

# Achieving a Smokefree Generation in South Yorkshire – Doing things differently together to achieve our bold ambition of Smokefree 2030



## Why?

- Tobacco remains the biggest cause of early death
- Health inequalities and smoking closely linked
- Reducing smoking prevalence to 5% is a shared ambition across partners in South Yorkshire

## Who?

- System level alliance approach led by 4 Local Authorities and South Yorkshire Integrated Care Board
- Alliance board has partners from across the system including VCSE and Education/Research partners

## What?

- Established a SY wide brand, Smokefree Starts
- Delivered a first of its kind campaign targeted at debunking myths around smoking and mental health.
- Range of assets produced and promoted via social media and TV channels
- Resources produced for staff/professionals to improve knowledge around smoking and mental health



## Impact of our regional approach and achievements so far

- Collectively submitted a SY EOI for the national smoking in pregnancy incentive scheme
- Testing new approaches and shared learning incentives in priority groups (Social Housing, MH substance misuse), vaping awareness and use amongst young people
- Greater influence at national level re: Smokefree policy/action
- Addressing regional variation in access to Nicotine Replacement Therapy and Varenicline