



Tobacco Control Annual Report 2024/25

Public Health and Health Policy

Summary

This report provides an overview of the work undertaken by the NHS Lothian **Tobacco Control Service** during the period **1 April 2024 to 31 March 2025**. It highlights **smoking cessation** activity, while also reflecting on the contribution to **tobacco prevention and protection**.

Quit Your Way services deliver free, accessible stop smoking support across a range of community locations, led by specialist practitioners. Support is offered in a friendly and informal setting, where practitioners discuss effective nicotine replacement therapy (NRT) products and motivational behavioural strategies to help individuals quit.

This report highlights the continued importance of smoking cessation and its role in mitigating health inequalities. NHS Lothian Quit Your Way outcomes are measured against a nationally set Annual Delivery Plan target of 1,181 successful 12 week quits from people living in the 40% most deprived data zones within Lothian. This target is split between community, acute and pharmacy specialist services.

The Tobacco Control Team contribute to NHS Lothian's public health priorities, identified in the national Population Health Framework, as well as the Lothian Health and Care System Prevention Framework, by improving health and reducing the increasing disease burden on wider health services.

Public Health and Health Policy

The Public Health and Health Policy directorate consists of over 150 people working in 4 main divisions.

We work to improve and protect the health of the people of Lothian.



Health Protection

We work to protect the health of the local population from communicable and infectious diseases and environmental hazards.

- Monitoring outbreaks of diseases that spread between people.
- Monitoring environmental hazards (nuclear, biological, radiation, chemical).
- Working with partners including Public Health Scotland, Health professionals, Environmental Health, Local Authorities, SEPA, Scottish Water.



Health Care Public Health

We work to maximise the population benefits of health care while reducing inequalities.

- Protecting people from contagious diseases through immunisations.
- Screening/early detection of
 - Breast, bowel & cervical cancer
 - Abdominal aortic aneurysm
 - Eye problems caused by diabetes
 - Pregnancy & newborn
- Pharmaceutical public health programmes
- Dental Health public health programmes.



Population Health

We work with partners and communities to improve population health and health inequalities by focusing on the social determinants of health.

- Collecting and studying information about the health of our population.
- Focusing on services that support children and young people, create healthy places and build sustainable economies.
- Working with partners, community planning, local authorities and the third sector.
- Delivery of Maternal and Infant Nutrition and [Quit Your Way](#) services.



Business & Administration

We provide flexible administrative and clerical support across the department.

- Ensuring our department has robust processes and procedures.
- Monitoring workforce performance.
- Administering out of areas patient referrals for healthcare.
- Administrative and clerical support to projects and teams.
- Providing health information through the Information Resource Centre.

Introduction and context

The 2013 'Tobacco Control Strategy for Scotland' set an ambitious goal: to achieve a Tobacco-Free Scotland by reducing smoking prevalence in communities to 5% or less by 2034.

In November 2023, the Scottish Government published the 'Tobacco and Vaping Framework: Roadmap 2034,' outlining a strategy to achieve a smoke-free Scotland. The framework incorporates updated research and evidence-based policy measures.

This framework has three main elements:

People

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

Product

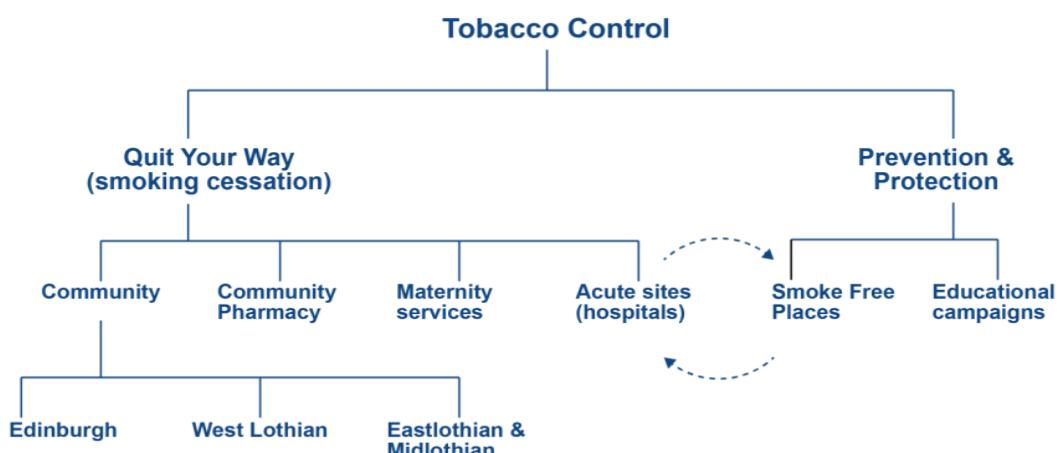
- Restriction on the age of sale
- Further restrictions on vaping

Place

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

NHS Lothian tobacco control resource focuses primarily on improving cessation services and routes for support through the provision of Quit Your Way smoking cessation services. NHS Lothian tobacco control efforts contribute to the wider product work, but this is led by national and local government. Place work is also primarily led by national government, but NHS Lothian contributes to this by implementing the NHS Lothian Smoke Free Grounds Policy.

Our Tobacco Control Action Plan for 2024/25 includes smoking cessation (Quit Your Way) and smoking prevention and protection. The service is organised as follows:



Tobacco Control Action Plan 2023-2025

The 2024–2025 priorities for the Quit Your Way smoking cessation programme are informed by best practice identified in the 2023 Review of Smoking Cessation Services in Scotland and the 2014 Smoking Cessation Services Review (NHS Health Scotland, 2014). Our focus is on reaching people living in the 40% most deprived areas within Lothian, with a strong emphasis on lowering smoking rates among pregnant patients.

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,^{1,2} which is why Quit Your Way services will continue to target smokers who live in our most deprived communities.

NHS Boards have an Annual Delivery Plan (ADP) target for successful quits at 12 weeks post quit in the 40% most deprived SIMD areas. For NHS Lothian this equates to 1,181 quits per annum in the 40% most deprived SIMD areas.

There has been a significant focus in the NHS Lothian Tobacco Control Actions Plan on delivering the Annual Delivery Plan (ADP) targets, with improvement plans in place for both Edinburgh Community Specialist Service and Community Pharmacy Specialist Services to improve performance in these services.

While NHS Lothian's expenditure on tobacco control is predominantly directed towards cessation services, the 2024–25 action plan does include prevention and protection priorities.

The protection work focuses on minimising harm from second hand smoke, reducing smoking prevalence by restricting and de-normalising smoking behaviours, and supporting people who smoke to consider behaviour change in terms of their combustible tobacco use.

As part of prevention work, tobacco control staff and other members of the Public Health team are pursuing initiatives that address the commercial determinants of health. Commercial determinants of health refer to the conditions, actions and omissions by private industry that affect health. They can have beneficial or detrimental impacts on health. Commercial activities shape the physical and social environments in which people are born, grow, work, live and age – both positively and negatively³. This includes supporting the efforts of licensing and trading standards teams within local authorities on tobacco and vaping regulation.

¹ Public Health Scotland, [Review of Creating a tobacco-free generation: A Tobacco Control Strategy for Scotland](#)

² Scottish Government, [Tobacco and Vaping Framework: Roadmap to 2034](#)

³ [World Health Organisation Fact Sheet](#)

Equalities

Who we support

As the largest preventable cause of ill-health and early death in Scotland, the harms caused by tobacco and the cost of treating smoking-related disease, are well known. 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. In 2021, smoking accounted for an estimated 8,260 deaths (250 deaths per 100,000 population) in those aged 35 and over in Scotland, approximately 1,100 of which occurred in Lothian.⁴ In the same year, more than 100,000 people were admitted to Scottish hospitals with smoking recorded as a primary or secondary cause of admission. More than 6,000 admissions to hospital in Lothian were attributable to smoking and the admission rate here is closer now than it has been in the last ten years to the Scotland average.

Adult smoking prevalence in Lothian is 14% according to the most recent Scottish Health Survey.⁵ The 2024 Scottish Health Survey reported that 23% of people living in the most deprived areas smoke compared with 7% in the least deprived areas across Scotland.⁶ Smoking was least prevalent among adults aged 75 and over (5%) while for all other age groups prevalence was in the 12%-17% range⁷. At 16%, smoking prevalence is higher for adult males than for females (12%) in Lothian. The Scottish Health survey figures are reported by age, sex and area deprivation. It does not include figures around ethnicity or disability.

National targets remain focused on SIMD 1 and 2 due to the disproportionate impact of smoking on these groups, with significantly higher smoking prevalence rates compared to those living in more affluent areas. The disparity and the impact of smoking is driven by a complex combination of socioeconomic determinants and environmental factors which contributes to significant health inequalities. The NHS Lothian smoking cessation target, set by Scottish Government, is for 1,181 successful quits at 12 weeks by people living in the 40% most deprived data zones in Lothian.

While there are national targets for population groups who are disproportionately affected by smoking, the QYW Service is available to everyone in Lothian. This is important as we know that not all those who experience deprivation (and who are at higher risk of health harm) at an individual level will be living in the most deprived areas.

⁴ Scottish Public Health Observatory, [Tobacco use: adult smoking in Scotland \(04 April 2023\)](#)

⁵ Scottish Government, The Scottish Health Survey 2023 edition: main report, in Scottish Health Survey, V. Wilson, R. McLelland, S. Hinchcliffe and S. Reid, Editors. 2024, Scottish Government: Edinburgh.

⁶ Scottish Government, The Scottish Health Survey 2024 edition: main report, in Scottish Health Survey, V. Wilson, R. McLelland, S. Hinchcliffe and S. Reid, Editors. 2024, Scottish Government: Edinburgh.

⁷ Scottish Government, The Scottish Health Survey 2024 edition: main report, in Scottish Health Survey, V. Wilson, R. McLelland, S. Hinchcliffe and S. Reid, Editors. 2024, Scottish Government: Edinburgh.

Scottish data about smoking and ethnicity are scarce. The Scottish Health Survey 2024 does not report smoking status by ethnicity. There are, however, data available from the NHS Lothian Public Health Survey 2023 that provides some intelligence about smoking prevalence among different ethnic groups.⁸ Smoking prevalence in the Lothian survey across all populations was reported to be 7.3% (approximately half the national prevalence but with a much larger representative sample responding). The survey provides additional data on a range of population groups.

Ethnicity	Adult tobacco smoking percentage⁹
African, British African, Caribbean or Black	*
Asian, Scottish Asian or British Asian	4.8%
Mixed or multiple ethnic groups	3.5%
Other ethnic group	9.8%
White	7.4%
	* Data suppressed (<5 responses)

Data from England reinforces the general message that there is lower smoking prevalence among non-white groups.¹⁰ There is evidence that smoking rates in countries of origin are higher than the UK rate for some of the largest immigrant populations in the UK e.g. Poland, Pakistan, Ireland, Germany). It is notable that the Other ethnic group category is the only one in the Lothian Public Health Survey with a higher smoking prevalence than the White population. But it is not possible to analyse these data more to understand the composition of this population group.

In 2025/26 it is proposed that we work to improve the way we collect data about the equality characteristics of people who access and are supported by QYW to create a more inclusive service.

⁸ It should be noted, however, that sample sizes for some groups are very small even with additional weighting. Furthermore, smoking surveys relying on self-reporting consistently show lower prevalence than objectively measured smoking status.

⁹ In the population health survey, the category "White" encompassed not only White-British individuals but other White populations, for example Polish.

¹⁰ ASH Fact Sheet, [Tobacco-and-Ethnic-Minorities-Fact-Sheet-v3.pdf](https://www.ash.org.uk/-/media/assets/advocacy/advocacy-topics/tobacco-and-ethnic-minorities-fact-sheet-v3.pdf), 2024

Support people to stop smoking

The NHS Lothian Quit Your Way (QYW) team delivers expert advice and support for individuals looking to stop smoking, contributing to a nationwide programme aimed at lowering smoking rates and preventing avoidable early deaths throughout Scotland. Services are available from dedicated teams located in hospitals across Lothian and community venues, operating in East Lothian and Midlothian, Edinburgh, and West Lothian.

Quit Your Way also supports smoking cessation services within community pharmacies as part of a nationally agreed public health pharmacy contract. Administration and training support is provided to pharmacy staff by the Lothian QYW team.

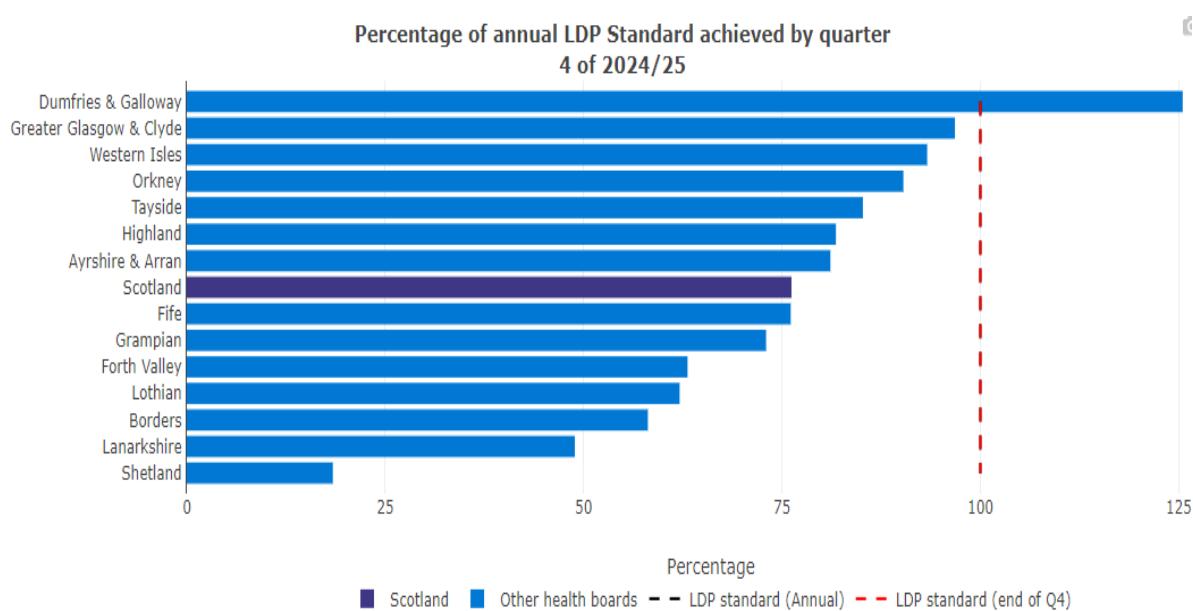
Help and support is provided by specialist practitioners called Tobacco Control Practitioners (TCPs). Individuals receive a 12-week smoking cessation programme that includes access to free medication and behavioural support. Participants are encouraged to attend one-to-one or group sessions, but weekly telephone support is available if in-person attendance isn't possible. Tobacco Control Practitioners use motivational interviewing techniques alongside Nicotine Replacement Therapy (NRT) and Varenicline, a medicine used to help stop smoking in adults, to facilitate lasting behaviour change.



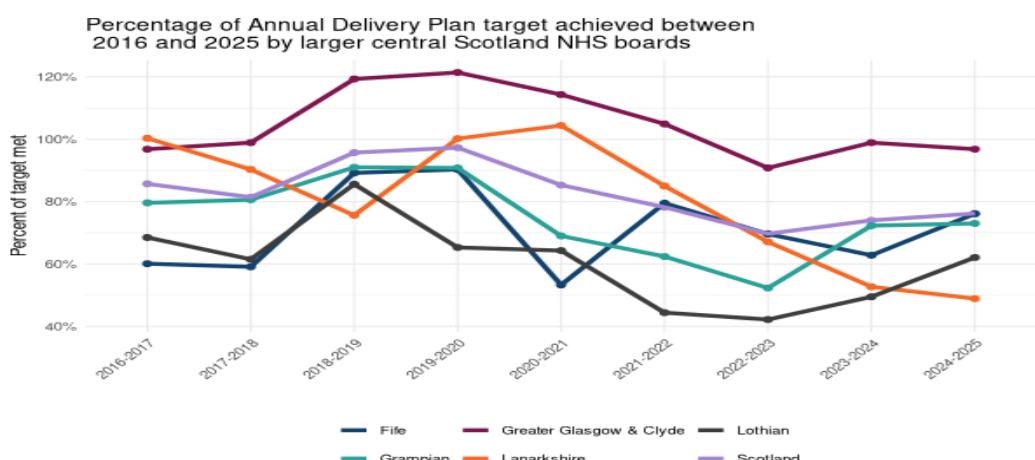
Progress this year

In the financial year 2024/25, NHS Lothian achieved 62% of the annual Local Delivery Plan (LDP) target (733 quits against a target of 1,181). This is a 13-percentage point improvement on the previous year when NHS Lothian achieved 49% of the required annual LDP standard (585 quits at 12 weeks against a target of 1,181). There was a total of 1141 successful 12 week quits in 2024/25, 733 were part of LDP target, 408 successful 12 weeks quits were from SIMD 3 and above.

(Note that each NHS Board area has a different quit target calculated with reference to its own 40% most deprived data zones).



While the progress is encouraging, smoking cessation performance in Lothian is still behind most other NHS boards in Scotland and below the Scottish average. As you can see from the graph below, the percentage of our target achieved has been gradually increasing since COVID where every health board saw a decrease in the number of successful quits. Lothian total of successful quits achieved remains lower than many of the other larger boards.



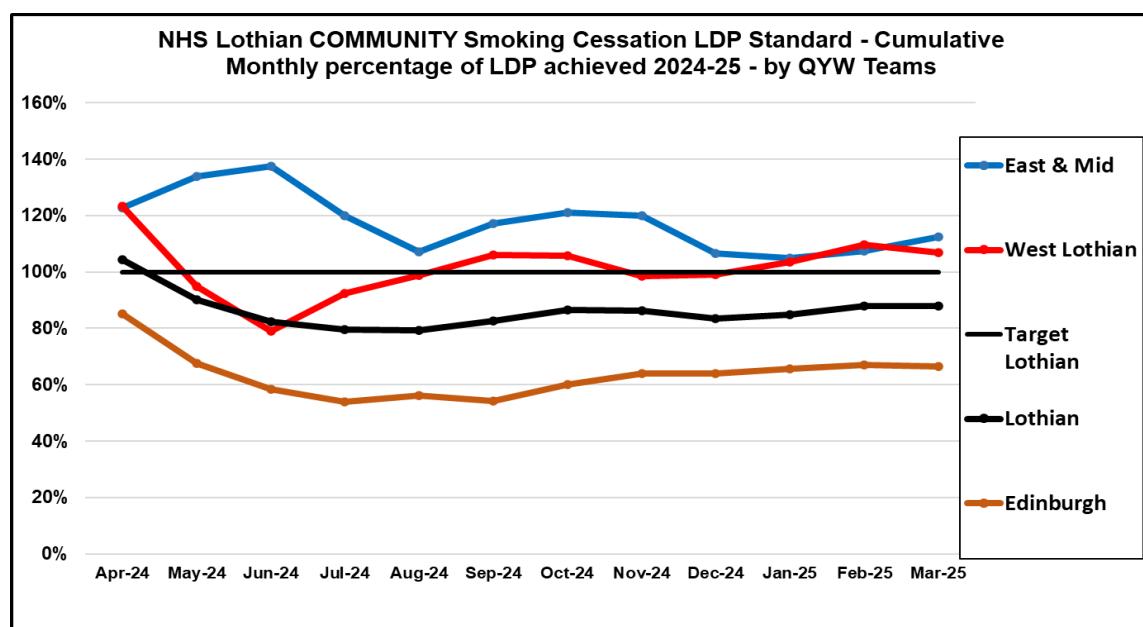
Specialist Community Services

"Thank you all for your support through my journey of stopping, I honestly never thought I would do it but here I am a NON-SMOKER"

Female supported by QYW community team

In 2024/25 Specialist community services achieved 88% of their target, 415 successful 12 week quits, which was an increase from 347 successful 12 week quits in 2023/24. This is a welcome development as we continue to focus on quality improvement in our community services.

Edinburgh community service was identified as a key area for improvement in 2023/24 and has shown marked improvement. In 2024/25 they achieved 66.5% of their target (44.3% in 2023/24). The team's focus on relationship building with partner organisations such as primary care and reaching out to local communities through voluntary organisations has been successful.



Efforts have been made to promote awareness of the service with GP practices to encourage and increase referrals to QYW. A referral from a clinician enhances the likelihood of a positive outcome for patients undergoing further care and treatment.

The continued success of the East Lothian and Midlothian specialist community services team in meeting their annual target is extremely welcome. A focus for the team now is to dedicate some capacity to explore and support the identified unmet need around the local community pharmacy cessation service and develop several quality improvement projects with key pharmacies serving our communities.

Future Plans 2025-26:

- Edinburgh community specialist service will continue to implement its improvement plan to increase the number of 12 week quits. This includes more partnership work with third sector organisations and pilot projects with specific communities.
- All areas will continue engagement work to increase referrals from the community

Maternity

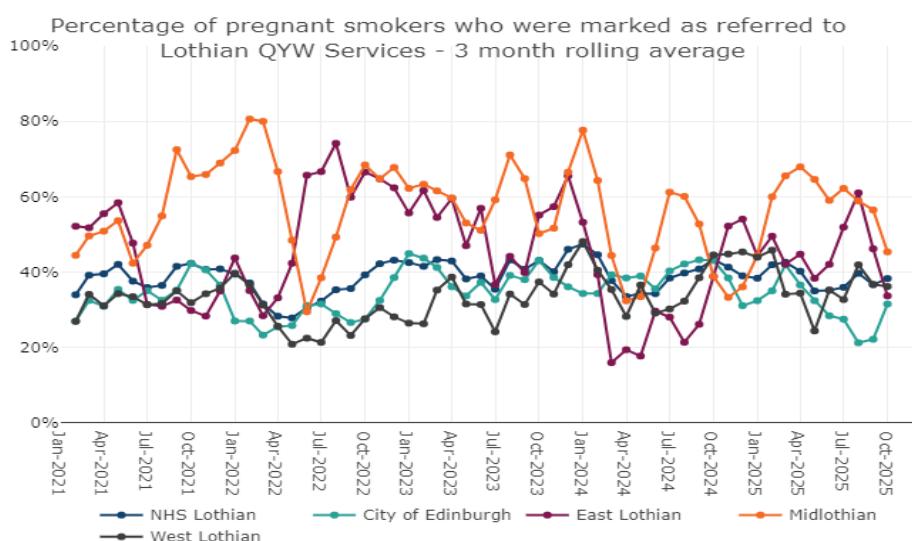
Supporting pregnant patients to quit smoking continues to be a priority across Scotland. Smoking and exposure to second-hand smoke during pregnancy leads to complications such as low birth weight, pre-term birth, miscarriage, stillbirth, and sudden infant death – putting both the pregnant patient and baby's health at risk. It is also the single most preventable cause of foetal and infant disease and death¹¹.

Smoking prevalence among pregnant patients in Scotland has more than halved from 25.4% in 2001 to 11% in 2023. However, deprivation remains a key factor for smoking with research showing that in Scotland's most deprived areas 20.4% of pregnant patients were reported to be smoking compared to 2.4% in the least deprived areas¹². More positively, data also suggests that pregnant patients are slightly more likely than the general population to successfully quit smoking (41% vs 30%).

Current national figures show that 53% of pregnant patients who are referred to Quit Your Way Services and set a quit date continue to be smoke free at 4 weeks post quit date and around 21% are successful at 12 weeks post quit date.

There is currently no national target for reducing smoking in pregnant patients, but it is an NHS Lothian public health objective to increase the number of patients successfully quitting at 12 weeks from 11% to 30%. NHS Lothian currently matches the Scottish average with 11% of the total patients recorded as smoking at first antenatal booking appointment.

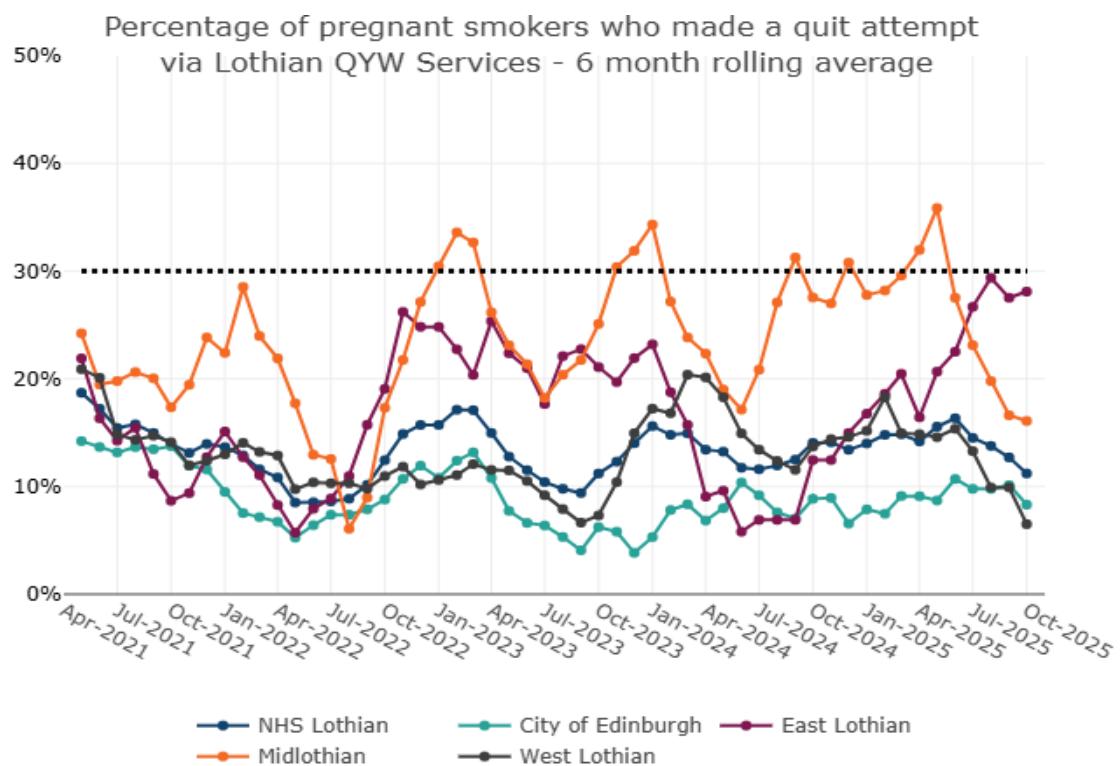
In 2024/25, 724 pregnant patients in Lothian were identified as smokers at booking; however, referral rates were low, varied across teams, and consistently remained below 40% referral rate overall for Lothian.



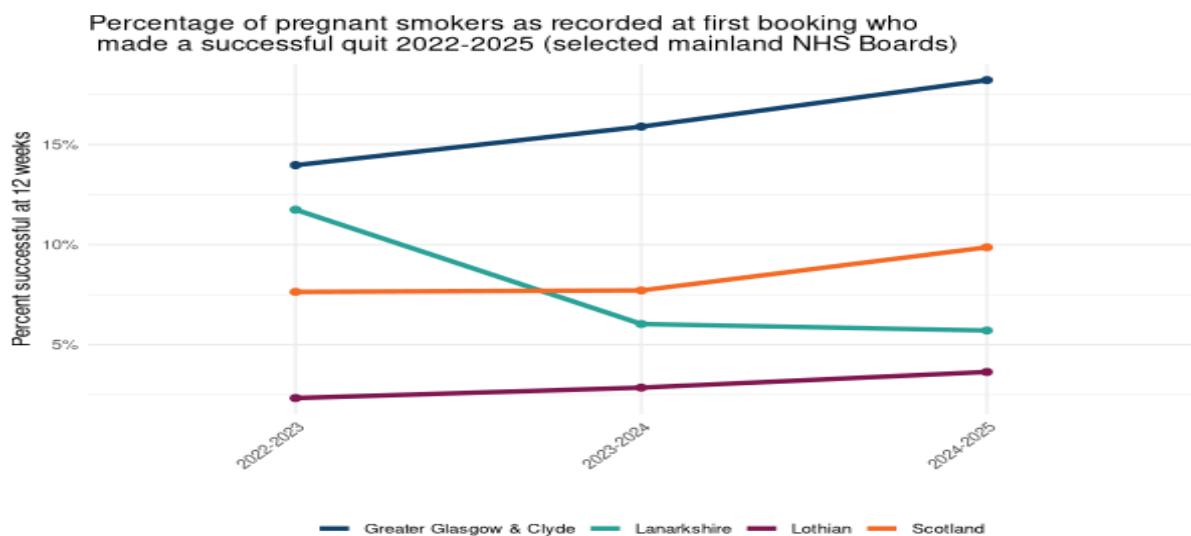
¹¹ [Smoking and pregnancy - ASH Scotland](#)

¹² [Maternal smoking - ScotPHO](#)

The number of referrals who then made a quit attempt was 100. The rate varied by area. Quit attempts continue to be low in Scotland and there is a large variation of success across the different boards. Glasgow continues to have high pregnant patient quits which is the result of several factors including a long term dedicated specialist pregnancy service, direct access to the system for pregnant patients identified as smoking at booking and the introduction of an incentive scheme in 2022.



This translated into 21 pregnant patients successfully quitting at 12 weeks.



Evidence shows that pregnant patients need more intense individual behavioural support and that including counselling, financial incentives and providing feedback can support better long-term outcomes.

The maternity service is part of the wider Community Specialist Services of Quit Your Way.

Achieving successful 12-week quits relies on staff referrals. At present, referrals should be made for patients identified as smoking at their initial antenatal booking appointment. This is an opt-out system, however the number of pregnant women who are referred to Quit Your Way service varies across midwifery team in Lothian.

As part of our commitment to increase the number of successful quit attempts in pregnant patients, some key development areas have been identified:

Enhanced Behavioural Support

Many of our staff have now been trained in the evidence based National Centre Smoking Cessation Training (NCSCT) for pregnant patients. This training provides guidance on how best to support patients during pregnancy with quitting and maintaining cessation during the post-partum period and acknowledges the special considerations that may affect a pregnant patient's motivation and ability to quit smoking.

Work with Partners to improve and increase referrals

The number of pregnant patients accessing Quit Your Way services remain low. We have introduced a Maternity Referral Standard Operating Procedure (SOP), providing a step-by-step guide on how to refer which has helped streamline the process and improve engagement rates.

As part of this development work our Tobacco Control Project Manager for Maternity has been contributing annually to the public health module for midwifery students at Napier University. This provides an opportunity to highlight our services and the integral role they play in ensuring better health outcomes for pregnant patients and their babies.

Across the ten community midwife teams in the Lothians, a champions project has been introduced. Currently, five champions across these areas meet quarterly to discuss best practice and feedback on local experiences. The intention is to continue to build these relationships and have a representative from each community midwife team.

Awareness sessions with health visitors and family nurse practitioners continue to reinforce the role they can play in smoking cessation and how to refer pregnant patients into the service. This is part of a larger piece of work to build strong relationships and improve partnership working across the Lothians to provide the best quality service for pregnant patients.

The QYW team worked closely with all midwives to ensure they had access to Carbon Dioxide Monitors (CO Monitors) and that they were routinely taking CO readings at the first antenatal booking appointment. This relationship building was essential in helping to achieve 95.2% compliance across the Lothians.

Introduced in 2022/23, a project to increase maternity referrals to Quit Your Way services started in Midlothian in partnership with Getting It Right For Every Child (GIRFEC), a national commitment to help every young person to reach their full potential. A dedicated Tobacco Control Practitioner was appointed to support all pregnant patients referred to the service in Midlothian, rather than referrals being picked up by the wider staff network.

Having a dedicated member of staff ensured that effective referral pathways were in place and that midwives received feedback regarding their referrals via the clinical mailbox. The goal of 35% of pregnant patients successfully quitting by 12 weeks was achieved in Midlothian by September 2025 (the figure for Lothian was 11%).

Future Plans 2025-26:

- Pilot project offering financial incentives to pregnant patients to support them to quit smoking.
- Continue to develop champion project and extend to all 10 community midwife teams.

Acute (Hospital Based) Specialist Services

The Acute Team of Quit Your Way is a hospital-based specialist service with Tobacco Control Practitioners (TCP) based in hospitals across the Lothians. This includes St John's Hospital, the Royal Infirmary of Edinburgh, the Royal Edinburgh Hospital and the Western General Hospital. Patients in each of these hospitals can be referred directly to QYW by clinical staff and be supported to start their quit journey whilst they are in the hospital and continue to receive support on return to the community.

The smoking cessation service based within acute services accounts for 11% of the Annual Delivery Plan target. In 2024/25 acute services achieved 87 successful quits which is 73% of the Acute (Hospital Based) ADP target, which is an increase from 2023/24 when the team achieved 69% of the ADP target.

There is an integrated tobacco dependency treatment pathway that is intended to ensure that all patients are offered smoking cessation support on admission and to ensure that patients have a comfortable stay by managing nicotine withdrawal symptoms. The integrated care pathway has been supported by the Quit Your Way Acute Team attending nurse huddles, delivering training to staff and speaking to key stakeholders. There continues to be no TRAK referral system available for staff but by improving relationships and supporting understanding of the current referral pathway, there has been an increase in the number of patients supported to quit smoking.

East Lothian and Midlothian pharmacists contact all patients discharged from hospital when they receive the discharge letter. This year, through medication reviews, we were able to identify that many patients are being discharged from hospital with NRT but were not being referred into Quit Your Way. Patients who had been referred during admission and then supported on discharge were failing to inform pharmacists. The Acute team can establish the current support of patients and feedback this to the pharmacists and have therefore been working to re-engage with those who set a quit date in hospital. We will be monitoring this going forward. East Lothian and Midlothian are currently the only teams to implement this process, however we are looking to apply this with teams across Lothian.

Future Plans 2025-26:

- New staff member with enhanced smoking cessation remit will take up post in the Royal Edinburgh Hospital.
- Promote NHS Lothian Quit Your Way services across hospital sites and improve referral pathways in wards, for example being part of morning nurse huddles.
- Continue to advocate for the migration of QYW records to TRAK.

Community Pharmacy Specialist Service

Community pharmacies are currently tasked with achieving around 50% of the NHS Lothian QYW ADP target. The NHS Lothian pharmacy target is 592 successful 12 week quits. In 2024/25 pharmacies achieved 231 successful 12 week quits, which is 39% of the community pharmacy ADP target. In 2023/24 pharmacies achieved 26% of the ADP target.

Progress has been made, however, improvement is required. A comprehensive quality improvement plan is in place and the Community Pharmacy Smoking Cessation Working Group meets regularly to discuss and monitor targeted improvement initiatives. With representation from pharmacies, Public Health, and Quit Your Way, the group provides a collaborative forum for driving and implementing meaningful change.

Staffing numbers were lower than planned for the first half of the year, however additional staff were to be recruited to help achieve better outcomes. There has been a withdrawal of national funding for community pharmacy champions. NHS Lothian continues to fund these roles internally in a Community Pharmacy Development Team. Two pharmacists currently have a focus on smoking cessation as part of the pharmaceutical care services plan.

Pharmacists continue to highlight one of the biggest barriers to smoking cessation recording is the national Pharmacy Care Record (PCR) software. Public Health Scotland (PHS) is currently working on improvements to this.

The National Patient Group Direction (PGD) provides pharmacists with an additional resource to support smoking cessation. An update scheduled for 2025/2026 will see NHS Lothian continuing to encourage pharmacists to consider varenicline as a first-line option in cessation services. Evidence indicates that varenicline is highly effective, increasing the likelihood of patients remaining smoke-free by up to 50%¹³.

Future Plans 2025-26:

- Additional staffing resource to the Pharmacy Quit Your Way (QYW) team.
- Improvement plan continues to be led and monitored by the Community Pharmacy Smoking Cessation Working Group.
- National Patient Group Direction (PGD) template for community pharmacy is due to be published and will be distributed to contractors.

¹³ NCSCT, Varenicline- effectiveness and safety 2025, I Aveyard, Leonie S. Brose

Protection and Prevention from Tobacco Harms

Smoke Free Policy

Since 31 March 2015 smoking tobacco (including vaping) is not permitted on NHS Lothian grounds or inside any premises, and under *The Prohibition of Smoking Outside Hospital Buildings (Scotland) Regulations 2022*, it is a criminal offence to smoke within 15 metres of a hospital building.

NHS Lothian has a duty to improve the physical and mental health of the people who live and work in Lothian and recognises that promoting smoke free environments will benefit the health, safety, and welfare of all users of NHS Lothian premises.

NHS Lothian's Smoke Free Policy is in place to protect people from the dangers of exposure to second-hand smoke, improve patient safety by reducing the risk of smoking related post-operative complications, highlight Quit Your Way support, and provide clarity on expectations about smoking on hospital grounds. The policy applies to all staff, patients, visitors, contractors and other people who are within NHS Lothian premises or on NHS Lothian grounds.

The NHS Lothian Smoke Free Tobacco Monitoring Group continued to provide advice, oversight and a decision-making structure around the review of the Smoke Free Policy, which will be updated by March 2026. This process includes contributions from Employee Relations, Partnership, site, Facilities and Public Health representatives and will take into consideration feedback received from staff, visitors and patients, as well as some of the challenges highlighted by the NHS Lothian Smoke Free Tobacco Monitoring Group.

Hospital Grounds Activity

NHS Lothian has introduced a series of measures to strengthen compliance with smoke-free legislation and reinforce the organisation's commitment to creating healthier environments across hospital sites.

Smoke-free signage was rolled out across all hospital sites in 2022 to raise awareness of the restrictions. The signage aims to reduce instances of smoking on hospital grounds, reinforce the de-normalisation of smoking behaviours, and protect people from exposure to second-hand smoke. Signage was reviewed and improved as required in 2024/2025.

Monthly monitoring reports continue to capture data on the number of individuals observed smoking on hospital grounds, when and who is smoking, for example staff, visitor or patient, if

known. These reports provide valuable insight into patterns of smoking behaviour, highlight areas where further enforcement or awareness may be required, and allow the tobacco control team to track progress over time.

Complaints from staff, visitors, and patients are systematically recorded to identify smoking hot spots and highlight recurring patterns. This information is used to monitor activity, inform targeted interventions, and support smoke-free policies across hospital sites. The findings are shared with the Smoke Free Tobacco Monitoring Group to exchange learning from other sites and collaboratively address challenges.

Together, these initiatives form part of a broader tobacco control strategy that balances monitoring, enforcement, and public communication. The combination of systematic data collection and clear messaging is intended to strengthen compliance, support cultural change, and contribute to the wider goal of reducing smoking prevalence across Lothian.

Future Plans 2025-26:

- Update of Smoke Free Grounds Policy - this process will include contributions from Employee Relations, Partnership, site, Facilities and Public Health representatives and will take into consideration feedback received from staff, visitors and patients, as well as some of the challenges highlighted by the NHS Lothian Smoke Free Tobacco Monitoring Group.
- Implementation of Smoke Free Tannoy at St John's Hospital.
- Focus on the needs of the different hospital sites and how we might best support them to reduce smoking among staff, patients and visitors at hospital entrances.

Conclusion

The work of NHS Lothian's Tobacco Control Team during 2024–25 demonstrates both progress and ongoing challenges in tackling tobacco-related harm. While performance against the Annual Delivery Plan target has improved compared to previous years, improvement is still required, particularly in community pharmacy outcomes. The continued focus on specialist community services, maternity support, and hospital-based pathways highlights the team's commitment to reducing health inequalities and supporting those most at risk.

The achievements outlined in this report demonstrate that targeted investment in cessation services, combined with collaborative working across public health, local authorities, and community partners, can deliver meaningful improvements. Looking ahead, strengthening prevention and protection initiatives, expanding support for pregnant patients, and embedding quality improvement across all service areas will be critical to achieving Scotland's ambition of a Tobacco Free Generation by 2034.