

# Cheshire and Merseyside's strategic framework for delivering **All Together Smokefree**



Ending smoking,  
everywhere, for everyone

**Smoking will kill up to two in three smokers**, half in middle age. Estimates suggest that smoking costs the Cheshire and Merseyside subregion **£1.9bn**.

This economic burden does not include costs to smokers and their families who lose loved ones through an addiction which costs on average **£2,486** a year and creates **109,632 smoking households which are living in poverty**. Most of the **£574m** spent on tobacco in our subregion goes straight out of the local economy as tobacco industry profits or tax.

## BACKGROUND AND CONTEXT

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**Cheshire and Merseyside has a strong history of tobacco control. The subregion's Directors of Public Health Executive Board commissioned a situational analysis in 2023 to understand effective approaches to reducing smoking prevalence across the subregion. One of the key recommendations from the report was to establish a system-wide Strategic Framework and plan to deliver on national 2030 targets.**

Whilst Cheshire and Merseyside smoking rates have fallen to 11.7% in 2022 and remain slightly below the England average at 12.7%, there is no room for complacency. As a new Government commits to a smokefree Britain and legislation returns to Parliament which will deliver the first smokefree generation, it's time to review progress and commit to ending the tobacco epidemic.

The subregion's proposed bold ambition is to end smoking, everywhere, for everyone. The All Together Smokefree Framework and programme that sits under it will support us to deliver a smokefree 2030 that is fair and equitable for adults and a tobacco free future for every child. Radically reducing smoking remains the single greatest opportunity to reduce health inequalities and improve healthy life expectancy.



# MPOWER

MPOWER is an internationally recognised and highly successful model for Tobacco Control from the World Health Organisation. The model sets out six key components which, when working together, ensure the delivery of a comprehensive and system-wide approach to...



Cheshire and Merseyside's Strategic Framework for delivering All Together Smokefree has used MPOWER as its foundation and reflects the subregion's emerging priorities and ways of working.

The core features of **MPOWER** are...

**M**onitor tobacco use and prevention policies

**P**rotect people from tobacco smoke

**O**ffer help to quit tobacco use

**W**arn about the dangers of tobacco

**E**nforce tobacco regulation

**R**aise taxes on tobacco

Reference - <https://www.who.int/initiatives/mpower>

# All Together Smokefree Framework



## ADVOCACY

A social movement through advocacy for evidence-based change



## EDUCATION

Campaigns to motivate quitting, staying quit or never starting



## PARTNERSHIPS

Expand existing relationships and building new partnerships and infrastructure



## TACKLE ILLICIT

Reduce demand and supply of illicit tobacco and vapes



## ENVIRONMENT

Create Smokefree spaces and places



## REGULATION

Ensure enforcement of tobacco and nicotine regulations



## INTELLIGENCE

Understand who smokes and vapes and why



## SUPPORT

Provide tools to help people to quit and stay quit

# Cheshire and Merseyside's strategic framework for delivering All Together Smokefree



## ADVOCACY

**A social movement through advocacy for evidence-based change.**

Engage political actors and communities locally and nationally to ensure the All Together Smokefree ambition remains front and centre of the political and news agenda.



## EDUCATION

**Campaigns to motivate quitting, staying quit or never starting.**

Deliver social marketing and behaviour change campaigns to motivate people to stop smoking or never start and only consider vaping as a stop smoking tool for adults.



## INTELLIGENCE

**Understand who smokes and vapes and why.**

Use data, evidence and insight to understand who in Cheshire and Merseyside is smoking, why they do it and what would help them to quit or not start. Understand vaping attitudes and behaviours to support its use **only as a route out of smoking for adult smokers** and to prevent young people vaping.



## ENVIRONMENT

**Create smokefree spaces and places.**

Create smokefree places and spaces, including through the NHS Prevention Pledge and working with partners in social housing.

# Cheshire and Merseyside's strategic framework for delivering All Together Smokefree



## **PARTNERSHIPS**

**Expand existing relationships and building new partnerships and infrastructure.**

Build on over 20 years of collaboration in Cheshire and Merseyside to ensure that all relevant partnerships are formed and partners work at pace to deliver the All Together Smokefree ambition.



## **TACKLE ILLICIT**

**Reduce demand and supply of illicit tobacco and vapes.**

Work regionally and nationally to reduce illicit trade in cheap, unregulated tobacco and vapes, maintaining the price driver for quitting or never starting.



## **SUPPORT**

**Provide tools to help people to quit and stay quit.**

Giving people the help and tools they need to quit and stay quit, by making services easier to use and access, creating a standard approach across the subregion and introducing digital tools.



## **REGULATION**

**Ensure the enforcement of tobacco and nicotine regulations.**

Work with regulatory partners to ensure high levels of compliance with existing tobacco and vaping regulation and to support the implementation of the 'Tobacco and Vapes Bill' when it passes into law.

NHS and Public Health leaders from across Cheshire and Merseyside are committed to the bold ambitions of the All Together Smokefree Programme, with collaborative investment from NHS Cheshire and Merseyside and Directors of Public Health from all nine localities within the subregion.

An implementation plan is already in place for this framework, alongside a mobilisation strategy to get the All Together Smokefree Programme up and running. Delivery of the programme will begin in early 2025, and will target communities across Cheshire and Merseyside, as well as engaging our whole population in a conversation about a smokefree future.

**Together we can end smoking, everywhere,  
for everyone.**





Ending smoking,  
everywhere, for everyone



Working as one to build a fairer,  
healthier Cheshire and Merseyside

For more information about the Collaborative  
and what we do, visit our website:

 [champspublichealth.com](https://champspublichealth.com)



Champs  
Public Health  
Collaborative