

Trafford Tobacco Showcase

17th July 2025

Welcome

Jo Bryan, Public Health Trafford Council

joanne.bryan@trafford.gov.uk

Aims of today

- Tobacco strategy in Trafford & the national picture
- What support can people get to quit smoking in Trafford?
- Introduction to Trafford smoking providers
 1. Smoking cessation support for different populations
 2. Who can get support
 3. How to refer
- Useful contacts for professionals

The National Picture: The Tobacco & Vapes Bill

- 1. Create a Smoke-Free Generation** — gradually ending the sale of tobacco products across the country and breaking the cycle of addiction and disadvantage
 - Makes it an offence to sell tobacco products to anyone born on or after 1 January 2009
 - This will not criminalise smoking nor will it mean anyone who can buy cigarettes now will be prevented from doing so in the future
- 2. Smoke-free places** — provides powers to strengthen the existing ban on smoking in public places to reduce the harms of passive smoking, particularly around children and vulnerable people
 - Powers to extend smoke-free places restrictions to specific outdoor settings
 - Powers to create vape-free places and heated-tobacco places
- 3. Youth Vaping** — ban vapes and nicotine products from being promoted and advertised to children to stop the next generation from becoming hooked on nicotine
 - Provides powers to regulate the flavours and descriptions of vapes and nicotine products and displays in retail outlets
 - Provides powers to regulate vape and nicotine product packaging and product presentation
 - Bans the advertising and promotion of vapes and nicotine products
 - Bans free samples of vapes and nicotine products and banning the sale of non-nicotine vapes and nicotine products to under 18s
- 4. Enforcement** — strengthen enforcement activity to support implementation of the measures in the Bill
 - Provides powers to introduce licensing for sales of tobacco, vapes and nicotine products
 - Introduces £200 fixed penalty notices to retailers who sell tobacco products or vapes to people underage

In the News: The Disposable Vape Ban

- From **1 June 2025**, it became illegal for businesses to sell or supply, offer to sell or supply, or have in their possession for sale or supply all single-use or 'disposable' vapes. This applies to sales online and in shops all vapes whether or not they contain nicotine
- Local authority Trading Standards will lead on enforcing the ban within their area.

The screenshot shows the GOV.UK website header with the crown logo and 'GOV.UK' text. Below this is a teal navigation bar. The main content area is white and contains a 'Blog' section header. The primary article is titled 'Department of Health and Social Care Media Centre' in a large, bold, black font. Below this, it lists 'Organisations: Department of Health and Social Care'. The article title 'The Tobacco and Vapes Bill: What you need to know' is prominently displayed in a large, bold, black font. The byline reads 'eschwazer, 5 November 2024 - Cancer, Smoking, Vaping'. The article text begins with 'The government has introduced the Tobacco and Vapes Bill, as set out in the King's Speech.' and continues with 'This will be the biggest public health intervention in a generation – breaking'. To the right of the article is a 'Search blog' section with a search bar and a magnifying glass icon. Below the search bar is a section titled 'About Department of Health and Social Care Media Centre' which states: 'This blog is to update journalists with the latest news from the Department of Health and Social Care Media Centre. Subscribe for the latest news and updates as well as exclusive ministerial commentary. Find out more.' At the bottom right, there is a 'Categories' section.

GOV.UK

Blog

Department of Health and Social Care Media Centre

Organisations: [Department of Health and Social Care](#)

The Tobacco and Vapes Bill: What you need to know

[eschwazer](#), 5 November 2024 - [Cancer](#), [Smoking](#), [Vaping](#)

The government has introduced the Tobacco and Vapes Bill, as set out in the King's Speech.

This will be the biggest public health intervention in a generation – breaking

Search blog

About Department of Health and Social Care Media Centre

This blog is to update journalists with the latest news from the Department of Health and Social Care Media Centre.

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Categories

Trafford Tobacco Alliance

Smoking remains a priority in Trafford

- Smoking remains the largest contributor to ill health and health inequalities in the UK.
- Adult smoking prevalence across Trafford has been declining from **16.4% in 2015** to **11.1% in 2021** and **9.6% in 2023** (the England average in 2023 was 11.6%), but prevalence is much higher in some groups and communities.
- Smoking rates are above the national average in the West and North of Trafford.

Trafford Tobacco Strategy

We envisage making Trafford Smokefree by 2030 (meaning less than 5% of the population would smoke). In doing so, we will ensure the health and wellbeing of all Trafford residents is maximised and individuals and their families can avoid the detrimental consequences of tobacco harm.

**Reduce
Variation in
Smoking Rates**

**Prevention &
Reducing Risk**

**Effective
Enforcement**

**Protect the
Environment**

Smoking Support in Trafford

Grace Cook, Public Health Trafford Council

grace.cook@trafford.gov.uk

Trafford residents can get:

12 weeks of behavioural
support/check-ins

+

12 weeks supply of a quit aid

[**either** free NRT products (nicotine
patches + gum/lozenges)

or

a free vape (+ 12 weeks of e-liquids)].

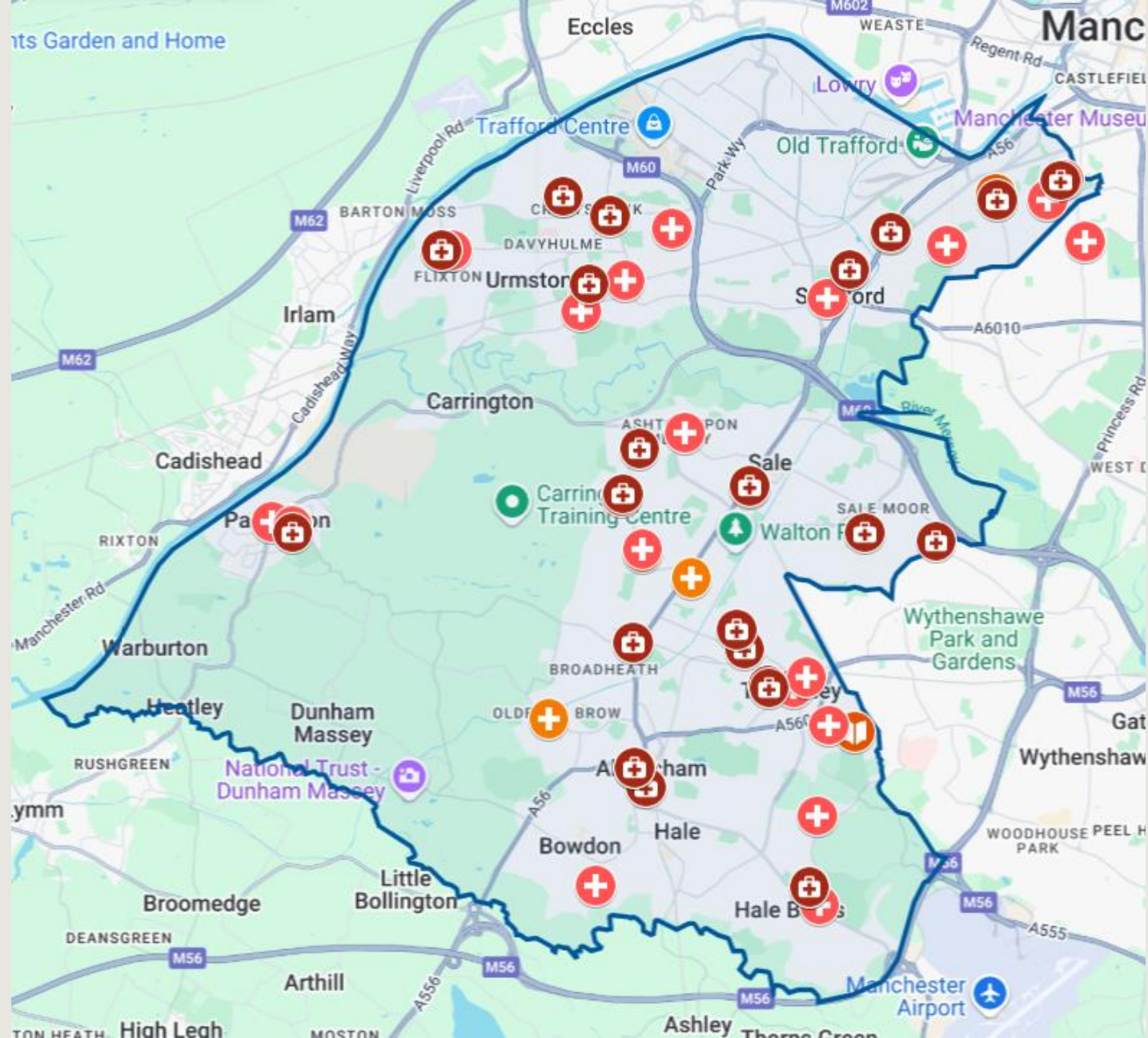


GPs & Pharmacies

Participating GPs & pharmacies are listed on the [Trafford Directory](#).

You can also find them on Google Maps:

[*Trafford Stop Smoking Services - Google My Maps](#)



Trafford residents can get support from VCSE organisations commissioned to support specific populations with quitting smoking

- **All the services can provide:**
 - A combination of brief advice, signposting, or a full, supported 12-week quit:
 - Including quit aids (NRT/a vape)
- **Anyone can refer in (professionals, self-referrals etc.)**

Smoking Cessation Projects



Specialist Services in Trafford

Provider Showcase

Support for people living with Serious Mental Illness

Bluesci CIC

Bluesci: Help to Quit Smoking Service



- Support for adults with a Serious Mental Illness
- Supported 12-week quit
- Referral form on Bluesci website:

www.bluesci.org.uk/mental-health-help-to-quit-smoking-service/

Support for Older Adults

AgeUK Salford & Trafford

AgeUK Salford & Trafford



- Support for Trafford residents aged 50+
- Support for a full 12-week quit (behavioural support + a quit aid like NRT/a vape).
- Contact Age UK Trafford on **0161 746 9754**

Support for Carers

Trafford Carers Centre

Trafford Carers Centre



- Support for **Carers**:
 - Adult carers
 - Young adult carers
 - Young carers
- **Trafford Carers Centre can provide a full 12-week supported quit with behavioural check-ins and a quit aid.**
- For more information please make a call on **0161 848 2400** [option 1] or **make a referral online:**

www.traffordcarerscentre.org.uk/our-support/make-a-referral/

Support for people affected by drugs or alcohol & Support for people in the Criminal Justice system

The Big Life Group

The Big Life Group



Support for:

- **Adults** affected by drugs and alcohol and/or
- People in contact with Criminal Justice
- Support across venues in Trafford, include drop-in sessions, group activity and 1:1 advice and support

To find out more information or to make referrals, please contact Nigel directly on **07580 082281**

or email nigel.wood@thebiglifegroup.com



BREAK

Support for Children & Young People

Early Break & Gorse Hill Studios

Early Break: Young People & Family Services



- We are a specialist substance support service offering a person-centred approach to young people, aged up to 21 (up to aged 25 with complex needs)
- Covering **all substances** from cannabis to opiates and vapes whether nicotine or THC
- We also run the 6-month structured **Holding Families** programme, twice a year, for families with parents who use substances. Our **Holding Families Plus** programme works with parents who have links to criminal justice.
- Early Break provide quarterly training, to be sourced via the TSSP board

Referrals via online form: <https://form.jotform.com/250753364327357>

Or

Call 0161 723 3880

Showcase: Early Break multi-agency work alongside in the community and school settings

- Throughout the year, Early Break share resources developed as part of their **school vaping campaign**, in assemblies and lunchtime pop-ups.
- They have been requested to visit all high schools in Trafford as well as some primary schools.

Follow QR code or follow link below to access School Vaping & Substance Use Concern Survey:

<https://form.jotform.com/251492018800350>



Gorse Hill Studios: Support for Care Leavers



- Support for young people who are care leavers or who attend Gorse Hill Studios
- **To get in touch contact:**
 - Call **0161 866 8356**
 - Email **hello@gorsehillstudios**
 - Or drop in to GHS in person

GHS Film Screening

- In March, to coincide with No Smoking Day, Gorse Hill held a celebration event with young people
- There was a music & comedy, certificates for achievements were given out, a short film was screened with testimonies from young people Gorse Hill work with talking about their experiences with smoking and vaping.



Support for diverse populations

Voice of BME Trafford & LMCP

Voice of BME Trafford



Voice of BME Trafford
Having a voice to influence change

Voice of BME offer smoking cessation support to **ethnically diverse communities** in Trafford.

Their offer includes:

- Smoking cessation brief interventions, where Voice of BME can signpost the Trafford residents to other smoking cessation services,
- Full 12-week smoking cessation support offer through Voice of BME directly
- Shisha awareness work with GPs and in the community.

Contact Voice of BME directly on 0161 848 7018

BEYOND THE SMOKING: A NEW LIFE AWAITS



SMOKING CESSATION

Looking to quit smoking?
Seeking assistance on your journey to stop?
Hoping to extend your lifespan?
Call us, email us or scan the QR code

Our programme offerings:

E-cigarette, Group Support, Personalised Support, Behavioural Counselling, Nicotine Replacement Therapy Advise, Motivational intervention
5As: Ask, Advise, Assess, Assist & Arrange.



Do you know?

72% Lung cancer cases are reported due to smoking

Around 6M aged 18 & over smoked cigarettes

Around 5.1M aged 16 & over use E-cigarettes

(National Statistics Office and Macmillan Cancer Support)

 **0161-848-7018**
07928-843762



office@voicebmet.co.uk



www.voicebmet.co.uk



"Sheesha"
*A social gathering
or shared risk?*

Awareness on the Dangers of Sheesha (Waterpipes) Smoking

Do you think Sheesha is any safer than smoking?
1 Sheesha Session = Consumption of over 100 Cigarettes

(British Heart Foundation)

Health Risks Associated with Sheesha:
Nicotine Addiction, Mouth & Lungs Cancer, Respiratory Infections, Cardiovascular Problems

Seeking Help? Want to quit?

Contact us



0161-848-7018
07928-843762



office@voicebmet.co.uk



www.voicebmet.co.uk

Improving equality, wellbeing & independence

LMCP Care Link - Charity Registration No. – 1128362 / Company Registration No. - 6729806



LMCP's approach – smoking cessation



Community Engagement



Better awareness



Improved understanding of barriers



Fortnightly peer support



Hand holding support



Improving equality, wellbeing & independence

LMCP Care Link - Charity Registration No. – 1128362 / Company Registration No. - 6729806



What are our objectives?

- Spreading awareness in the community
- Educating about diseases and physical damage that tobacco and its affiliates produce
- Social responsibility
- Helping them understand their individual role in the society to spread awareness
- Developing therapeutic relationship
- Sharing success stories/journeys/ finding champions

Improving equality, wellbeing & independence

LMCP Care Link - Charity Registration No. – 1128362 / Company Registration No. - 6729806



What we have achieved so far:



6 peer support groups every fortnight



Publicity: Shops, six mosques, takeaways, hairdressers, pharmacies and GP surgeries



WhatsApp broadcast messages



One to one contact



Discovered what support is available from Pharmacy/ GP



Professionals contacted: Dr Jo Ryland – GP Limelight surgery, Sharon Newbury – Advanced nurse Limelight surgery, Adnan Seedat – Lead pharmacist Limelight, Dr M Kasturi – consultant of Christie hospital, Dr Azam – GP

Improving equality, wellbeing & independence

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LMCP Smoking Cessation Case Study: Mr. M

Mr. M, a local postmaster and long-term heavy smoker. He was approached by the LMCP team as part of our smoking cessation outreach. We engaged him in a conversation about the health risks associated with smoking and informed him about the support available through his GP and local pharmacy.

Following this discussion, Mr. M contacted his GP for further assistance. As part of his quit-smoking plan, he was prescribed nicotine lozenges to help manage cravings. This marks a positive step forward in his journey to better health.



Trafford Local
Care Organisation

Smoking Cessation

- Vaping – short term not to become addicted
- Nicotine replacement – patches – (slow release), lozenges, inhalator etc
- Medication – Varenicline (Champix)

Improving equality, wellbeing & independence

LMCP Care Link - Charity Registration No. – 1128362 / Company Registration No. - 6729806

For further information, please

Call us on 0161 226 4632

07308153387

Email us - info@LMCP.co.uk

Visit our website - <https://LMCP.co.uk>

Support in community settings

Our Sale West, BMS Wellbeing, & LGBT Foundation

Our Sale West



Our Sale West offer stop smoking support to:

- people living in **Sale West**
- **routine & manual workers** employed locally.
- Sale West Community Centre staff are trained to deliver smoking very brief interventions to residents who come in contact with the service.
- Their co-ordinator leads on smoking cessation 1:1 behavioural support and nicotine replacement therapy or vapes as a quit aid.
- Other wellbeing groups are available for those who access the service.

Call **0161 973 3778** or email enquiries@oursalewest.co.uk

Showcase: “Break the Habit Breakfast”

Our Sale West held their first “Breaking the Habit” Breakfast in June:

“The aim was to provide manual workers in the area a chance to get their blood pressure checked and talk with our smoking cessation advisor Lynne Stewart about giving up smoking.

“**22 Irwell valley operatives** came to the cafe and took part.”

“We also managed to speak to and carry out health checks on an additional 10 members of the public.”



BMS Wellbeing Workshops



- Smoking Wellbeing Workshops at **Sale Moor Community Centre**
- These relaxed two-hour sessions include a light meal and cover:
 - Impact of smoking & benefits of quitting
 - Tools & techniques to help
 - Managing cravings
 - Building confidence to live smoke-free
- These sessions are open to any individuals who live in the community, access your facilities, and your volunteers and staff members.

- **Upcoming workshop dates:**

16th July, 24th July, 14th August, 21st August

- 11am to 1pm

- Register here: <https://form.jotform.com/251153201721340>

- **Future sessions planned across community venues.**



Email: joelwhite@bmswellbeing.com

Telephone: **07853 629771**

Support for LGBT/BAME populations

- PaSH Partners have been commissioned across GM to support members of the LGBTQ+ and BAME populations to quit smoking

info@thebha.org.uk



[Contact us –](#)
[LGBT Foundation](#)



Showcase: GP Practice Projects

Partington GP Smoking Day, 4th February 2025

Calling all parents of young families!



JOIN US FOR A FREE STOP SMOKING SESSION WITH DR. HIDER

RECEIVE A FREE GOODIE BAG AND A FAMILY MEAL VOUCHER FOR THE HIDEAWAY FOR EVERYONE WHO ATTENDS!

MAKE THE HEALTHY CHOICE FOR YOUR FAMILY!

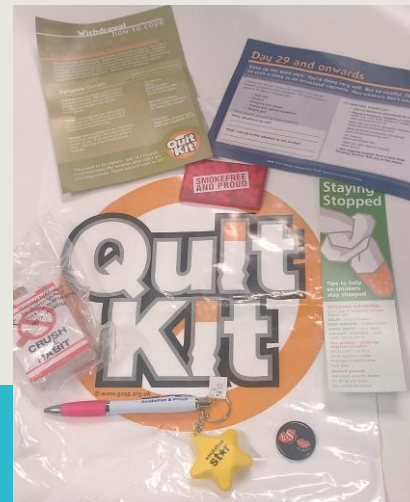
**MAKE 2025
YOUR YEAR TO QUIT**

**TUESDAY 4TH FEB
12:30 - 2PM**

PARTINGTON FAMILY PRACTICE



*A VOUCHER FOR ONE ADULT AND ONE CHILD TO HAVE A FREE MEAL AND DRINK FROM THE HOPE SAVER MENU



Targeted projects across local Primary Care

- West PCN targeted work with employers/additional smoking clinics across West Trafford GP Practices
- Davyhulme Medical Centre targeted smoking clinics
- Limelight Surgery project in SMI Care Homes

West Primary Care Network Project



- 5813 total smokers registered across West PCN (6 Practices in Partington & Urmston)
- 1237 patients who are smokers invited to attend initial assessment
- Smoking awareness pop up stalls to be soon delivered at Asda Trafford Park alongside the Lung Screening Van (dates tbc).
- Branded merchandise with QR code to book on
- Use of CO Monitors CO Banner on display

Davyhulme Medical Centre



- F2F educational engagement events in public settings
- Cancer awareness talk with smoking cessation element linked to lung health check
 - Reached 2000 patients with 250 attending sessions
- Davyhulme Medical Centre sent out 1200 invites to patient population to offer 121 smoking cessation appointments – seen 67 in March, 15 in April
- Continue to provide support

SMOKING CESSATION QUALITY IMPROVEMENT PROJECT

FEBRUARY TO APRIL 2025

Efrosyni Panayiotou
(Business Manager)



WHO WE ARE / BACKGROUND

- ▶ Limelight Health & Well-being Hub
- ▶ Proposal (December 2024)
- ▶ Business case (January 2025)
- ▶ Approach (February - March 2025)

DELIVERY

- ▶ Enhanced Smoking Cessation Clinics
- ▶ Dedicated Care Home visits
- ▶ In-person open smoking education event
- ▶ Involvement of the whole team

OUTCOMES

(ADJUSTED FOR TOTAL POPULATION)

- ▶ **Overall 'current smokers':** Went from 6.5% to 6.2%
- ▶ **SMI patients:** 1.4% reduction!
- ▶ **Declines:** 11% overall, 9.5% SMI
- ▶ **Follow-ups** from project still ongoing

Conclusion

This project has certainly strengthened our practice's partnership with Trafford Public Health.

Looking ahead, we are confident that the successful, evidence-based delivery of such initiatives, which bring a tangible benefit to patients and to the system as a whole, can help to position General Practice in Trafford as a trusted and valuable partner in the future.

Useful Contacts for Professionals

Tools for professionals

List of local services

Trafford Directory: [Trafford Directory](#) | [*Trafford Stop Smoking Support Services](#)

Training for signposters/practitioners:

- **Contact Public Health** for access to recordings of training sessions
- Online NHS e-learning modules open to anyone: [NCSCT e-learning](#)

Cost calculator tools for client engagement

How much people can save by:

- Quitting smoking [Calculate my savings - Stopping smoking | NHS inform](#)
- Switching to vaping [How much could you save by switching to vaping?](#)

Other key contacts

Fire Safety

- **GMFRS:** Free Home Fire Safety Assessments [HFSA - Greater Manchester Fire Rescue Service](#)

Trading Standards

- **To report illegal sales of Vapes & Tobacco** [Trading Standards](#)
 - This could be underage sales, or sales of now illegal disposable vapes, or other illicit/unregulated vapes
- **Illicit tobacco sales:** [Trafford Directory | Keep it Out - report illegal tobacco anonymously](#)

Totally Wicked vapes

- Queries/support requests about Trafford Health Improvement Offer: neil.skinner@totallywicked.co.uk

What's next for the Tobacco Control Agenda in Trafford?

Planned work in 2025 onwards

- Niche tobacco awareness e.g. Shisha, nicotine pouches etc.
- More for deprived communities and manual occupations
- Opportunities through Leisure Service staff/ Northwest Ambulance Service/Fire & Rescue Services/Housing
- New service for Drug Dependency/Criminal Justice clients
- Further joint working with Trading Standards
- Expansion of Smokefree spaces signage

What can you and your organisation commit to as part of the Tobacco Alliance Action Plan?

Please contact Grace Cook if you think your team could get involved in smoking cessation work or Trafford Tobacco Alliance.

Public Health can:

- Share training & resources
- Share signposting/service details with you and your team

grace.cook@trafford.gov.uk

Next Tobacco Alliance Meeting

Theme: Effective Enforcement & Protecting the Environment

Date: *tbc*Autumn 2025

AOB / Questions?

CLOSE