

A CHARTER TO DELIVER THE SOUTH WEST TOBACCO CONTROL AND SMOKING CESSATION STRATEGIC FRAMEWORK

As senior health leaders, we recognise that tobacco dependence - particularly through smoking - is the leading preventable cause of illness, death, and disability in our region. The impact is greatest among our most disadvantaged communities, contributing to reduced independence, lower workforce participation, and increased demand on health and care services. Preventing tobacco use and supporting people to quit will improve public health, reduce inequalities, ease pressure on the NHS and social care, and deliver economic and workforce benefits.

We are united in our commitment to achieving a smoke-free South West (<5% prevalence) by 2030 and actively support the South West Tobacco Control and Smoking Cessation Strategic Framework:



Monitoring tobacco use and prevention policies:

- Use data and behavioural insights to guide targeted action
- Use intelligence packs to identify populations experiencing greater tobacco-related harm and to monitor progress in reducing disparities
- Systematic screening of tobacco use status on admission and at booking appointments



Protecting people from tobacco smoke:

- Prevent smoking uptake by prioritising youth-focused prevention strategies and action
- Embed smoke-free legislation and policies in all settings
- Create smoke-free environments, particularly for children and the most vulnerable communities



Offering help to quit tobacco use:

- Collaborate on the use of Apps to support people who smoke to quit
- Train staff to deliver Very Brief Advice and facilitate timely referrals
- Embed evidenced-based tobacco dependence treatment across routine hospital care
- Strengthen links between voluntary, community and local tobacco dependence treatment services
- Promote vaping as a harm reduction tool for adults who smoke, while restricting youth access
- Foster a smoke-free workplace and support staff who wish to quit
- Address inequalities by prioritising support for populations disproportionately affected by tobacco use and improve equitable access to effective treatment and outcomes



Warning about the dangers of tobacco:

- Champion prevention, support smoke-free objectives and health promotion across the system
- Deliver tailored campaigns to raise awareness of tobacco-related harms, exposure to second-hand smoke, and illicit tobacco among communities disproportionately affected



Enforcing bans on tobacco advertising, promotion and sponsorship:

- Support national and local policies that restrict tobacco marketing and industry influence
- Protect tobacco control initiatives from interference by the tobacco industry



Raising taxes on tobacco products:

- Raise awareness, enforce regulations and support strategies to reduce demand and tackle illicit tobacco

Signatories: *(name, role and organisation)*