

Haringey Tobacco Control Strategy and Action plan (2025- 2029)

Vision: to create a smoke free generation and eliminate tobacco related harms in Haringey in 2030

Why Tobacco Control Matters?

- 80,000 UK deaths/year from smoking
- £21.8bn national cost to the economy
- Haringey: 2nd highest smoking mortality in NCL
- £249m/year local cost
- Smoking fuels health inequalities — half the life expectancy gap

Align with regional and national frameworks:

- Supports Smokefree 2030 ambition
- Builds on national schemes: Swap to Stop, incentives for pregnant women
- Aligned with Haringey Health & Wellbeing Strategy, ICS plans, and Corporate Delivery Plan 2024–26
- Delivers on NHS Long Term Plan smoking commitments

Strategic Objectives:

- Reduce smoking prevalence
- Protect children & young people from smoking/vaping
- Support smokers to quit smoking
- Address inequalities due to smoking
- Tackle illicit tobacco
- Reduce exposure to second-hand smoke
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Key steps to developing the Tobacco Control Strategy.

- Consultation and collaboration with Haringey Tobacco Control Alliance
- CLear Assessment
- Population data and intelligence based-needs assessment.
- A focus group discussion –social housing tenants and professionals.

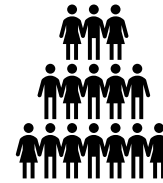


Key insights:

Smoking prevalence in Haringey: 13.9% (higher than London & England).

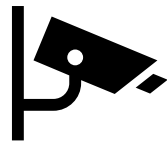
Higher smoking prevalence rates among:

Routine/manual workers (33%).
Romanian (37%), Polish (36%), Turkish (35%) speakers.
People with SMI (40.6%).
Pregnant women (4.8%).
Youth vaping rising.



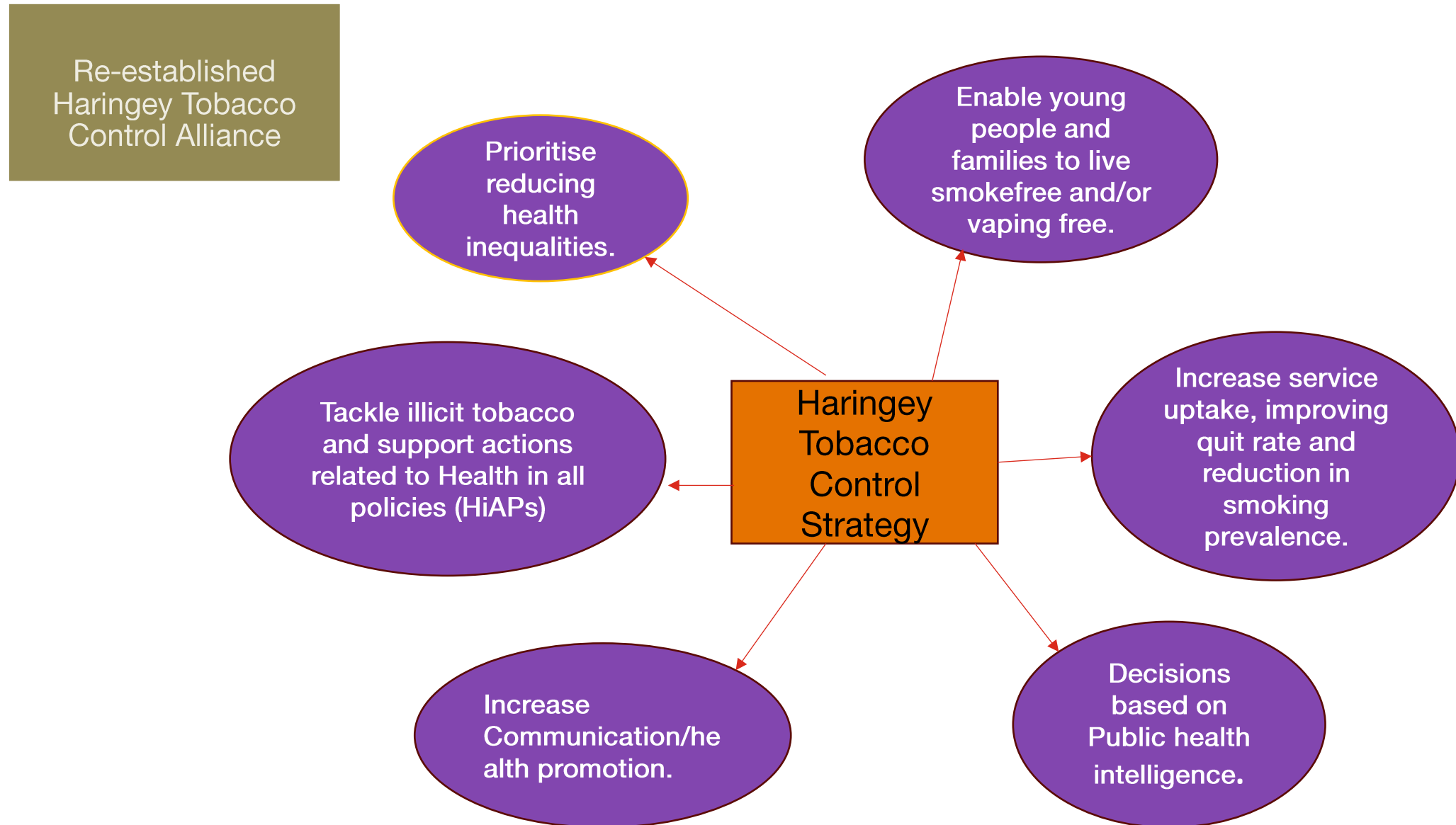
Priority Populations:

- Routine/manual workers.
- Ethnic minority groups (Polish, Romanian, Turkish).
- Pregnant women & families.
- People with SMI or substance misuse.
- LGBTQ+ communities.
- Homeless population.
- Residents living in the most deprived areas of the borough.



Governance & Monitoring:

- Haringey Public Health and Haringey Tobacco Control Alliance
- Overseen by Haringey Health & Wellbeing Board
- Annual Data from Local activities and OHID Fingertips & local intelligence to tracking prevalence



Strategic Commitments.		Embed tobacco control in public health plans, build alliances, and advocate policy change through Tobacco Control Alliance and commitments at leadership level.
Prioritise reducing health inequalities.		Focus on deprived areas, ethnic minorities, pregnant women, LGBTQ+, people with mental health problems and people experiencing homelessness.
Enable young people & Families.		Prevent youth smoking/vaping, promote smokefree homes, and school-based education.
Service Improvement. (Support every smoker)		Improve quit rates, and referral pathways. Capacity building through staff training, recruitments of health ambassadors. Leveraging on National, Regional & Local Initiatives.
Tackle illicit tobacco and take wider policy related actions.		Enforce regulations, tackle illegal sales and promote smoke free environments.
Communicate the harms and the hope.		Year-round campaigns- communicate harm on youth smoking and vaping. Increase awareness and community engagement on available supports to quit smoking.
Systematic and data led- Public Health Intelligence.		Use data to track prevalence, target interventions, and inform policy and service improvements.

Achievements:

Strategic commitments:

- Formation of Haringey Tobacco Control Alliance
- Tobacco control declaration signed
- Assigned a Clinical Champion for primary care
- Participated in national swap to stop scheme.

Workforce

- Advisors increased from 1.2FTE to 4.5FTE
- 128 individuals had MECC training.
- 3 individuals had Level 2 smoking advisors training.

Reducing Inequalities:

- OYH website now in 9 different languages.
- 15 active volunteer Health Ambassadors with 5 different languages
- Translation services available- Language line
- Accessibility- Online, phone and face to face

Tackle illicit tobacco:

- About **70-80 retailer visits** in 24/25
- 10 operations leading to seizures of around £200,000 worth of illegal tobacco and vapes products and one prosecution.
- **60** underage test purchase of tobacco and seizures of illicit tobacco products.
- **11** underage test purchase of vapes and seizures of illicit vapes.
- Retailer education and advise on the disposable vape ban.

Referral pathways and partnerships:

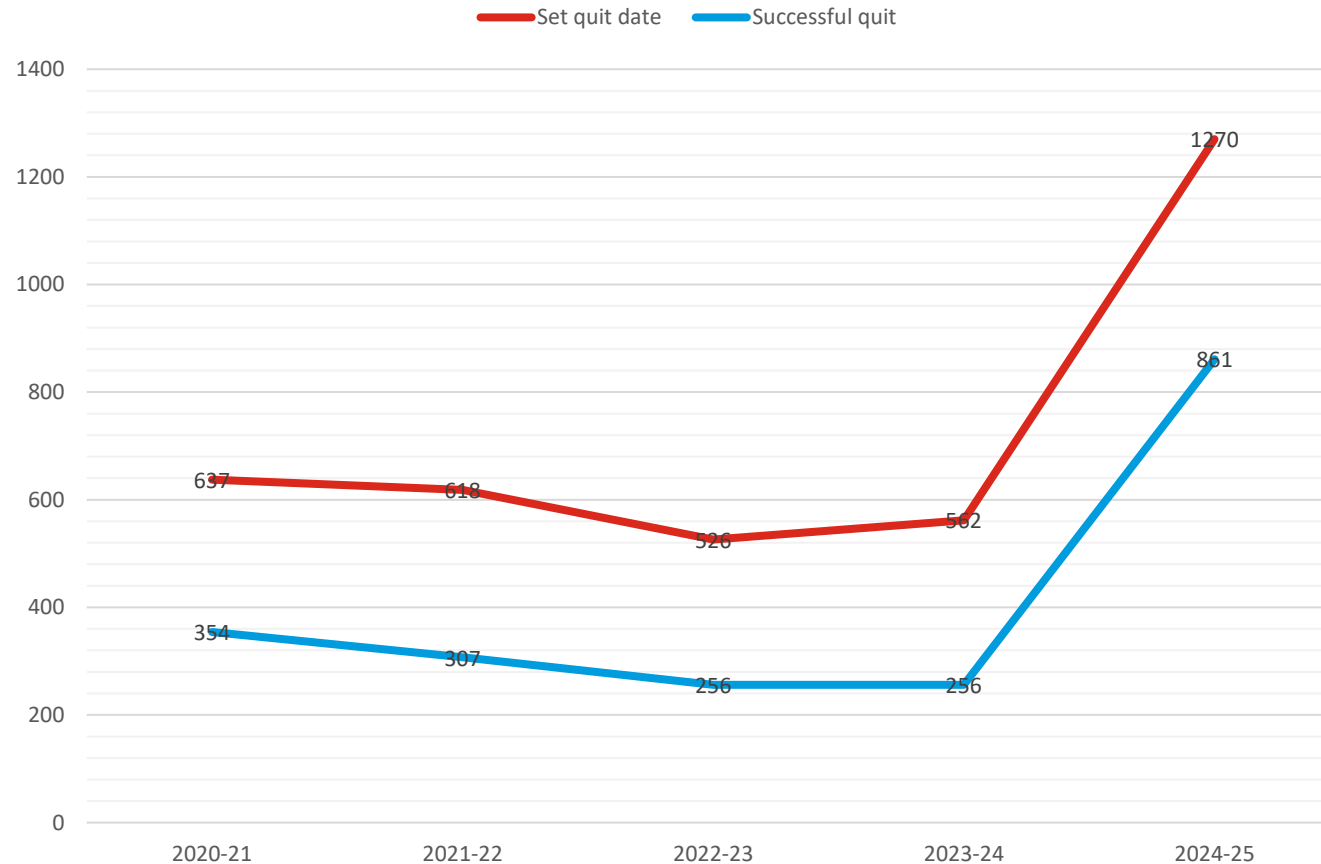
Engagement and Referral pathways:

- NCL NHS Hospital Trusts (RFL, NMUH, BEH MHT and Wittington)
- Haringey universal children' services
- Housing related services
- Drug, alcohol and substance misuse services.
- NCL cancer alliance
- AAA screening
- Targeted Lung health check
- Mind in Haringey
- Haringey Health champions
- Haringey Talking therapies
- Community respiratory team
- Dual diagnosis team
- VCSOs

Partnership working:

- London Tobacco Control Network
- NCL Tobacco Control Leads
- Royal Free London Smoke Free Action Group.
- Stop Smoking London digital programme
- London-wide smokefree App
- Smoking in Pregnancy group
- Haringey Tobacco Alliance including VCSOs
- Health in all Policies (HiAPs)

Number setting quit date and successful quits in the last five years in Haringey

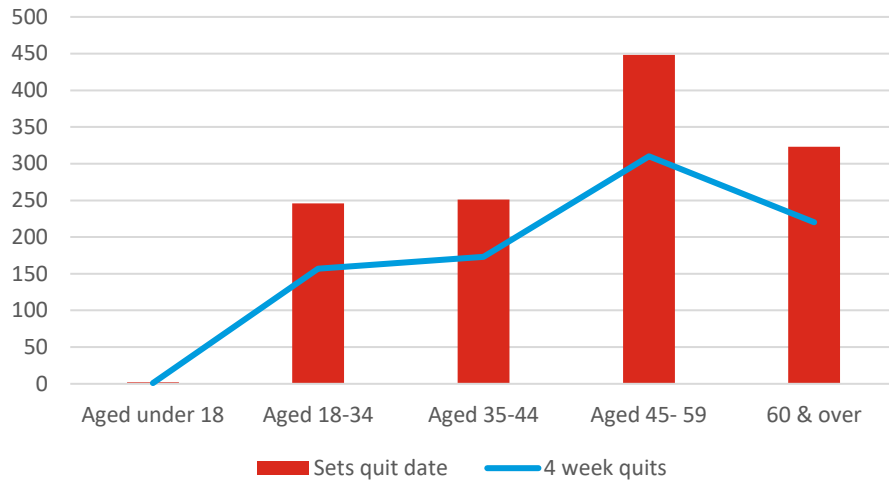


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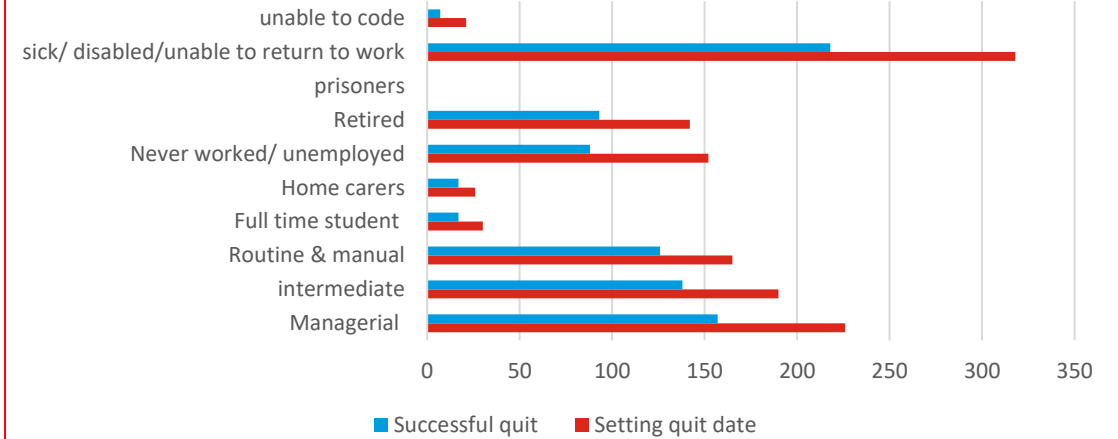
- A sharp increase both in set quit dates and successful quits observed after additional funding is invested into the smoking cessation service starting from 2023/24.
- 1270 set quit dates and 67.8% (861) self-reported successful quit in 2024/25 compared to 562 set quit date and 45.6%(256) self-reported quits in 2023/24

Reducing inequalities- achievements in 2024-2025

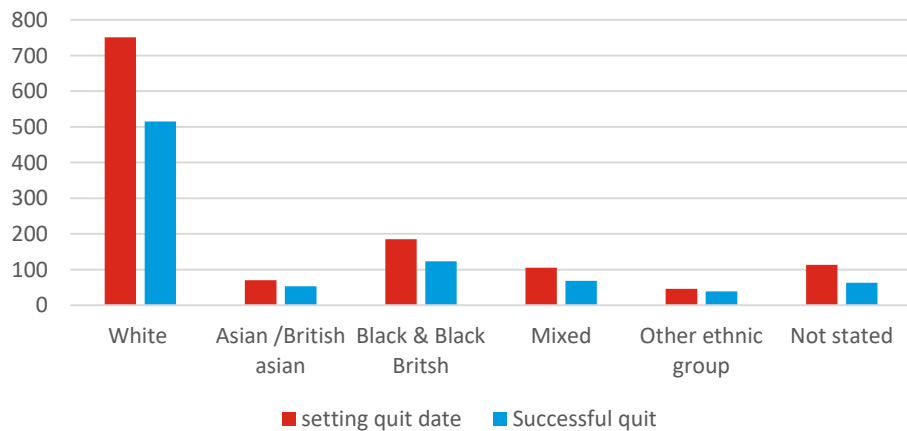
Setting quit date and 4 week quits by age group



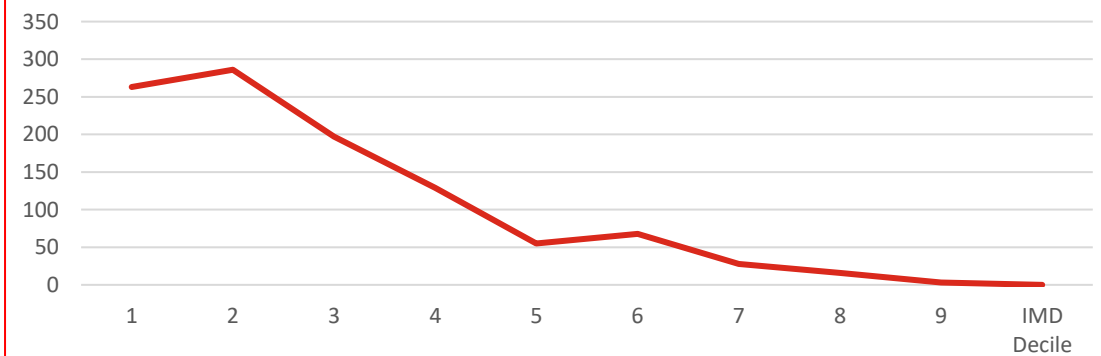
Setting quit date and Quits by Socio- economic classification



Setting quit date and quits by ethnic group.



Set quit date by IMD Decile



Note: 1 (most deprived) and 10 (least deprived)

Next Steps:

- **Sustain a broad and inclusive service offer** - ensuring equitable access across communities.
- **Deepen evaluation and data insight** - focusing on priority groups to reduce inequalities
- **Strengthen hospital-to-community pathways** - ensuring continuity of care through integrated smoking cessation support.
- **Embed tobacco control into wider council strategies** - including mental health, housing, and youth services.
- **Align with regional and national frameworks** - such as the NHS Long Term Plan and London Tobacco Alliance.

Questions for the Health and Wellbeing Board:

- How can the Board **champion tobacco control** across Haringey's systems and communities?
- What role can partners play in **supporting delivery and embedding tobacco control** into their work?
- Are there existing programmes or funding streams that we can **leverage or align with** to maximise impact?