

CASE STUDY:

***Barnsley's Make Smoking Invisible* is an example of how public health leadership has driven innovation and unprecedented action across the borough to protect children from smoking. This work was Highly Commended at the LGC 2018 awards and has contributed to a 2.4% reduction in smoking prevalence between 2016 and 2017; the biggest reduction Barnsley has seen in recent years.**

Barnsley Council is determined to create a smoke free generation through a coordinated range of council-wide and partnership work aimed at making smoking invisible in front of children.

Why?

- Smoking is the primary cause of preventable illness and death and driver of health inequalities. 1 in 2 smokers will die of a smoking-related disease. The impact on the local NHS is significant (£11.7m per year) and Barnsley's rate of smoking-attributable hospital admissions is 40% higher than the national average.
- Smoking costs the Barnsley economy £63.5 million per year. Every year, lives lost early due to smoking mean we lose 657 years of productivity and 96,034 days of productivity are lost due to smoking-related sick days.
- Roughly £82.2 million is spent annually on tobacco by Barnsley smokers, averaging £2,050 per smoker. Supporting people to stop smoking helps individuals financially and potentially redirects that spending to the local economy, supporting business growth.
- Smoke free places are an effective means of tobacco control. When smoking is less visible, it becomes less convenient and less normal. At any point in time, 2/3 smokers want to quit so environmental changes can encourage quit attempts.

What?

Public health achievements in Barnsley have been substantial following the transfer to local government. In 2015, Barnsley Council implemented a new model whereby the public health workforce was distributed throughout the council with central leadership from the Director of Public Health and a core team. It has become an exemplar of distributed leadership at every level. The council now proudly identifies as a public health council and this is reflected in its highest level ambitions which include smoking prevalence as a key corporate outcome.

We have seen a 6.2% reduction in adult smoking prevalence since 2012. The rate of successful four-week quitters in Barnsley has been consistently higher than the national average and is currently 15% higher. Our smoking in pregnancy rate has seen a 6.5% reduction since 2013. However, the prevalence of 15 year old smokers is 10.7% - the highest in the region and significantly higher than the England average of 8.2%. It is therefore more important than ever that we continue to grow and build on the success of our *Make Smoking Invisible* programme to protect our children and young people.

Interventions with the biggest, quickest and most sustainable impact on smoking prevalence are those aimed at changing social norms, de-normalising tobacco and stopping young people from starting. Research shows pre-school children who observe their parents smoking learn that smoking is appropriate and normal and are significantly more likely to take it up. Two thirds of smokers started before they were 18 years old.

The ethos behind Barnsley's *Make Smoking Invisible* programme is that changing the smoking behaviour of adults will have the biggest impact on reducing the number of children who start.

How?

Our journey to inspiring a smoke free generation has gained significant momentum with some key achievements this year:

- We worked with local primary schools to make all 24 play parks throughout Barnsley smoke free, attracting local and regional media attention.
- Barnsley is the FIRST place in the north to have an outdoor smoke free public space. Following innovative work with local college students to identify and address any barriers to implementation, the Town Hall Centenary Square became smoke free on 30th June 2017 marking the ten year anniversary of smoke free legislation.
- Barnsley is the ONLY local authority we know of to enforce the 2015 smoking in cars legislation. It has issued Fixed Penalty Notices to those found smoking in a vehicle where children are present.
- Since 2014, we seized 79,000 illegal and illicit cigarettes and 800 packs of illegal and illicit hand rolled tobacco.
- Barnsley's major town centre redevelopment programme has included *Make Smoking Invisible* from the outset in its planning and development. Our smoke free market was launched in October 2017 – another northern first.
- Barnsley Hospital's Board pledged support for creating a smoke free generation through a series of YouTube videos. This marks a significant step forward from being more passive about smoke-free status to being active and enthusiastic champions.

Barnsley Council recently invited a team of tobacco control national experts to review our *Make Smoking Invisible* programme through the 'Challenge, Leadership, Results (CLear)' improvement framework. The results show significant improvement across all domains following the transfer of public health to local government. In 2013 we achieved 40% of the total points available which increased to 70% in 2017. The visibility of senior and political leadership in Barnsley is particularly noteworthy with a 60% increase in points available. In describing our approach, the reviewers said "*you have a strong vision for a smoke free Barnsley ...involving a wide range of partners in your alliance, including clinical leadership champions...Barnsley has made significant improvements in its tobacco control programme since the last CLear assessment in 2013*"

The Barnsley tobacco control alliance is the driving force behind *our Make Smoking Invisible* programme and has been recognised as an example of best practice by PHE Yorkshire and the Humber *“It is clear that the excellent representation from multi-agency partners across the borough, including strong political support is key to the success of the alliance. The development of a shared goal, clear action plan and real ambition to drive the agenda forward together makes this alliance pioneering”*.

Barnsley hosted a regional tobacco conference in March 2017. It attracted national speakers, with a keynote speech from Barnsley Council’s Leader, Cllr Sir Stephen Houghton. This demonstrates how the council’s outstanding leadership in tobacco control has not only inspired the whole council and its partners to create a smoke free generation in Barnsley, but also colleagues, teams and organisations well beyond the boundary of Barnsley.

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