

# Public Health in Partnership

Edition 1 - July 2025

The Champs Public Health Collaborative exists to improve the health and wellbeing of Cheshire and Merseyside's population of 2.7 million. Led by Cheshire and Merseyside local authority directors of public health, with the ICB director of population health for over 20 years, we have worked together on priority areas that will shift the dial.

## Headlines

A win for Cheshire and Merseyside as disposable vapes ban comes into force. Read [more](#)

New report: Cheshire and Merseyside 'stands out' as a Marmot region. Read [more](#)

New policy briefing: Tackling child and family poverty through a place-based lens. Read [more](#)

A joint programme between the NHS and local government focuses on prevention of ill-health – read and watch the latest annual report. [here](#)

## Programme Spotlight - All Together Smoke Free

Smoking remains the **single biggest cause of preventable death** and is responsible for at least **half of the gap** in life expectancy between the most and least deprived boroughs in our subregion. It also costs the local economy **£1.75 billion per year** and is a key driver of increased hospital admissions. Around **10.4% of our adults now smoke regularly**, a reduction of 1.3% since 2022 and below the national average of 11.6%.



Jointly funded by all Champs Directors, All Together Smoke Free is an ambitious programme with a big aim: **to end smoking everywhere for everyone**, making Cheshire and Merseyside smoke free. We are doing this through a number of activities including a **large behaviour change campaign** with practical advice, an **illicit tobacco and vapes programme** with Trading Standards North West and supporting **advocacy for national change** as part of the Smokefree Action Coalition.



Any support you can provide to the Smoking Ends Here campaign would be appreciated. A [campaign toolkit](#) has been shared with Local Authority and NHS communications teams. Since its launch around 12 weeks ago, the campaign's website has seen over 6000 unique visitors, with excellent engagement metrics and time spent on page.

In the short term, the Smoking Ends Here website continues to be updated with fresh content and will remain a key hub for the life of the programme. Over the coming years we will continue to build on the successes of the All Together Smoke Free programme, and to cement our position as a driving force against tobacco both locally and nationwide.



**Stop smoking and your breathing will improve in just 3 months.**

Discover more benefits and explore our free and local support.

**NHS**  
Cheshire and Merseyside

**SMOKING ENDS HERE**

[smokingendshere.com](http://smokingendshere.com)



**Stop smoking and your risk of a heart attack lowers after just 1 year.**

Discover more benefits and explore our free and local support.

**NHS**  
Cheshire and Merseyside

**SMOKING ENDS HERE**

[smokingendshere.com](http://smokingendshere.com)

## Events

**Watch now:** Champs Collaborative Child and Family Poverty event - Situational Analysis report for Cheshire and Merseyside one year on

**All Together Smoke Free event open for registrations**  
Friday 19th Sept, 10am - 12:30pm, Online - [Register here](#)

## Keep in touch

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