



**HEALTH AND WELLBEING BOARD**  
**25<sup>th</sup> July 2019**

**ITEM 09**

Report sponsor: Cate Edwynn, Director of  
Public Health  
Report author: Robyn Dewis, Consultant in  
Public Health Medicine

**Expression of Interest to the East Midlands Cancer Alliance  
Cancer Prevention Innovation Fund for Tobacco Control**

**Purpose**

- 1.1 The purpose of this report is to seek the support of the Health and Wellbeing Board (HWB) for the expression of interest to the East Midlands Cancer Alliance Cancer Prevention Innovation Fund for Tobacco Control to pilot the CURE secondary care treatment programme for tobacco addiction.

**Recommendation(s)**

- 2.1 That the HWB support the expression of interest to the East Midlands Cancer Alliance Cancer Prevention Innovation Fund for Tobacco Control to pilot the CURE Secondary Care Treatment Programme.

**Reason(s)**

- 3.1 To support the HWB in its responsibility to improve the health and wellbeing of the local population through supporting people to live tobacco free.

**Supporting information**

- 4.1 Tobacco is the single greatest cause of preventable death, disability, illness and social inequality. 1 in 2 smokers die prematurely due to their smoking. Tobacco addiction is a disease that often begins in childhood. In Derby 19.2% of adults smoke, this figure increases to 33.2% for those in routine and manual occupations and to 39.8% of adults with a serious mental illness.
- 4.2 The East Midlands Cancer Alliance are inviting expressions of interest from STP Cancer Boards in partnership with HWBs that will contribute to the prevention of cancer through tobacco control initiatives.
- 4.3 The proposed expression of interest for funds of up to £80,000 to the Cancer Alliance is to pilot the CURE secondary care treatment programme for tobacco addiction.

- 4.4 The CURE programme has been developed as part of Greater Manchester Health & Social Care Partnership's Making Smoking History programme. The term 'CURE' has been specifically chosen to 'medicalise' tobacco addiction and move away from the stigma of a lifestyle choice to disease treatment.
- 4.5 'CURE' stands for; Conversation (have the right conversation every time), Understand (understand the level of addiction), Replace (replace nicotine to prevention withdrawal, Expert and evidence based (access to expert and evidence based treatments).
- 4.6 CURE aims to implement and embed a systematic process of treating tobacco addiction within secondary care, delivering the following:
- All patients admitted to hospital are asked whether they smoke and the response is recorded on electronic patient notes.
  - All smokers are offered nicotine replacement therapy immediately, specialist behavior change support and further support after discharge from hospital.
  - A culture change within secondary care to embed the treatment of tobacco addiction into all medical team's day-to-day practice.
- 4.7 The above is implemented across hospital areas through training of the medical workforce, a standardised assessment and treatment pathway, specialist support, robust handover process after discharge and appropriate IT systems to support.
- 4.8 Discussions are taking place to pilot the 'CURE' approach at Royal Derby Hospital. Learnings from this pilot will be shared across the system to support the delivery of tobacco addiction treatment in secondary care.

### **Public/stakeholder engagement**

- 5.1 Not applicable.

### **Other options**

- 6.1 Not applicable.

### **Financial and value for money issues**

- 7.1 If successful, this will increase financial resource to support smoking cessation.

### **Legal implications**

- 8.1 Not applicable.

### **Other significant implications**

9.1 Not applicable

This report has been approved by the following people:

Role	Name	Date of sign-off
Legal Finance Service Director(s) Report sponsor Other(s)	Cate Edwynn, Director of Public Health	17.07.19