**Oxfordshire Stop Smoking Services**

**Curated Library of Information on Tobacco and Smoking in Oxfordshire**

Oxfordshire County Council (the Council) has issued an invitation to have a conversation with suppliers in the market to help develop the future delivery model of a Local Stop Smoking Service in the County. This document aims to give suppliers access to a curated library of local data and insight on smoking and tobacco control in Oxfordshire, including current Service activity.

**Strategic references that support access to a Local Stop Smoking Services**:

* [Director of Public Health Report 2019/20](http://www.oxfordshire.gov.uk/sites/default/files/file/public-health/2019-20OCCDPHAnnualReport.pdf) – Highlights that whilst Oxfordshire is seen as a prosperous and affluent place to live, it hides significant health and social inequalities across the county. It acknowledges that smoking is one of the key drivers of this inequity. The Report puts emphasis on changing approaches to health and wellbeing of our communities using a ‘*healthy place shaping’* model through working with local people and community groups, and businesses, specifically in the 10 most deprived wards in the county.
* [Council Corporate Plan 2019-2022](https://www.oxfordshire.gov.uk/sites/default/files/file/about-council/CorporatePlan.pdf) - Sets out the key objectives and priorities for action until 2022. This includes a vision for T**hriving Communities where ‘***we help people live safe, healthy lives and play an active part in their community*’. To achieve this, there is a commitment to keep delivering on ‘*promoting and supporting healthy lives through campaigns and services to tackle lifestyle challenges (for example quitting smoking services for the county)*.
* [Oxfordshire Prevention Framework 2019-2024](https://mycouncil.oxfordshire.gov.uk/documents/s48508/HWB_SEP2619R02%20-%20Prevention%20Framework%20Report.pdf) - Outlines the future delivery of a range of initiatives that will PREVENT ill health, REDUCE the need for treatment and DELAY the need for care. To achieve these, the Framework includes smoking as a preventable lifestyle risk factor that needs addressing in the county.
* [Oxfordshire Joint Strategic Needs Assessment (JSNA) 2020](https://insight.oxfordshire.gov.uk/cms/joint-strategic-needs-assessment) - Identifies the current and future health and wellbeing needs of the local population. This shows that smoking prevalence in the county is more concentrated among more disadvantaged communities, this includes those with long mental health problems (27%) and routine and manual workers (17%).
* [Oxfordshire Joint Health and Well-being Strategy 2018-2023](https://www.oxfordshire.gov.uk/sites/default/files/file/constitution/oxfordshirejointhwbstrategy.pdf) - sets a vision to ‘*work together in supporting and maintaining excellent health and well-being for all the residents of Oxfordshire’*. One of the four priorities within this vision is Living Well which aim is ‘*adults will have the support they need to live their lives as healthily, successfully, independently and safely as possible, with good timely access to health and social care services’*. This includes a need to continue to reduce smoking prevalence within the county.

**Tobacco and Smoking references:**

* [Oxfordshire Tobacco Control Plan 2020-2025](https://www.oxfordshire.gov.uk/residents/social-and-health-care/health-and-wellbeing-board/public-health) - Sets a vision for a wider system approach to eliminating tobacco use in the county. To achieve the planned reduction in smoking prevalence by 2025, the Strategy employs four pillars. One of these remains ‘*Supporting Smokers to Quit*’.
* [Oxfordshire Local Tobacco Control Profiles](https://fingertips.phe.org.uk/profile/tobacco-control/data#page/0/gid/1938132885/pat/6/par/E12000008/ati/202/are/E10000025/cid/4/tbm/1/page-options/ovw-do-0) - Provides a snapshot of the extent of tobacco use and tobacco related harm across the county.
* [Oxfordshire CLeaR (Challenge, Leadership and Results) Assessment Summary 2019](https://mycouncil.oxfordshire.gov.uk/documents/s45562/Item%209%20-%20HIPB%20May%202019.%20OTCA%20and%20CLeaR%20assessment%20V.1.pdf) - a model assessment for excellence in local tobacco control that identified that the provision of a Local Stop Smoking Services in the county as ‘*a strength to the local system’*.
* Tobacco Health Needs Assessment for Oxfordshire 2020 – Assessment of the current picture of tobacco use in the county in detail. Includes recommendations for services linked to the four key pillars of the Oxfordshire Tobacco Control Strategy 2020-25. A key recommendation was ‘*to reduce smoking in the higher prevalence populations, a targeted approach is required to help support people to quit*’.



Note: Section 9.4 includes 2018/19 Local Stop Smoking Service activity data. Further publicly available information on activity between April 2019 to December 2019 can be found on [NHS Digital](https://digital.nhs.uk/data-and-information/publications/statistical/statistics-on-nhs-stop-smoking-services-in-england/april-2019-to-december-2019) which presents results from the monitoring of Local Stop Smoking Services in England.

**Oxfordshire Context**

Oxfordshire is based in the Thames Valley region and is the most rural County in the South East region. The majority (60%) of Oxfordshire’s population are resident in Oxford City and the county's main towns. The remaining 40% live in smaller towns and villages and over 50% of residents live in settlements of less than 10,000 people). Oxfordshire has a population of around 687,500, with a life expectancy gap of 16 years between the most and least affluent wards. It is comprised of one Upper Tier Local Authority (the Council) and five Lower Tier Local Authorities (District Councils):

* Oxford City Council;
* Cherwell District Council;
* South Oxfordshire District Council;
* Vale of White Horse District Council;
* West Oxfordshire District Council.

Oxfordshire is broadly comprised of a white British population, 16% of the total resident population of Oxfordshire is from an ethnic minority background, compared with 20% across England. The majority of the ethnic minority population in Oxfordshire is based in urban areas of Oxford and Banbury. The top first languages (other than English) of primary school pupils across Oxfordshire were Polish, Urdu, Portuguese (East Timor) and Arabic.

Oxfordshire is one of the leastdeprived Local Authorities in England but some areas experience high levels of deprivation. There are higher rates of child poverty in parts of Banbury and Oxford City. After housing costs, 1 in 5 children in Oxfordshire are estimated to be living in poverty –within the city of Oxford, however, this figure rises to almost one-third. The most deprived areas, were in parts of Banbury Ruscote, Blackbird Leys, Littlemore and Rose Hill & Iffley wards.



*Map of Oxfordshire*

In Oxfordshire, there are approximately 7,400 births a year, mostly delivered in the main hospital in Oxford (the John Radcliffe Hospital). There are five midwife led units in Oxfordshire; one is based at the John Radcliffe Hospital and four are located in other parts of the County. Over half of births in Oxford City in 2015 were to mothers born outside the UK, the highest proportion of which was to mothers born in Europe.

In Oxfordshire, there are 239 Primary Schools, 40 Secondary Schools and additional schools in the private sector, with Further Education Colleges. Oxford has two Universities; Oxford Brookes and Oxford University. Education rates are high, with 36% of residents with an undergraduate degree or equivalent, but there are areas where there are high levels of residents with 1-4 GCSEs or equivalent or no qualifications. Oxford City had double the national average of young carers (aged under 16). By the end of February 2019, the Oxfordshire Young Carers Service were supporting a total of 779 children and young adults who provide unpaid care to a family member.

As of August 2019, in the age range 16 to 18 (school year 12-13), there was a total of 164 (1.3%) young people in Oxfordshire who were classified as Not in Education, Employment or Training (NEET). At the end of March 2019 there were 779 looked after children in Oxfordshire, up from 684 as of 31 March 2018.

As of 31 March 2019, there were 275 care leavers in Oxfordshire. Of these, 136 (49%) were in education, employment or training and the education/employment, 89 were Not in Employment, Education or Training (NEET) and the status of a further 50 was unknown.

Locally the employment rate is high, with unemployment in Oxfordshire at 4%. Alongside these positive figures, there are groups of residents who face inequalities in their health.

**Smoking Prevalence and Health Inequalities in Oxfordshire**

In Oxfordshire, in 2019, an estimated 10.1% of adults were smoking tobacco (54,000 smokers), which is lower than both the regional and national average. While it is encouraging that the population of tobacco smokers in Oxfordshire is less than seen nationally, there is an inequality in who smoke tobacco in the local population.

A strong relationship exists between tobacco use and health inequality, with smoking rates much higher in those with the lowest incomes. To reduce health inequalities, and improve public health, the Council need to help priority populations to quit.

The current priority populations in Oxfordshire for 2020/21 are identified as smokers of tobacco where there is an identified need, these are:

* Adults in routine and manual occupations;
* Pregnant women;
* Adults with mental ill health (including drug and alcohol misuse);
* Children and young people
* Adults admitted to secondary care settings or living with a long-term condition.

In 2019 an estimated 17% of adults in routine and manual Occupations in Oxfordshire were smokers, over twice the County average for the wider adult population.

The proportion of pregnant women who smoke tobacco at time of delivery (SATOD) is 8.0% which is lower than the national average (10.6%). Whilst this is encouraging, there remains approximately 500 women SATOD each year.

In Oxfordshire, approximately 32% of people with a severe mental illness smoke and 22% with a mental health issue (such as depression) smoke.

The smoking prevalence in children and young people is 10.4%. This is significantly higher compared to England (8.2%) and the South East region (9%). As two thirds of tobacco smokers start before they are 18 years of age, it is a concern that this trend continues for the overall smoking prevalence rate in Oxfordshire in the future.