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|  | Manchester Alliance for Community Care |
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| Smoking CessationA BriefingAugust 2010 |
| MACCSwan Buildings, 20, Swan Street, ManchesterM4 5JWTel: 0161 834 9823[www.macc.org.uk](http://www.macc.org.uk) |   |

**1. About this briefing**

This briefing is aimed at practitioners and managers within the voluntary and community sector who want to know more about work which is taking place in Manchester to reduce smoking and to start thinking through how their organisation may be well placed to contribute to this issue.

It provides an overview of smoking cessation in Manchester; how Manchester NHS and statutory partners are tackling the issue at a strategic level; the types of services voluntary and community sector organisations are well placed to deliver; useful resources and links to further information.

For more information about this briefing and the voluntary and community sector [Health and Well-being Network](http://www.macc.org.uk/macc/wellbeing_intro.php) please contact:

Mary Duncan

Development Worker

Manchester Alliance for Community Care

Swan Buildings

20 Swan St

Manchester

M4 5JW

Tel: 0161 834 9823

Email: mary@macc.org.uk

Website: http://www.macc.org.uk

**2. Overview**

Tobacco use remains the single biggest cause of preventable death among adults in Manchester. Estimates derived from a number of different sources suggest that between 34% and 38% of adults smoke in the City. A comparison of data from the 1992 Manchester Health Needs Survey and Manchester Residents Survey for 2004 suggests that there has been little change over the past ten years in the number of smoking adults in Manchester. This may be because the number of children and young people who are starting to smoke is growing at a similar rate to the number of people who are choosing to quit smoking.

The 2006 Health Related Behaviour Survey of primary and secondary schools in Manchester reported that 11% of pupils in Years 5 and 6 had tried smoking or were already regular smokers. 13% of pupils in Years 8 and 10 ‘regularly’ or ‘occasionally’ smoked. There are significant gender differences in this age group with 19% of girls in Year 10 reporting having smoked at least one cigarette during the past seven days compared with 12% of boys in the same school year.

Reduction of smoking during pregnancy contributes to a reduction in infant mortality and an increase in life expectancy. The national target is to reduce the proportion of women continuing to smoke throughout pregnancy by one percentage point per year. NHS Manchester successfully achieved this target in 2007/08.

Chronic obstructive pulmonary disease (COPD) is a common disabling condition with a high mortality rate. Symptoms of COPD include breathlessness and a chronic cough, together with frequent winter ‘bronchitis’. The major risk factor for COPD is smoking and the most effective treatment is therefore smoking cessation. Unsurprisingly, the pattern of COPD prevalence mirrors that of smoking.

**3. Manchester’s strategic approach**

Manchester’s strategic approach focuses on a number of key areas including:

* Manchester’s Smokefree Homes: a scheme which encourages you to make your home smokefree and help avoid the health risks linked to smoking.
* Reducing smoking in pregnancy: targeting support through midwives, healthvisitors, GPs, surestart centres and practice nurses
* Promoting Stop Smoking Service: provides specialists support from trained professionals, to help people to quit smoking or prevent them from starting. It’s a free NHS service open to adults and children who work, live or registered with a doctor in Manchester

**4. How can VCS organisations contribute to smoking cessation?**

Community development projects are by their nature often more sensitive to the needs of different parts of the community than statutory services. Voluntary and community organisations are therefore well placed to deliver a range of services which prevent or help people give up smoking. These include:

* Deliver drop in classes for adults, teenagers and pregnant mothers offering support to quit smoking
* Raise awareness about protecting children from second-hand smoke
* Deliver awareness and prevention programmes to reduce smoking initiation by children and young people
* Promote new methods of supporting smoking cessation that may help older people to stop smoking
* Deliver awareness and prevention programmes about the links between smoking and COPD
* Target BME groups to raise awareness of COPD and its relation to smoking
* Target smoking cessation activities for at-risk groups, such as those who have suffered a stroke, suffer from respiratory problems (e.g. asthma), diabetes or who have cancer

**5. Opportunities for the voluntary and community sector**

Smoking cessation programmes come under the responsibility of the work being delivered by Adults Health and Wellbeing Partnership Board. The [**Health and Well-being Network**](http://www.macc.org.uk/macc/wellbeing.php) facilitated by MACC, works to increase engagement of the voluntary and community sector in the work of the Adults Health and Well-being Partnership Board.

Contact Mike Wild (MACC), VCS participant on the Adults Health and Well-being Partnership Board for more information about the Board and Mary Duncan (MACC) for more information about the Health and Well-being network.

**6. Specialist local voluntary and community sector organisations**

[Barnardos, Wythenshawe Smoke Free Homes Initiative](http://www.barnardos.org.uk/what_we_do/our_projects/Our_Projects_list.jsp?countyName=Greater+Manchester&Submit=Find+Projects)

Barnardo’s in Wythenshawe have been working with Manchester Stop Smoking Service

to promote the protection of children from tobacco smoke and the Smokefree Homes

Scheme. A very effective intervention has been demonstrating to parents and carers the number of toxins in cigarettes. This has been a hugely successful contribution to the work, leading some people to make the decision to keep their home or car smokefree and some also to make a quit attempt.

For information about other organisations delivering work around smoking cessation go to [www.onecentralplace.org.uk](http://www.onecentralplace.org.uk) – an online directory of voluntary and community sector organisations in Manchester.

**7. Resources**

[Public Information Leaflets](http://www.stopsmokingmanchester.co.uk/public-information-sheets.html)

[North West short film exposing tobacco industry practices wins cinema commercial of the year award](http://www.smokefreenorthwest.org/smoke-mirrors-wins-roses/)

[Local Smoking Profiles for the North West](http://www.nwph.info/sam)

**8. Useful Documents**

[Manchester Joint Strategic Needs Assessment (JSNA), 2008](http://www.manchester.gov.uk/site/scripts/download_info.php?downloadID=2829&fileID=8459)

[Improving Health in Manchester: NHS Commissioning Strategic Plan 2009-2014](http://www.manchester.nhs.uk/document_uploads/Commissioning/NHS%20Manchester%20Commissioning%20Plan%20111108_7bcd6.pdf)

[Manchester Public Health Annual Report](http://www.manchester.nhs.uk/document_uploads/Board%207%20April%202010/Manchester%20Public%20Health%20Annual%20Report%202009%20%282%29.pdf)

[A Picture of Progress: Compendium of Statistics for Manchester](http://www.manchester.gov.uk/downloads/file/11460/a_picture_of_progress_compendium_compendium_of_statistics_for_manchester)

**9. Useful Links**

[Manchester Alliance for Community Care](http://www.macc.org.uk/macc/food.php)

[NHS Manchester website](http://www.manchester.nhs.uk/default.aspx)

[Manchester Public Health Development Service](http://www.manchesterpublichealthdevelopment.org/)

[Manchester Stop Smoking Service](http://www.stopsmokingmanchester.co.uk/)

[Smoke Free North West](http://www.smokefreenorthwest.org/)

[North West Public Health Observatory](http://www.nwph.info)

[GLOBALink - The International Tobacco Control Network](http://www.globalink.org)

[Smokescreen Action Network](http://www.smokefree.net)

[ASH (UK)](http://www.ash.org.uk)

[Roy Castle Lung Cancer Foundation](http://www.roycastle.org)

[Smoke Free North West](http://www.smokefreenorthwest.co.uk)

[NICE - Public Health Intervention Guidance - Smoking Cessation](http://www.nice.org.uk)

[Giving Up Smoking / Go Smoke Free Website](http://www.gosmokefree.co.uk)

**10. For more information**

VCS Participant – Adults Health and Well-being Board

Mike Wild (MACC)

0161 834 9823

mike@macc.org.uk

Mary Duncan

Development Worker

Health and Well-being Network

Manchester Alliance for Community Care

Telephone: 0161 834 9823

Email: mary@macc.org.uk

Michelle Dooley (Manchester Stop Smoking Service)

0161 205 5998

Michelle.dooley@manchester.nhs.uk

**Alison Reid (**Senior Public Health Development Advisor/ Smoking and Pregnancy)
alison.reid@manchester.nhs.uk

Jason Kennedy (Senior Public Health Development Advisor/Community Participation and Young People)
jason.kennedy@manchester.nhs.uk