

Progress against the City and Hackney Tobacco Control Alliance Priorities 2024-2026

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Purpose: To provide the Hackney Health and Wellbeing Board (HHWB) with an update on progress against the Tobacco Control Alliance (TCA) priorities for 2024–2026

TCA Partnership Priorities 2022-2026

1. Re-set our strategic approach through senior-level re-engagement and ensure alignment with the Health and Wellbeing Strategy implementation plan and City and Hackney Place-Based Partnership delivery plan.
2. Develop and implement a proactive, coordinated approach to local communications about smoking.
3. Co-design and implement a new Stop Smoking Service (SSS) explicitly focused on reducing stubborn inequalities in smoking prevalence and addressing the needs of disadvantaged communities.
4. Ensure careful coordination (and effective communication) of NHS and local authority-funded tobacco dependency and SSS treatment pathways.
5. Review/refresh our approach to smokefree environments, including promotion of smokefree homes and social housing public spaces, and refresh of NHS and local authority smokefree policies.
6. Better enable young people to live smoke free by 'denormalising' smoking.
7. Review and strengthen system-wide action to address illegal and niche tobacco use.
8. Improve local understanding of how to maximise the benefits and balance the risk of using e-cigarettes and agree a partnership position to inform our local communications and service delivery.

Progress Against Priorities in 2024 and 2025

| Priority | Progress and Key Outcomes |
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| 1. Re-Set our Strategic Approach | Senior-level engagement has been re-established through regular updates and discussion items at both Health and Wellbeing Boards (the last full update to HWBB was in autumn 2024; a discussion on vapes and endorsement of our local co-produced vaping position statement took place in December 2024). The eight TCA partnership priorities align closely with, and support delivery of the HWBB's strategic priorities (mental health, financial security, social connection), as well as the City and Hackney Place-Based Partnership |

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| | <p>integrated delivery plan priority outcomes (giving every child the best start in life, improving mental health and preventing/improving outcomes for people with long-term conditions). This integration helps to embed actions within system-wide planning and reporting, strengthening accountability for measurable reductions in smoking prevalence.</p> <p>An updated TCA terms of reference has resulted in an expansion of membership, broadening the scope of tobacco control, and a renewed strategic focus.</p> |
| <p>2. Coordinated Communications and Public Messaging</p> | <p>The TCA Communications Plan has been co-developed, targeting high-prevalence communities (global majority and socio-economically deprived) through coordinated campaigns (e.g., Stoptober, New Year Quit, No Smoking Day), targeted community partnerships, and active promotion of the SSS. A separate Vaping Communications Plan is in development, again co-designed with stakeholders, with three targeted strategies for people who smoke, non-smokers, and young people under 18.</p> |
| <p>3. Stop Smoking Service (SSS) Redesign with a Specific Inequalities Focus</p> | <p>New SSS Model: A three-year contract (with two optional extension years), with a specific focus on reducing health inequalities, was awarded to Gloji Smokefree City and Hackney (Thrive Tribe), beginning 1 July 2024. In line with the latest NICE guidance, the service supports adults and young people (12+) with up to 12 weeks of behavioural support and evidence-based cessation aids, including NRT, prescription pharmacotherapies such as Varenicline and Cytisine, and access to vaping products via the national Swap to Stop initiative. In addition, the service budget also includes a ringfenced fund for outreach and engagement, to support co-design and co-delivery activities with community partners.</p> <p>Additional Funding Allocation: Additional resources, distributed to Thrive Tribe via the Local Stop Smoking Services and Support Grant (LSSSASG), are supporting a Primary Care Liaison Officer, a Workplace Health Engagement Officer, an expanded service to SMI users at ELFT, and the CYP project (see 6 below).</p> <p>Inequalities Focus: A significant focus of the contract is on expanded outreach and engagement to reduce inequalities in smoking harms across City and Hackney. The contract</p> |

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| | <p>includes a £50k/year ring-fenced budget for VCS-led outreach and is supported by a new full-time Public Health Outreach and Engagement Lead (hired 2024). This approach is designed to strengthen community partnerships and co-production, working collaboratively to build capacity to enhance community outreach and engagement through the SSS.</p> <p>Alongside ongoing participatory work with other priority groups, a co-designed new year campaign with the Turkish, Kurdish, and Cypriot communities achieved 264 referrals, exceeding the goal of 150.</p> <p>Performance (Jul 2024 – Sep 2025): 1,814 people set a quit date in Hackney over this period. The 4-week quit rate is 60% (exceeds national rate of 53.8%). The 12-week quit rate is 44% (exceeds National Centre for Smoking Cessation and Training benchmark of 35–40%).</p> <p>Equity Progress and Gaps: Targets are being exceeded for residents in deprived areas, people with serious mental illness, Turkish/Kurdish/Cypriot communities, and Eastern European residents. However, performance is below target for routine and manual workers (potentially due to data recording issues), Black/Mixed African, Caribbean, and Bangladeshi residents, and pregnant women. An updated outreach and engagement strategy is now in place to address these gaps, as well as a review of the local maternity pathway.</p> |
| <p>4. Coordination of NHS–local authority treatment pathways</p> | <p>New Memorandums of Agreement and improved pathways have been developed between the new SSS provider (Gloji) and key partners delivering NHS tobacco dependency treatment services (Homerton Acute, Homerton Maternity, and ELFT). This includes implementing the national Maternity Incentive Scheme for pregnant women to quit smoking. Regular partnership meetings (monthly/quarterly) are established to ensure effective communication and collaborative service delivery.</p> |

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| <p>5. Smokefree Environments</p> | <p>The TCA Smoke-free Environments Subcommittee was established in 2025 and developed a comprehensive Strategic Direction that outlines an iterative process requiring policy, systems, and community action. Next steps include mapping priority settings, developing new policies for the City of London, aligning NHS policies, piloting social housing initiatives, and updating the outdated 2014 Hackney Council Smoke-free Policy.</p> <p>Oversight/Support Needed: HHWB support will be requested later this year to help steer this work and achieve the desired outcomes.</p> |
| <p>6. Children and Young People (CYP)</p> | <p>Part of the additional allocation (via the LSSASAG) is funding a multi-phased CYP Smoking and Vaping project. Phase one (2024-25) involved a mixed-methods study to generate insights and co-design tailored interventions. Phase two (2025-26) will deliver capacity building for 16 CYP Champions, who will implement peer-led, co-designed intervention prototypes using participatory research methods to ensure contextual relevance. The learnings from this work will inform future investment in relevant interventions. A new CYP-focused subcommittee is set to begin meeting in early 2026.</p> |
| <p>7. Illegal and Niche Tobacco</p> | <p>A Service Level Agreement (SLA) between Public Health and Hackney Council Trading Standards funds a dedicated Senior Trading Standards Officer (TSO), targeting illegal alcohol, tobacco, and nicotine-containing products (including vapes, shisha, snuff, etc.). This funds enforcement activity, trader education and public awareness campaigns, helping to reduce the supply of these harmful (and cheap) products which undermine local prevention efforts.</p> <p>Enforcement Impact (2020/21 - 2024/25): Disruption of illegal trade has been successful, with the total value of illicit products seized in Hackney reaching £483,282. This figure comprises seized tobacco valued at £162,752 and vapes valued at £320,530. The TSO is a core member of the TCA and leads regular information sessions to enhance member knowledge on regulation and reporting of illicit/underage sales, helping to maximise awareness and foster partner collaboration.</p> |

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| 8. E-cigarettes and Partnership Position | A City and Hackney Vaping Position Statement was co-developed and endorsed by both Health and Wellbeing Boards in 2025. It sets a balanced strategic direction: supporting vaping as an effective adult smoking cessation aid while vehemently opposing its use and marketing toward children and non-smokers. The TCA also contributed feedback to the London Tobacco Alliance Youth Vaping Position Statement and plans to integrate this guidance into the TCA Vaping Comms Plan for CYP and wider CYP work planned for 2026-2027. |
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Future Strategy: 2026 and Beyond

The national policy landscape is shifting, with the Tobacco and Vapes Bill expected to introduce a strengthened regulatory framework to prevent the legal sale of cigarettes to the next generation and curb youth vaping. This context will be an important consideration as the TCA undertakes its refresh of partnership priorities in March 2026, guided by the results of the [CLeaR improvement model](#), which will identify strengths and gaps in the local system and indicate where action will have the greatest impact on reducing smoking-related inequalities. The TCA will continue to drive progress across the existing priorities, recognising that these are long-term programmes of work requiring sustained coordination and delivery.