


## Executive Decision Taken under Cabinet Delegated Authority

<b>Subject:</b>	Smoking Cessation Services
<b>Director:</b>	Director of Public Health,  Lisa McNally
<b>Key Decision:</b>	No  This report is to enact a cabinet decision, the cabinet report referenced below is the key decision.
<b>Delegation Reference</b>	Cabinet report date: 25 <sup>th</sup> July 2018  Cabinet minutes: 107/18 Re-commissioning Sandwell Stop Smoking Service (Key Decision Ref. No. 10/05/2018)
<b>Contribution towards Vision 2030:</b>	
<b>Contact Officer:</b>	Mary Bailey, Addictive Behaviours Programme Manager  Mary_bailey@sandwell.gov.uk

## **1. DECISION RECOMMENDATIONS**

**(1) That the Executive Director - Adult Social Care, Health and Wellbeing be authorised to utilise the option to extend the Stop Smoking Service contract for up to 1 year at a maximum budget of £450,000 per annum.**

## **2 Reason(s) for Recommendation**

- 2.1 To enact a Cabinet decision taken in July 2018 to utilise the option to extend the Stop Smoking Service contract for 1 year at a maximum budget of £450,000 per annum. This will ensure delivery covering the period 01<sup>st</sup> April 2021 to 31<sup>st</sup> March 2022.

## **3 Alternative Options considered and discounted**

- 3.1 The Council has the option not to extend the contract and allow it to come to a natural end on 31<sup>st</sup> March 2021. However, if the contract is not extended, it will not be possible to complete the work that is underway to review and design a new service model and subsequently procure that, whilst we are dealing with the ongoing pressure that Covid 19 is having on public health. Providers are also under increased pressure to manage and adapt their services in the pandemic and may not have the necessary resource or appetite to bid within the timescales.

## **4 Purpose of the report**

### **4.1**

- To enact the decision to extend the Stop Smoking Service contract for one year covering the period 1<sup>st</sup> April 2021 to 31<sup>st</sup> March 2022.
- The option to extend for 1 year will cost a maximum of £450,000.00

- Alternative options would be to allow the contract to naturally end on 31<sup>st</sup> March 2021.
- Colleagues in other areas were consulted in respect of service design and there is a general understanding that a specialist service is still very much needed to cater for those smokers who need such support to quit. There is however a growing interest in also developing and aligning a 'self-help offer' for the smoking population. Residents of Sandwell were also consulted with in respect of the service model type and there was general support for the proposed service delivery model.

## **5 How does this support Vision 2030?**

- 5.1 Quitting smoking is a key factor in increasing population life expectancy as well as healthy life expectancy. This is because smoking is directly responsible for many acute and chronic illnesses that reduce life expectancy and healthy life expectancy.
- 5.2 Smokers also make more demands on health and social care services and efforts to reduce the level of smoking in any population are bound to have positive effects.
- 5.3 Children whose parents smoke have significantly higher risks of health problems (e.g. asthma). These health problems are likely to negatively impact on children's school attendance and therefore educational attainment. These children are also more likely to become smokers themselves compared to children whose parents are not smokers. Reducing the exposure of children to smoking by reducing the level of smoking in our population is bound to impact positively on giving our young ones the best start in life as well as improving their school attendance.

## **6 Current position/Background Details**

- 6.1 The level of smoking in Sandwell has substantially reduced (from 22.8% to 19%) in the last five to six years but it is still significantly higher than the regional and national averages.

- 6.2 The landscape for smoking cessation service delivery has also changed due to a number of factors; including the emergence of electronic cigarettes as a smoking cessation aid and the current government plan to fund public health services from growth in business rates.
- 6.3 Due to the emergence of electronic cigarettes (which seem to work well for smoking cessation) and advances in technology (that make access to information easier) there is increasing reliance on self-help by smokers wanting to quit.
- 6.4 Moreover, the current model of service payment has not been as cost-effective as expected due to poor a performance by one of the service providers. There is therefore a need to engage a more robust payment model to reduce the financial impact of possible poor performance in future (see prior Cabinet Report).
- 6.5 The level of smoking in Sandwell is higher than the regional and national averages, as well as being concentrated in vulnerable groups (such as people with mental health problems, members of some ethnic minority groups and people in lower social economic groups). It is important that we continue to engage all options of support to help smokers quit if we are going to reduce the level to the national average. Engaging all options of support to help smokers quit will also help in reducing health inequalities in our population.
- 6.6 The combined impacts of the change in the landscape relating to electronic cigarettes, the expected reduction in funding for public health services, the higher than average level of smoking, and the concentration of smoking in certain groups of our population necessitate the need to refine the service delivery and payment model.

## THE CURRENT POSITION

- 6.7 Smoking cessation support has been provided through externally commissioned providers since 2013 and at each contract expiry has been reviewed and the model redeveloped. We currently have a commissioned service delivered via Health Exchange. Whilst there have been performance concerns with the current contract delivery, both the provider and commissioner are working

together to remedy this. Despite some reductions in smoking prevalence locally, Sandwell does still remain higher than the national average and future service provision will need to take this into account alongside market and service demand changes such as vaping as a quit method. However the current pressures of the Covid pandemic have meant such review work is limited due to capacity within the Public Health department.

- 6.8 The current service delivery model has a maximum annual budget of £450,000 with the payment model consisting of a combination of block payment, payment by result and incentive for achieving targets. Expenditure against the budget was £240,000 in the last full Financial Year 2019/20.

#### Consultation:

- 6.9 Colleagues in other areas were consulted in respect of service design and there is a general understanding that a specialist service is still very much needed to cater for those smokers who need such support to quit. There is however a growing interest in also developing and aligning a 'self-help offer' for the smoking population. Residents of Sandwell were also consulted with in respect of the service model type and there was general support for the proposed service delivery model.

#### Sustainability:

- 6.10 The recommended option ensures service provision for another year until 31<sup>st</sup> March 2022. This also allows for service redesign work to take place to ensure any future model design takes into account local prevalence alongside market and service demand changes such as vaping and self-help options.

#### Timescales:

- 6.11 The proposed recommendation ensures service provision for another year until 31<sup>st</sup> March 2022. During the extension period work to re-design and procure a future model will be undertaken to ensure provision ready for 1<sup>st</sup> April 2022 so that there is no break in support available for the residents of Sandwell.

## 7 Implications

<b>Resources:</b>	The extension year will cost a maximum of £450,000 and will be funded from the Public Health grant, because this service contract includes a large provision of payment by results it is fair to say that risk is limited and value for money can be achieved.
<b>Legal:</b>	The procurement opportunity was advertised in October 2018 and a compliant procurement undertaken in accordance with both the Council's Procurement and Contract Procedure Rules and the Public Procurement Regulations (PCR) 2015. The value of the contracts mean that OJEU requirements were required to be complied with. The extension period was included in the OJEU adverts and documentation and therefore is compliant with the PCR 2015.
<b>Equality:</b>	The proposal will ensure provision of smoking cessation support both as a universal offer for any smokers within the Borough but also with targeted service delivery requirements around high prevalence groups including routine and manual workers, pregnant smokers, smokers with mental health needs and Eastern European smokers. The proposal would not have any detrimental implications for equality (all aspects and characteristics)
<b>Risk:</b>	If we do not utilise the extension period we would not have a stop smoking service, within an area that has a high smoking prevalence.
<b>Health and Wellbeing:</b>	The proposal will ensure continuity of provision for smoking cessation support for Sandwell residents – as such the implications of the proposal on the health and wellbeing of our communities will be positive not just for smokers themselves but for those affected by secondary smoke.

**Other:**

In accordance with the authority delegated to Chief Officers to act on matters within the authority delegated to them under Part 3 of the Council's Constitution, I intend to take the action(s) recommended above.

I do not have an interest to declare in this matter



**Chief Executive**

**Date** 13/1/21

If the Constitution requires the decision to be taken in consultation with another chief officer, the following signature box should also be included

I confirm that I have been consulted on the above proposals and have no objection to their proceeding.



**Director of Public Health**

**Date** 19/10/2020

## 8. Appendices



09 -

**Cabinet Paper:** Re-commissioning Sa



Cabinet Minutes -

**Cabinet Minutes:** 25.07.2018 - Smoking

## 9. Source Documents