fined up to £1,000 for failing to implement the smoke free policy properly.

A key aspect of the renewal of the smoke free policy is the implementation plan. An NHS Lothian Tobacco Monitoring group has been established to provide advice, oversight, and decision-making structure for the successful implementation of Smoke Free Grounds across NHS Lothian Board area hospitals.

One of the most important tasks for the smoke free hospitals work has been establishing a robust measure of smoking activity at Lothian hospitals.

Hospital grounds smoking activity data

Since 2023, there have been a number of site surveys assessing the local rate of smoking at the following NHS Lothian sites: Western General Hospital, Little France Campus, St John's Hospital, Astley Ainslie, East Lothian Community Hospital and Midlothian Community Hospital. At pre-agreed points, an assessor recorded a count of the numbers of smokers and attempted to categorise each smoker as one of staff, patients, contractors or other.

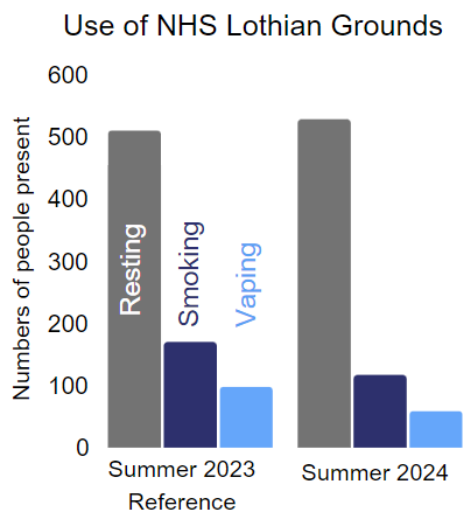
The data collected in 2023 highlighted a number of trends. There is more smoking at the Western General Hospital, the hospitals at Little France and St John's Hospital than at the other sites. Staff represented approximately 40% of all people who were observed smoking. And more people smoked than vaped. The monitoring group has therefore focused on reducing staff smoking numbers for 2024.

⁴ Note that the footprint is drawn from the furthest point at which building canopies extend from the main structure.

There has now been data collected at the six sites over a fifteen-month period between May 2023 and August 2024. There has been lots of work publicising the smoke free policy and reiterating the role of NHS staff. There is new publicity material, staff and patient communications, new signage, information sessions about the smoke free policy and changes to sites such as removal of old ‘smoking shelters’ and relocation of bins away from building entrances. During 2024, the new Fire Incident Response Team at the Royal Infirmary of Edinburgh undertook a bespoke induction that covered smoke free policy among other subjects pertaining to fire safety at the site.

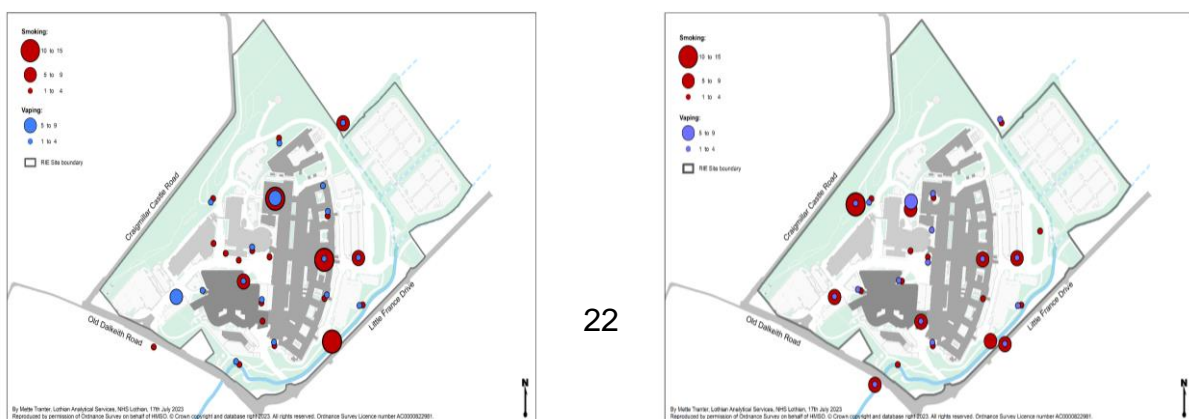
Overall, there has been a slight decline in the number of people observed smoking at hospital sites when comparing summer 2023 and summer 2024.

Figure 2: Breakdown of observed smokers by category at NHS Lothian hospitals during summer 2023 and summer 2024



What is more noticeable is the shift in locations where people smoke on sites. The data from the Little France campus are indicative of this but similar patterns are evident at the Western General Hospital and St John’s Hospital. At the Royal Infirmary, smoking has shifted from the main entrance area and there is less vaping at the maternity unit. There is, however, more smoking at the edge of the site.

Figure 10: Little France Smoke Free Grounds areas of activity, summer 2023 and summer 2024.



There needs to be a continued focus on monitoring smoking activity across the hospitals. The emphasis on staff compliance with the policy also needs to be maintained. While information on smoking cessation options is made available to staff, this is not a primary outcome of the smoke free places work, in recognition of evidence base that successful quit attempts require internal motivation. It would not be appropriate to use smoke free training, signage and conversations to try to generate quit attempts.

Future Plans:

- Review of the NHS Lothian Smoke Free Policy
- A smoke free tannoy will be piloted at St John's Hospital
- Continued focus on reducing smoking among staff
- More emphasis on changing environments at locations on hospital campuses where smoking continues
- Continued provision of smoke free information sessions and targeted communication campaigns

Conclusion

There have been signs of progress across all aspects of tobacco control work during 2023-24. The health harms from tobacco mean that there needs to be consistent, high quality work across our smoking cessation services and our prevention work. It is work that is not always glamorous nor is it without challenges. Our priorities for 2024 onwards will be to maintain improvements in smoking cessation performance while increasing efforts to denormalise smoking across NHS Lothian sites.

1. Scottish Government, *Tobacco Control Strategy - Creating a Tobacco-Free Generation*, H.a.S. Care, Editor. 2013, Scottish Government Edinburgh.
2. Scottish Public Health Observatory. *Online Profiles Tool*. 2023 [cited 2023 27 November]; Available from: <https://www.scotpho.org.uk/comparative-health/profiles/online-profiles-tool/>.
3. Scottish Government, *The Scottish Health Survey 2023 edition: main report*, in *Scottish Health Survey*, V. Wilson, H. Biggs, and S. Reid, Editors. 2023, Scottish Government: Edinburgh.
4. Scottish Government, *Health and Wellbeing Census Scotland 2021- 2022*, H.a.S.C. Education, Editor. 2023, Scottish Government: Edinburgh.

Appendix 1: Tobacco Control work plan 2024-25 (April 2024)

Overarching aim/focus: Increase the number of people who successfully stop smoking and move closer to achieving the NHS Lothian Annual Delivery Plansmoking cessation target. Increase the number of pregnant women who successfully stop smoking						
Ref	Objective	Success Measurement	Lead	Timescale	Update	Level of Assurance
1.1	Show sustained improvement in 12 week quit rate towards Annual Delivery Plan smoking cessation target (1,181 quits from people living in Lothian's 40% most deprived datazones)	<ul style="list-style-type: none"> a) On target to achieve 295 quits by end Q4 2024-25 b) Improve upstream recording so that QYW referrals can be tracked 	Head of Healthy Places	<ul style="list-style-type: none"> a) End Q4 2024-25 b) End Q2 2024-25 		
1.2	Increase the number of successful 12 week quits from 2021-22 baseline (171/29% of target) in Community Pharmacy	<ul style="list-style-type: none"> a) Identification of individual community pharmacies for quality improvement activity based upon agreed inclusion criteria b) Systematic programme of training provision on an ongoing basis for community pharmacy staff delivering smoking cessation. In addition to support for brief advice and follow-up of clients, this will also focus on data input and reporting. c) Analysis of local prescribing data 	Head of Healthy Places/Service Manager	<ul style="list-style-type: none"> a) End Q1 2024-25 b) End Q1 2024-25 c) End Q2 2024-25 		

		to inform local planning.				
1.3	Increase the number of successful 12 week quits from 2021-22 baseline (307/65% of target) in Community settings	a) Monitor primary care referrals b) Dashboard provides up-to-date information on GP referral patterns	Head of Healthy Places/Service Manager	a) End Q2 2024-25 b) End Q2 2024-25		
1.4	Implement the nicotine treatment pathway to provide a whole (hospital) system approach to smoking cessation in hospitals to improve 12 week quit rate	a) Implementation of nicotine treatment pathway	Head of Healthy Places/Service Manager	a) End Q2 2024-25		
1.5	Increase 12 week quits among pregnant women from 2021-22 baseline (26) who smoke at first booking appointment	a) Work with Maternity services and community midwives to refine smoking component of booking appointment b) QYW staff trained to support pregnant women c) Phased roll-out of full QYW maternity service	Head of Healthy Places/Service Manager	a) End Q2 2024-25 b) End Q1 2024-25 c) End Q2 2024-25		
1.6	Improve links between other services and QYW	Information on referral pathways provided for key staff working in: - SHBBV - Substance Use		TBC		
1.7	Implement QYW Internal Audit action plan to improve business and administration processes in the service	TBC	Head of Healthy Places/Service Manager	TBC		

Overarching aim/focus: Implement the NHS Lothian Smoke Free Policy						
Ref	Objective	Success Measurement	Lead	Timescale	Update	Level of Assurance
2.1	Maintain Smoke Free Policy monitoring and enforcement group	a) Bi-monthly meetings b) Maintain monitoring system for tracking compliance with smoke free places legislation within hospital grounds.	Head of Healthy Places/Service Manager	Ongoing		
2.2	Implement Smoke Free Hospitals Plan	a) Staff smoking focus b) Targetted work on hospital sites (environmental change)	Head of Healthy Places/Service Manager	a) End Q3 2024-25 b) End Q4 2024-25		
2.3	Deliver information sessions for staff to understand i. the importance of having a smoke free hospital environment, and ii. how to signpost/refer to QYW.		Head of Healthy Places/Service Manager	Ongoing		
2.5	Develop guidance material on the 'Care of patients who smoke', linked with objective 1.4 above.	Guidance for staff and patients in mental health settings	Head of Healthy Places/Service Manager	End Q2 2024-25		

Overarching aim/focus Develop a prevention work programme in line with recommendations in the new National Tobacco Strategy

Ref	Objective	Success Measurement	Lead	Timescale	Update	Level of Assurance
3.1	Support development of clear public health messaging about smoking and vaping for use in a variety of settings	Identify/develop a suite of materials about the impacts of smoking and vaping that form the basis of public health advice from NHS Lothian about these topics especially in relation to children and young people	Head of Healthy Places/Service Manager	Ongoing		
3.2	Support wider public health campaigns about tobacco harm	Support and amplify the reach of ASH/PHS/SG/WHO educational campaigns	Head of Healthy Places/Service Manager	Ongoing		

