

Reducing the Harms of Smoking to Children and Young People:

The 2022-2023 Annual Update for the Cardiff and Vale of Glamorgan Action Plan



Partners involved in reducing the harms of smoking to children and young people in Cardiff and the Vale of Glamorgan have been hard at work from April 2022 – March 2023 delivering education on smoking and vaping, tackling illegal and underage sales, and supporting smokers who want to quit.

1750

1750 children and young people received education and prevention activities on smoking and/or vaping from the Cardiff and Vale Local Public Health Team. 76% of participants rated the sessions as good or excellent and the majority of young people who reported they were highly likely to smoke or vape before their sessions, reduced their future intentions to smoke after them.

24

5 schools in Cardiff and 1 in the Vale of Glamorgan completed their National Quality Award for the Healthy Schools Scheme. This meant that by April, there were at least 24 schools across Cardiff and the Vale of Glamorgan demonstrating a Whole-School Approach to Substance Use and Misuse.

18

18 pre-school settings across Cardiff and the Vale of Glamorgan signed up to the Smoke-Free Window Sticker Initiative provided by the local Healthy and Sustainable Pre-School schemes. Settings were provided with resources, activities and a window sticker to encourage people not to smoke or vape outside of their childcare settings.

60

Shared Regulatory Services made 60 attempts to purchase a range of age restricted products in Cardiff, the Vale of Glamorgan and Bridgend. 9 of the attempts in Cardiff and the Vale of Glamorgan resulted in a sale of either alcohol or e-cigarettes/vapes and the circumstances of each was fully investigated and appropriate enforcement action taken.

32

32 seizures of illegal tobacco were made by Shared Regulatory Services in Cardiff, the Vale of Glamorgan and Bridgend. 13,834 packets of cigarettes and 957 packets of hand rolling tobacco was seized during these operations with a total retail value estimated to be £184,501.

37

Due to high levels of intelligence regarding illicit e-cigarettes/vapes, 37 test purchases were attempted in Cardiff, the Vale of Glamorgan and Bridgend. 14 premises were found to be selling them. In addition, 56 inspections were conducted, 37 of which resulted in seizures of 5444 illegal e-cigarettes equating to an estimated retail value of £50,889.

832

1147 smokers were treated by CAV UHB smoking cessation services over the course of the year. 832 of those who were followed up 4 weeks post quit date self-reported that they had successfully quit smoking.

We will continue to support prevention, cessation and changing the smoking environment over the next year in line with the 2022-2024 Action Plan.

ASH Wales are exploring trends in cannabis co-use with nicotine amongst young people; undertaking surveys and focus groups in schools to better understand vaping; delivering webinars; and, creating a support network to educate and signpost both teachers and learners.

We will also continue to engage new partners in the plan. If you would like to join us in reducing the harms of smoking to children and young people in Cardiff and the Vale of Glamorgan, or find out more about our Action Plan, please call the Cardiff and the Vale Local Public Health Team on 02921 836505.