

Reducing the Harms of Smoking to Children and Young People: An Action Plan for Cardiff and the Vale of Glamorgan 2022-2024



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Caerdydd a'r Fro
Cardiff and Vale
University Health Board

This document is available in Welsh / Mae'r ddogfen hon ar gael yn Gymraeg



Context

Tobacco control measures have contributed to the denormalisation of smoking, protection of non-smokers from second-hand smoke and the general downward trend of smoking rates in Wales. However, with 12% of adults¹ and 2% of 11-16-year olds² in Cardiff and the Vale of Glamorgan smoking, it remains a major public health concern, reducing people's health and life expectancy, putting pressure on the NHS, contributing to social and environmental concerns, increasing health inequalities and disproportionately affecting those in areas of highest deprivation.

The Welsh Government's "A Smoke-free Wales: Our Long-term Tobacco Control Strategy"³ and Delivery Plans 2022-2030 aim for a smoke-free Wales by 2030. This means achieving a smoking prevalence rate in adults of 5% or less. Legislation is already in place which bans smoking in school grounds, playgrounds and cars where children are passengers⁴. A continued focus on supporting children, young people and future generations to remain smoke-free will be key to achieving the target. Children and young people's health behaviours and wider experiences influence whether they will become and remain smokers, and they can be negatively affected even if they are non-smokers.

Tobacco control is a priority action within the Cardiff and Vale University Health Board's Public Health Workplan and 'Shaping our Future Population Health' Plan⁵. Prevention measures

aimed at reducing the take up of smoking by young people are included within a dedicated programme of work funded via Welsh Government's Prevention and Early Years funding, reflecting the strategic drive to reduce smoking in Wales.

While switching from smoking tobacco to using e-cigarettes is likely to significantly reduce the risks to health compared to continuing to smoke, there are no benefits to young people using them. E-cigarettes usually contain nicotine, which can lead to addiction and harm the developing adolescent brain. 17% of 11-16-year olds in Cardiff and the Vale of Glamorgan report having tried e-cigarettes². The minimum age to purchase e-cigarettes or e-liquids is 18. This plan aims to increase young people's knowledge of e-cigarettes while reducing their ease of access to them.

This action plan forms the basis of smoking prevention actions within the Prevention and Early Years programme of work, captures partners' actions working to achieve the same goal and promotes a joined-up approach to reducing smoking-related harms to children and young people in the local area and beyond.



Key Terms

Children and Young People

People from the age of 0 – 25 years

Electronic Cigarettes/ E-Cigarettes

Disposable or rechargeable battery-operated devices which heat a solution, usually containing nicotine, to produce an aerosol which the users inhale. The solution, known as e-liquid or e-juice, also contains propylene glycol and/or glycerol and flavours. There is no tobacco or direct combustion involved, meaning there is no tobacco smoke, tar or carbon monoxide produced.

Second-hand Smoke

The smoke which is produced by people smoking tobacco cigarettes. It can be harmful to those who are exposed to it, especially children and young people.

Smoking

Inhaling and exhaling tobacco smoke produced from a lit cigarette, cigar or other tobacco containing product. Tobacco combustion produces tar and carbon monoxide. Tobacco contains the highly addictive substance, nicotine, along with many other harmful chemicals, leading to smokers being at an increased risk of many different types of disease.

Vaping

The use of an e-cigarette to inhale the aerosol produced by e-cigarettes.



Our Vision

Our vision is to reduce the uptake and prevalence of smoking amongst children and young people in Cardiff and the Vale of Glamorgan. We also want to protect them from exposure to second-hand smoke and other smoking related harms. We will do this through supporting smoking prevention, cessation and changing the smoking environment. Whether as individuals or institutions, we can all make a difference and take action to ensure young people in Cardiff and the Vale of Glamorgan have the information, skills, environment and opportunities necessary to remain smoke-free and avoid smoking-related harms.



Our Partnership

‘Reducing the Harms of Smoking to Children and Young People: An Action Plan for Cardiff and the Vale of Glamorgan 2022-2024’ has been developed by local and national organisations who share the above vision for children and young people in Cardiff and the Vale of Glamorgan and it outlines our commitments over the next two years on how we will work towards achieving it. Through creating this plan, we have been able to capture existing work, identify gaps and consider new ways of working together to fill them.

Our work supports that of each other’s, regardless of the age or audience we reach, or whether our focus is on health, education, trade, the environment, research or the law, as we recognise the wide variety of influences over young people’s smoking decisions and their exposure to smoking-related harms. We will meet regularly to monitor the success of the plan, and invite new partners who share in our vision to join us.



Engaging with Young People

During the development of this plan, around 70 young people in Cardiff and the Vale of Glamorgan shared what they think local services need to do to help local children and young people stay smoke-free. We're very grateful to those who took the time to share their ideas with us. The most commonly mentioned views were: To ban cigarettes and smoking; to reduce the amount of people smoking; and, to make it harder for children and young people to access cigarettes, for example, by not selling to them. We hope our plan shows our commitment to reducing both the prevalence of smoking and children and young people's access to tobacco.

We are committed to ongoing engagement and are looking forward to hearing more views on this plan and our future activities from children, young people and those working with or caring for them.



Get in touch

If you would like to get in touch about this action plan, please contact the Cardiff and Vale Local Public Health Team on **02921 836505**.

Overarching goal

- To reduce Children and Young People's exposure to smoking-related harms

Overarching outcomes

- A reduction in the % of young people 11 – 16 in Cardiff and the Vale of Glamorgan who report weekly smoking (School Health Research Network)
- A reduction in the % of adult smokers in Cardiff and the Vale of Glamorgan (Adult Lifestyle – National Survey for Wales)

To be achieved through

- **Prevention** by themes marked with a **P**
- **Cessation** by themes marked with a **C**
- **Changing the smoking Environment** by themes marked with an **E**

What will we do together?

Theme: EDUCATION

Pledge: We will support evidence-based smoking and tobacco education in Cardiff and the Vale of Glamorgan schools and youth settings to ensure young people have the knowledge and skills needed to make informed decisions about their smoking and wider health behaviours.

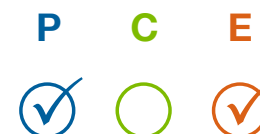


Action	Lead Partner(s)	Audience	Measuring Success
Develop and deliver a smoking and tobacco education and prevention support service for schools	Local Public Health Team (LPHT) (Cardiff and Vale UHB)	Pre-school; Primary; Secondary; Special; Alternative Education (Alt Ed)	Quarterly updates on: How much? How well? What difference activities have made? E.g. <ul style="list-style-type: none"> • Number of young people receiving direct delivery; • Number of professionals receiving training; • % rating session as good or excellent • Difference in knowledge/ skills/confidence/ smoking intentions pre and post sessions
Support CYP smoking education and prevention on a national level through resources and targeted campaigns	ASH Wales	All	
Deliver the JustB programme to selected Year 8 learners in targeted secondary schools	JustB (Public Health Wales)	Secondary	
Provide smoking and tobacco-related training to teachers and professionals working with young people	LPHT (CAVUHB)	Professionals	
Update Primary Substance Misuse Education (SUM) Toolkit for Cardiff and the Vale of Glamorgan	Cardiff Healthy Schools (Cardiff Council)(CC)	Primary	
Support education settings to develop a Whole Schools Approach to Substance Use and Misuse to achieve Welsh Network of Healthy School Scheme (WNHSS) awards	Cardiff Healthy Schools (CC); Vale of Glamorgan Healthy Schools Scheme (CAVUHB)	Nursery; Primary; Secondary; Special; Alt Ed	

What will we do together?

Theme: SMOKE-FREE SETTINGS

Pledge: We will promote Smoke-Free Settings and support them to reduce children and young people's exposure to second-hand smoke.



Action	Lead Partner(s)	Audience	Measuring Success
Increase the number of Pre-School settings on the Healthy and Sustainable Pre-school Scheme in the Smoke-Free Window Sticker scheme	Cardiff Healthy and Sustainable Pre-school Scheme (CHaSPSS) (CC); the Vale of Glamorgan Healthy and Sustainable Pre-Schools Scheme (VoG HaSPSS) & LPHT (CAVUHB)	Pre-school; Nursery	<ul style="list-style-type: none"> • Number of settings taking part • Policy developed and disseminated • Number of communications promoting smoke-free hospitals shared • Reduction in number of smokers on hospital sites
Increase the number of Primary school settings engaging in the Smoke-Free School Gates scheme	LPHT (CAVUHB)	Primary; Special	
Increase the number of Cardiff and the Vale of Glamorgan Secondary Schools engaging in the Smoke-Free Gates Scheme	ASH Wales	Secondary, Special; Alt Ed	
Contribute to the development and dissemination of policies and procedures to support Whole-School Smoke-free Premises Policy legislation	Healthy Schools Cardiff (CC); The Vale of Glamorgan Healthy Schools Team & LPHT (CAVUHB)	Pre-schools; Primary; Secondary; Special; Alt Ed	
Promote smoke-free hospitals to staff, visitors and patients	LPHT (CAV UHB)	UHB Staff/Visitors	
Implement an enforcement function across University Health Board hospital sites	LPHT (CAV UHB)	UHB Staff/Visitors	

What will we do together?

Theme: ILLEGAL TOBACCO

Pledge: We will work together to tackle illegal tobacco and underage sales of tobacco and e-cigarettes



Action	Lead Partner(s)	Audience	Measuring Success
Undertake continuous engagement, education and enforcement work to tackle illegal tobacco	Trading Standards (Shared Regulatory Services (SRS) Vale of Glamorgan (VOG) Council)	All	<ul style="list-style-type: none"> Intelligence reports received Illegal tobacco inspections/operations conducted Quantity of cigarettes seized Quantity of Hand Rolled Tobacco (HRT) seized Outcomes of investigations (i.e. warning, caution, prosecution)
Undertake continuous engagement, education and enforcement work to tackle underage sales of tobacco and e-cigarettes	Trading Standards (SRS VOG Council)	All	<ul style="list-style-type: none"> Intelligence reports received Interventions to business for underage sales Underage sales test purchasing visits carried out Failure rate Outcomes of investigations (i.e. warning, caution, prosecution)
Share awareness-raising information with partners on the consequences of illegal tobacco and how to anonymously report it	Trading Standards (SRS VOG Council); Welsh Government	Partner Agencies	Distribution of any promotional material from relevant agencies (i.e. Welsh Government/Crimestoppers) via this meeting and engagement work with retailers
Promote information on Illegal Tobacco and underage sales in the community (including to young people and those working with them)	All	Secondary age students and above	Dissemination of promotional material as appropriate

What will we do together?

Theme: SMOKING CESSATION SUPPORT

Pledge: Continue to provide a choice of smoking cessation to any smokers wishing to access support to quit



Action	Lead Partner(s)	Audience	Measuring Success
Provide smoking cessation to Children and Young People aged 12 and above in line with Help Me Quit's Young People's Practice Note	Help Me Quit (HMQ) (CAVUHB)	Children and Young People age 12 and above	<ul style="list-style-type: none"> Numbers attending Quit success
Provide smoking cessation support at the Children's Hospital	HMQ - Hospital (CAVUHB)	Paediatric patients, their guardians and wider household members	
Where capacity exists, explore options of partnership working to identify possible group cessation interventions	HMQ (CAVUHB)	People age 12 and above	
Offer specialist support, information and guidance to pregnant smokers, partners and wider household members. Support to include access to Nicotine Replacement Therapy and referral to HMQ	Obstetrics and Gynaecology /HMQ Maternity (CAVUHB)	Pregnant people	<ul style="list-style-type: none"> Increase in number of treated pregnant smokers
Create a pathway of support for those attending Young Person Healthy Hubs or contacting CHAT health for information on smoking and/or e-cigarettes	School Nursing Team (CAVUHB) & HMQ/LPHT (CAVUHB)	Secondary; Special; Alt Ed	Pathway Developed

What will we do together?

Theme: COMMUNICATION AND ENGAGEMENT

Pledge: We will raise awareness of key messages through young-person friendly and accessible communications.



Action	Lead Partner(s)	Audience	Measuring Success
Produce a suite of social media assets to share with partners to promote smoke-free and Help Me Quit messages	LPHT (CAV UHB)	All	<ul style="list-style-type: none"> Social media analytics Increase in platforms promoting Help Me Quit Numbers accessing HMQ services Promotional events attended
Promote Help Me Quit to young people through various channels, including: partners' platforms; social media; local support websites for young people	Any/All (as required)	Children and Young People	
Include young people in the creation and co-production of messages	Any/All (as required)	Children and Young People	
Provide information and signposting to settings to share with new parents/carers and those of pre-school aged children	CHaSPSS (CC); VoG HaSPSS & LPHT (CAV UHB)	Parents/Carers	
Promote the CHATHealth Text Service to raise awareness of where young people can access support	Any/All	11+; Professionals	

What will we do together?

Theme: EXPANDING THE PLAN

Pledge: We will consider how to reach more children and young people age 0 – 25 in Cardiff and the Vale of Glamorgan to reduce their smoking prevalence and smoking-related harms.



Action	Lead Partner(s)	Audience	Measuring Success
Ask children and young people what they think services in Cardiff and the Vale of Glamorgan should be doing to help them stay smoke-free	CAV LPHT; Any/All	Primary School age and above	Quarterly updates on CYP's engagement
Develop a Whole-Setting Approach to smoking prevention and cessation at Cardiff and Vale College, working with students, staff and appropriate external partners to plan and implement an ongoing programme of activities	Cardiff and Vale College	Cardiff and Vale College	Quarterly updates on development
Identify and engage additional partners and organisations to contribute to, or benefit from, tobacco control activities for Children and Young People in Cardiff and the Vale of Glamorgan (Including, but not limited to, those working with CYP in: <ul style="list-style-type: none"> Welsh Government Priority Groups; Home-School settings; School-Leaver settings (Universities; Workplaces; etc). 	All	Potential Partners	An increase in Partnership Group membership
Identify partners and actions to raise awareness of the environmental effects of smoking and to reduce local smoking-related litter	All	Potential Partners	
Identify new partners and actions to promote the smoke-free regulations in play and school grounds	All	Potential Partners	
Incorporate Welsh Government Tobacco Control Strategy and Delivery Plans to inform our future actions	All	All	Strategy and plans incorporated

What can each of us do to reduce smoking related harms to Children and Young People

Report Illegal Tobacco

Illegal tobacco is a big problem in Wales. It increases the availability and affordability of tobacco products to children and young people and can provide a gateway for them to become life-long smokers. Find out what illegal tobacco is, how to spot it and how to report it through the No Ifs No Butts campaign.

[NO IFS. NO BUTTS. - Report Illegal Tobacco \(noifs-nobutts.co.uk\)](https://noifs-nobutts.co.uk)

Respect Smoke-Free Legislation

By respecting Smoke-Free Legislation and not smoking in Smoke-Free places, including private cars transporting under 18s, you can help denormalise smoking for children and young people, reduce their exposure to second-hand smoke and reduce their likelihood of becoming smokers themselves.

Stay Smoke-Free

Staying smoke-free means the children and young people around you are more likely to stay smoke-free too. If you would like to quit smoking, you're 4 times more likely to succeed with help from the NHS versus going it alone. Thousands of people access free, NHS smoking cessation services in Wales every year. Join them today by contacting Help Me Quit for free on 0800 085 2219.

[Help Me Quit | Stop Smoking Services In Wales](#)



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