

CABINET MEETING – 8 SEPTEMBER 2022

EXECUTIVE SUMMARY SHEET – PART I

Title of Report:

Proposed commissioning intentions for the Specialist Stop Smoking Service for Sunderland.

Author(s):

Executive Director of Health, Housing and Communities

Purpose of Report:

To seek Cabinet's approval to the proposed commissioning intentions for a Specialist Stop Smoking Service for Sunderland from 1st April 2023 to 31st March 2027 (with an available optional extension for up to 24 months) as set out in this report.

Description of Decision:

Cabinet is requested to authorise the Executive Director of Health, Housing and Communities, in consultation with the Portfolio Holder for Health and Social Care and the Assistant Director of Finance, to undertake all necessary steps to procure and award a new contract for Specialist Stop Smoking Service for Sunderland for the period 1st April 2023 to 31st March 2027 (with an available optional extension for up to 24 months, which will be at the discretion of the Council).

Is the decision consistent with the Budget/Policy Framework? *Yes

If not, Council approval is required to change the Budget/Policy Framework

Suggested reason(s) for Decision:

The proposal to implement these commissioning intentions aims to ensure that targeted interventions that are evidenced based can be provided by a Specialist Stop Smoking Service in Sunderland. It also seeks to achieve further integration within the local health and care system to help improve public health outcomes, deliver local Health and Wellbeing Board Priorities, the objectives of Sunderland's City Plan, Healthy City Plan and local Public Health outcomes.

Alternative options to be considered and recommended to be rejected:

There are 4 potential alternative options as follows:

- a. Do not provide a Specialist Stop Smoking Service in Sunderland. This option is not recommended as smoking is still the leading cause of premature mortality. Sunderland still has significantly higher rates than the England average and therefore it is important to continue to provide a stop smoking service.
- b. Reprocure an external Specialist Stop Smoking Service based on the existing specification. This is not recommended. Viable improvements in the delivery of these services are available that can improve public health outcomes if implemented through a modified and improved specification in line with new NICE Guidance for Tobacco: preventing uptake, promoting quitting and treating dependence published in November 2021. In addition, this approach is not in

accordance with the Council's core procurement obligations under the Public Contracts Regulations 2015.

- c. Bring the Specialist Stop Smoking Service into the Council. It would be difficult for the Council to offer appropriate clinical governance arrangements as the Council does not currently have the appropriate structures to deliver this type of service. There could also be a risk to the continuity of service delivery and staff retention. Therefore, this approach is not recommended.
- d. Reprocure an external Specialist Stop Smoking Service with an enhanced specification focused on key areas of inequality. This is the preferred option as under the existing model Sunderland's smoking rates have reduced year on year. The delivery model needs to have a strong clinical governance framework to ensure high quality interventions are provided and follow NICE Guidance. The evidence base supports the role of specialist practitioners to deliver these interventions as quit rates are doubled. This option would have the least impact on continuity of service delivery and staff retention.

Impacts analysed

Equality

Y

Privacy

N/A

Sustainability

N/A

Crime and Disorder

N/A

Is the Decision consistent with the Council's co-operative values? Yes

Is this a "Key Decision" as defined in the Constitution?

Yes

Is it included in the 28 day Notice of Decisions?

Yes

PROPOSED COMMISSIONING INTENTIONS FOR THE SPECIALIST STOP SMOKING SERVICE

Report of the Executive Director of Health, Housing and Communities

1. Purpose of the Report

- 1.1 To seek Cabinet's approval to the proposed commissioning intentions for a Specialist Stop Smoking Service for Sunderland from 1st April 2023 to 31st March 2027 as set out in this report.

2. Description of Decision

- 2.1 Cabinet is requested to authorise the Executive Director of Health, Housing and Communities in consultation with the Portfolio Holder for Health and Social Care and Assistant Director of Finance, to undertake all necessary steps to procure and award a new contract for a Specialist Stop Smoking Service for the period 1st April 2023 to 31st March 2027 (with an available optional extension for up to 24 months which will be at the discretion of the Council).

3. Introduction/Background

- 3.1 Sunderland continues to experience poor health outcomes around tobacco related harms, it remains imperative to ensure that specialist, bespoke support such as that Public Health Services such as those undertaken by the Specialist Stop Smoking Service in Sunderland is sustained. Doing so will help to will help to deliver local Health and Wellbeing Board Priorities, Healthy City Plan and improve local Public Health outcomes.
- 3.2 Sunderland's Healthy City Plan 2020-2030 has identified key areas in which improvements can be made to improve smoking prevalence rates across the city, to achieve a target of 5% smoking prevalence by 2030. Currently smoking prevalence is 14.6% which is higher than the England average of 12.1%. Sunderland also has higher than national and northeast rates of smoking in women who are pregnant and routine and manual workers.
- 3.3 To inform the future commissioning intentions of smoking stop smoking provision, an option appraisal was carried out in March 2022. The appraisal considered four different options, (A) do not provide a Specialist Stop Smoking Service in Sunderland. (B) reprocure an external Specialist Stop Smoking Service based on the existing specification, (C) bring the Specialist Stop Smoking Service into the Council, (D) reprocure external Specialist Stop Smoking Service with an enhanced specification focused on key areas of inequality. The evidence base for each option was considered using a strength, weakness, opportunities and threats (SWOT) analysis. Based on the findings and current need the preferred option was (D) reprocure an external Specialist Stop Smoking Service with an enhanced specification focused on key areas of inequality. This was the preferred option based on the following:

- a. Under the existing service delivery model smoking rates in Sunderland have fallen from 20.2% in 2018 to 14.6% in 2020 (decrease of 5.6%) which is the largest year on year decrease since 2011.
- b. The Specialist Stop Smoking Service needs to have a strong clinical governance framework to maximise the impact of service delivery and ensure high quality interventions are provided to all smokers by following NICE Guidance.
- c. The most effective way to quit smoking is with expert behavioural support provided by specialist practitioners trained to deliver these interventions combined with stop smoking aids. There is also clear evidence that a person's chances of quitting are doubled if they use a stop smoking medicine prescribed by a GP, pharmacist or other health professionals.
- d. Alternative service methods would have significant implications on continuity of service delivery and staff retention, this may impact on service users health outcomes.

4. Current Position

- 4.1 The current contract for the Specialist Stop Smoking Service is delivered Northumbria Healthcare NHS Foundation Trust and operates a 'hub and spoke' model. The Hub function within the Specialist Service provides the coordination of the provision, the main hub is located at John Street within the City Centre and the 'spokes' which are community clinics focus upon the geographical areas of greatest need.
- 4.2 The Specialist Stop Smoking Service Adviser Function is based on an outreach model reaching into communities and targeted groups. Advisors within the Specialist Service are trained in motivational advice and offer specialist skills alongside other interventions such as nicotine replacement therapy (NRT). Additionally, they can see young people from the age of 12 and reach out into communities in terms of service delivery.
- 4.3 The Hub promotes public health messages and assist to assure the quality of services and opportunities available in Sunderland and provides direct access to stop smoking services or signposting/ referral to and from other services.

5. Proposed Approach from 1st April 2023

- 5.1 Although smoking rates have fallen over the past few years, Sunderland still has higher rates than England, therefore there continues to be an ongoing need for the Specialist Stop Smoking Service. However, to ensure that the service offers the most current approach the Public Health team have undertaken a comprehensive service review and health equity audit. A new contract specification has also been developed using the latest new NICE Guideline (NG209).
- 5.2 The aim of the new Specialist Stop Smoking Service for Sunderland is to maintain provision of cost-effective support for quitting, provided in a way that ensures priority groups are offered the most intensive and effective interventions. The Specialist Stop Smoking Service for Sunderland will have an increased focus on flexibility of offer, a person centred approach, support quit attempts across a variety of settings and provide a single point of access.

- 5.3 It is proposed that the new Specialist Stop Smoking Service for Sunderland will consist of three elements:
- a. **Tier 1:** Harm reduction, self-support and relapse through a single access point.
 - b. **Tier 2:** Programme management and mentoring/ quality assurance of Universal Stop Smoking evidence-based services.
 - c. **Tier 3:** Direct provision of evidence-based specialist stop smoking interventions by advisors within the SSSS to target groups and provide support to stop smoking to those with complex needs.
- 5.4 The Specialist Stop Smoking Service for Sunderland will focus on specified high risk populations and high prevalence geographical localities and work with key partners across the health and social care system to maximise opportunities to support local people to stop smoking. Based on a local health equity audit and latest evidence the target groups are proposed as being:
- Adults in routine and manual occupations
 - Pregnant women and partners
 - Children and young people
 - Geographical inequity and vulnerable communities
 - Adults with serious mental illness
 - People with learning disabilities
 - Those who live in social housing/ rented accommodation
 - Minority ethnic communities and persons seeking asylum
 - Lesbian gay bi-sexual and transgender (LGBTQ+)
 - Those affected by substance misuse
 - Those with long term conditions where smoking has a significant impact on their health outcomes
- 5.6 The proposed Specialist Stop Smoking Service for Sunderland will have an enhanced focus on the following key elements:
- a. An increased focus on harm reduction, relapse prevention and self-support for those who want to stop but do not want professional support.
 - b. Enhanced support up to 16 weeks and beyond for key groups based on identified need.
 - c. Enhanced Universal NHS Stop Smoking Services through the provision of strengthened training and mentoring from the SSSS.
 - d. Enhanced support to those using e-cigs as a quit aid
 - e. Implementation of a Lead Practitioner approach to support effective partnership working, provide expert advice, developing service pathways, delivering specialist training, and ensuring that interventions are evidence-based, safe and effective.
 - f. The provision of consumables associated with smoking cessation
 - g. A focus on smokeless tobacco and how users can be supported.
- 5.7 The proposed contract length for the new Specialist Stop Smoking Service for Sunderland is four years from 1st April 2023 to 31st March 2027 with an available optional extension for up to 24 months, which will be at the discretion of the Council based on a satisfactory review of the service leading up to completion of the initial 4-year period.

6. Reasons for the Decisions

- 6.1 The proposal to implement these commissioning intentions aims to ensure that targeted interventions that are evidenced based can be provided by a Specialist Stop Smoking Service in Sunderland. It also seeks to achieve further integration within the local health and care system to help improve public health outcomes, deliver local Health and Wellbeing Board Priorities, the objectives of Sunderland's City Plan, Healthy City Plan and local Public Health outcomes.

7. Alternative Options

- 7.1 There are 4 potential alternative options as follows:
- a. Do not provide a Specialist Stop Smoking Service in Sunderland. This option is not recommended as smoking is still the leading cause of premature mortality. Sunderland still has significantly higher rates than the England average and therefore it is important to continue to provide a stop smoking service.
 - b. Reprocure an external Specialist Stop Smoking Service based on the existing specification. This is not recommended. Viable improvements in the delivery of these services are available that can improve public health outcomes if implemented through a modified and improved specification in line with new NICE Guidance for Tobacco: preventing uptake, promoting quitting and treating dependence published in November 2021. In addition, this approach is not in accordance with the Council's core procurement obligations under the Public Contracts Regulations 2015.
 - c. Bring the Specialist Stop Smoking Service into the Council. It would be difficult for the Council to offer appropriate clinical governance arrangements as the Council does not currently have the appropriate structures to deliver this type of service. There could also be a risk to the continuity of service delivery and staff retention. Therefore, this approach is not recommended.
 - d. Reprocure an external Specialist Stop Smoking Service with an enhanced specification focused on key areas of inequality. This is the preferred option as under the existing model Sunderland's smoking rates have reduced year on year. The delivery model needs to have a strong clinical governance framework to ensure high quality interventions are provided and follow NICE Guidance. The evidence base supports the role of specialist practitioners to deliver these interventions as quit rates are doubled. This option would have the least impact on continuity of service delivery and staff retention.

8. Impact Analysis

- 8.1 A summary impact analysis for the proposed extensions is provided below.

- 8.2 By their nature, the service outlined here aim to reduce inequalities by providing accessible interventions to those that are most likely to experience disadvantage.

- (1) **Equalities** - An equalities impact assessment has been carried out in respect of the proposals. The key findings are as follows:

- a. It is anticipated that the proposal will have a positive impact people of all ages, for example by reducing smoking in pregnancy, encourage smoke free homes and environments, improving workplace health, and preventing illnesses related to smoking.

- b. It is anticipated that the proposal will have a positive impact on pregnancy and maternity as it will help reduce tobacco use during pregnancy.
 - c. Evidence shows that the most deprived wards in Sunderland have the highest smoking rates, it is anticipated that the contract will help ensure that preventative interventions are available within these areas. This will have a positive impact on changing behaviour and preventing smoking related ill-health.
- (2) **Co-operative Values** – Implementation of the contracts via will support the aim of reducing health inequalities in Sunderland by continuing to offer support to those communities that have highest levels of need in an accessible way.
 - (3) **Financial Implications** – The cost of the service will be met from within the annual public health revenue budget which is funded from the public health grant.
 - (4) **Legal Implications** – The proposed new contract will be procured in accordance with the requirements of the Public Contracts Regulations 2015 and the Council's Procurement Procedure Rules.
 - (5) **Policy Implications** – The scheme aims to support the shared values within the Sunderland Healthy City Plan, focusing on prevention, tackling health inequalities and equity.
 - (6) **Health & Safety Considerations** – There are no current identified Health & Safety Considerations associated with the proposal, however, should these emerge as part of work streams undertaken these shall be fully considered.
 - (7) **Procurement** – Corporate Procurement have been consulted regarding the alternative approach to implementing the contract. The proposal is in accordance with the requirements of the Public Contracts Regulations 2015. All work will be undertaken in consultation with the Corporate Procurement team.

