

Health and Wellbeing Board, 16 September 2026

Paper: *Supporting a Smoke Free Dorset*

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Smoking in Dorset: Impacts

30,703

Smokers

1,012

Premature deaths/yr

7,434

Hospital admissions/yr

£270m

Costs of smoking in Dorset

HEALTH HARMS

- Largest avoidable cause of death
- Causes 25% of all deaths from cancer
- Leading cause of heart disease and COPD
- Smoking during pregnancy more than doubles the likelihood of premature births

INEQUALITY

- Smoking prevalence and mortality more than double in most deprived areas
- The single biggest preventable cause of health inequalities and life expectancy
- People with mental health conditions are more than twice as likely to smoke

SOCIAL & ECONOMIC COST

- Cost to the Dorset economy of £139m
- Social care costs of £117m per year
- Smokers need care on average 10 years earlier
- Annual cost of treatment and hospital admissions due to smoking is £11.5m

Every reduction in smoking improves population health, narrows inequalities and reduces pressure on the NHS and social care system.

A Smokefree Generation by 2030

'Stopping the start'

Raising the age of sale: Illegal to sell tobacco in the UK to anyone born on or after 1st January 2009.

Extend legislation on smokefree and vape-free spaces

Supporting more people to quit

Doubling of investment for local smoking cessation services (Dorset, £877,025 per year)

Engage =>5% of smoking population each year

Tackling youth vaping

Restrictions on flavours, packaging and marketing

Ban sale of all nicotine products and vapes to U18s

More regulatory and enforcement systems

Seizures of illegal tobacco and unregulated vapes

Enhanced retail licencing scheme & penalty notices

Investment in smoking cessation

LiveWell Dorset – coaching, NRT, vapes, medications



LiveWell Dorset

GP practices and Community pharmacies

NHS Treating Tobacco Dependency services for hospital inpatients



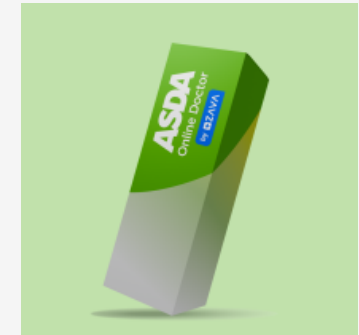
Smoking cessation support within maternity services

Allen Carr Easyway

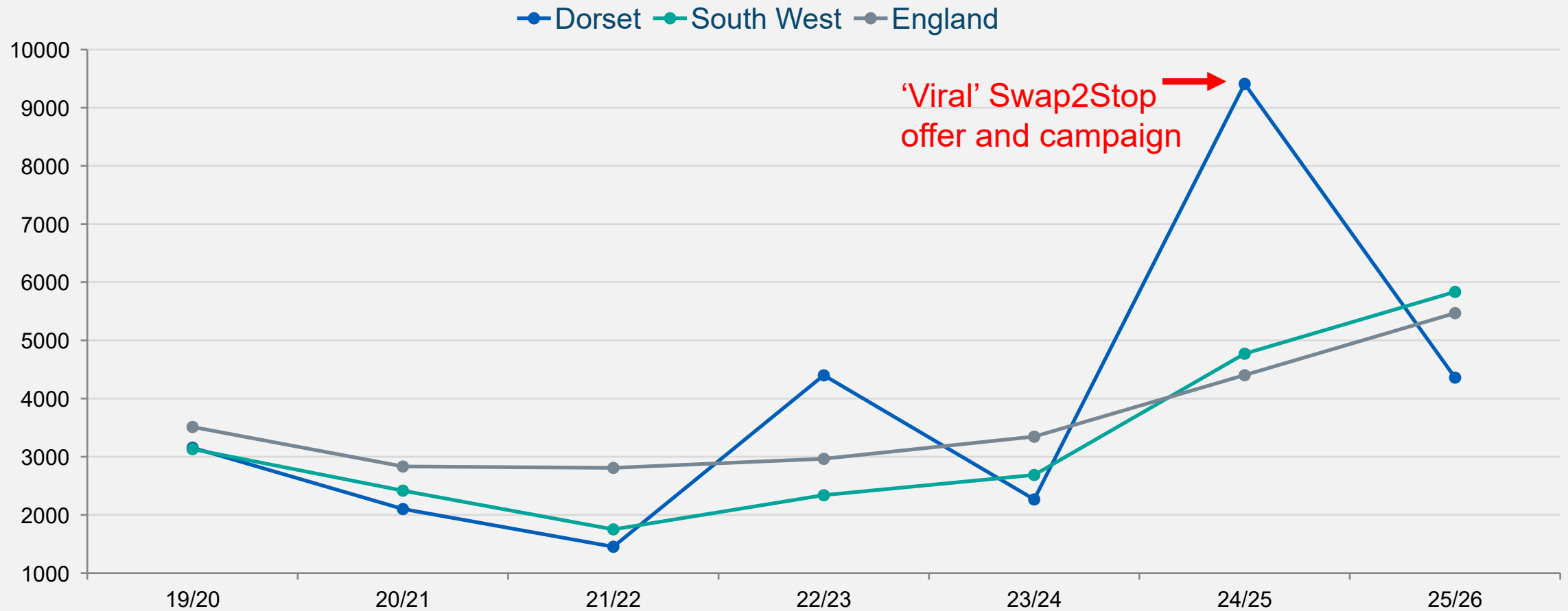


Digital cessation support

NEW! Online prescription-only smoking medications + behavioural support



Smokers Supported to Quit by Smoking Cessation Services (rate per 100k)



Importance of Marketing & Comms



- 'Stoptober' is the UK's annual 28-day quit-smoking campaign held every October
- Smokefree Generation: '100 days to go' campaign
- National Non-Smoking Day: 10th March 2027
- NICE: 'Systemically identify and target smokers with evidence-based messaging'

The South West Smoke-Free Charter

- A shared commitment by senior leaders across Local Authorities, NHS Trusts, and ICBs to take coordinated strategic action to tackle tobacco dependence.
- Leadership to make tobacco dependence and treatment a core priority and support the goal of a Smokefree Dorset by 2030.
- Developed by South West Tobacco Control the regional collaborative programme for tobacco control and smoking cessation across the South West NHS and local government system

Smokefree Charter: MPOWER framework

Monitoring tobacco use and prevention policies

Protecting people from tobacco smoke

Offering help to quit tobacco use

Warning about the dangers of tobacco

Enforcing bans on tobacco advertising, promotion & sponsorship

Raising taxes on tobacco products

Smokefree Charter: The Ask

- Request Health and Wellbeing Board endorsement and signature, on behalf of individual organisations.
- Champion a collaborative approach across NHS and Local Authority systems to deliver consistent, evidence-based action.
- Commit to ongoing review and integration of the Charter's principles into operational plans, service delivery, and workforce development.

Recommendations

- (a) Note the significant health, wellbeing, social care and economic burden arising from smoking in Dorset.
- (b) Acknowledge progress made in expanding access to evidence-based smoking cessation support and treatment.
- (c) Endorse the Southwest Smoke-Free Charter and continued partnership action to reduce smoking prevalence and related health inequalities.
- (d) Support the forthcoming Stoptober campaign to increase the number of residents making successful quit attempts.

Sources & additional info

- **Policy Drivers:**

- [Tobacco and Vapes Act 2026](#) - The Act introduces new offences, restrictions and enforcement powers relating to the sale of tobacco, vaping and nicotine products.
- A useful FAQ is provided by the Local Government Association here [Tobacco and Vapes Act FAQs | Local Government Association](#)
- [10 Year Health Plan for England](#) - part of the government's health mission to build a health service fit for the future through 3 radical shifts: hospital to community, analogue to digital and sickness to prevention.
- [NHS Core20PLUS5 Programme](#) - aimed at reducing healthcare inequalities, targeting the most deprived 20% of the population and additional groups identified locally.
- [Saving Babies Lives Version 3](#) - focuses on reducing smoking in pregnancy by implementing NHS-funded tobacco dependence treatment services within maternity settings.

Data Sources:

- [Local Tobacco Control Profiles](#)
- [OHID Stop Smoking Service Data Explorer](#)
- [NHS Tobacco Dependence Services Dashboard](#)
- [Adult smoking habits in the UK - Office for National Statistics](#)
- [Statistics on Women's Smoking Status at Time of Delivery: England](#)
- [Statistics on NHS Stop Smoking Services in England](#)
- [Smoking Toolkit Study](#)

Tool Kits:

- [ASH Resources](#)
- [NCSCT Resources](#)
- [Future NHS: SW Population Health Tools – TTD and Smoking Cessation](#)
- [Future NHS: Prevention Programme – TTD Service](#)