

**HISTORY  
MAKERS.**

# HISTORY MAKERS CONSULTATION

Voluntary, Community, Faith and Social Enterprise Sector Engagement



**GMCA** GREATER  
MANCHESTER  
COMBINED  
AUTHORITY

**NHS**  
in Greater Manchester

**10GM**

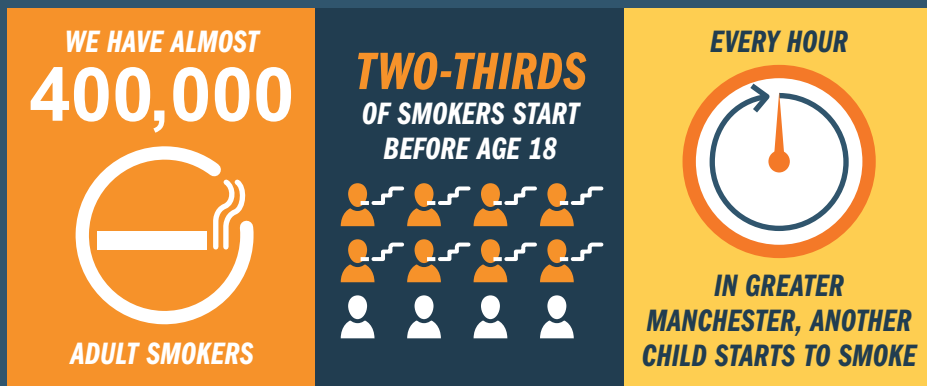
A joint venture to support  
the local VCSE sector  
in the ten boroughs of  
Greater Manchester

**GREATER MANCHESTER VCSE  
DEVOLUTION REFERENCE GROUP**

# WE'RE MAKING SMOKING HISTORY IN GREATER MANCHESTER

**GREATER MANCHESTER WILL BE THE FIRST CITY REGION  
IN EUROPE TO MAKE SMOKING HISTORY. WE SAY  
GREATER MANCHESTER HAS HAD ENOUGH OF THE DEATH,  
DISEASE AND MISERY CAUSED BY SMOKING.**

Smoking is still by far the greatest cause of ill health and early death in Greater Manchester. According to our Making Smoking History – A Tobacco Free Greater Manchester Strategy 2017-2021:

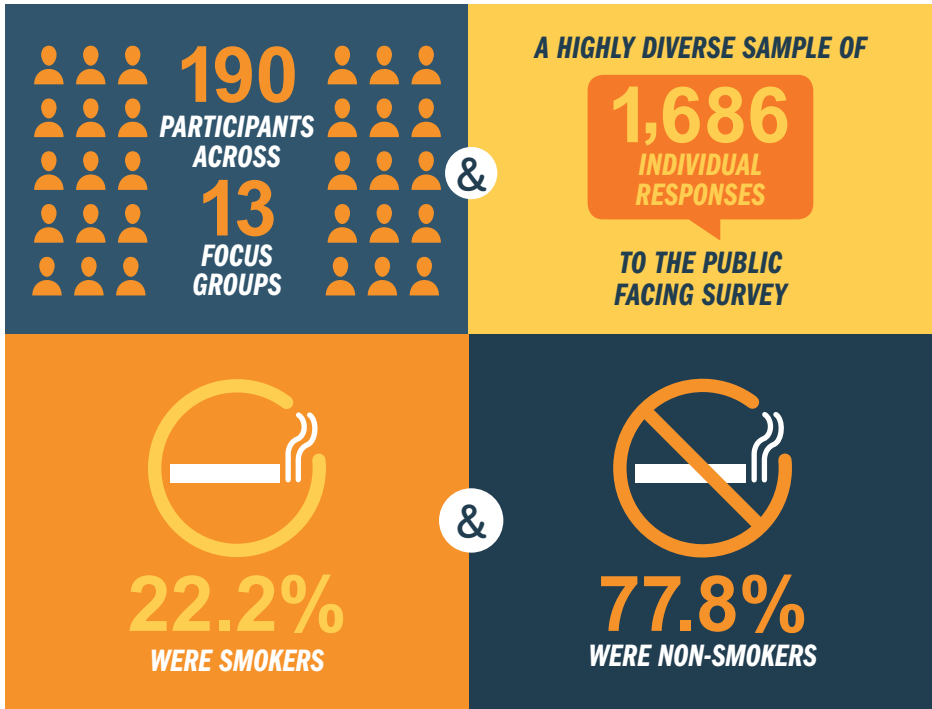


Our vision is to achieve a tobacco free future for all children in Greater Manchester – but to shape this future, we needed to hear what local people thought.

As part of the wider History Makers consultation we consulted with people from diverse, marginalised and under-represented communities to make sure everyone felt part of the movement by having their say on smoking.

# WHO RESPONDED?

**AS PART OF THE WIDER CONSULTATION, 10GM, THE JOINT VENTURE BETWEEN GREATER MANCHESTER'S LOCAL INFRASTRUCTURE CHARITIES, LED A PARTNERSHIP PROJECT ON BEHALF OF THE GREATER MANCHESTER VOLUNTARY, COMMUNITY AND SOCIAL ENTERPRISE (VCSE) DEVOLUTION REFERENCE GROUP. THERE WAS A GREAT RESPONSE, WITH**



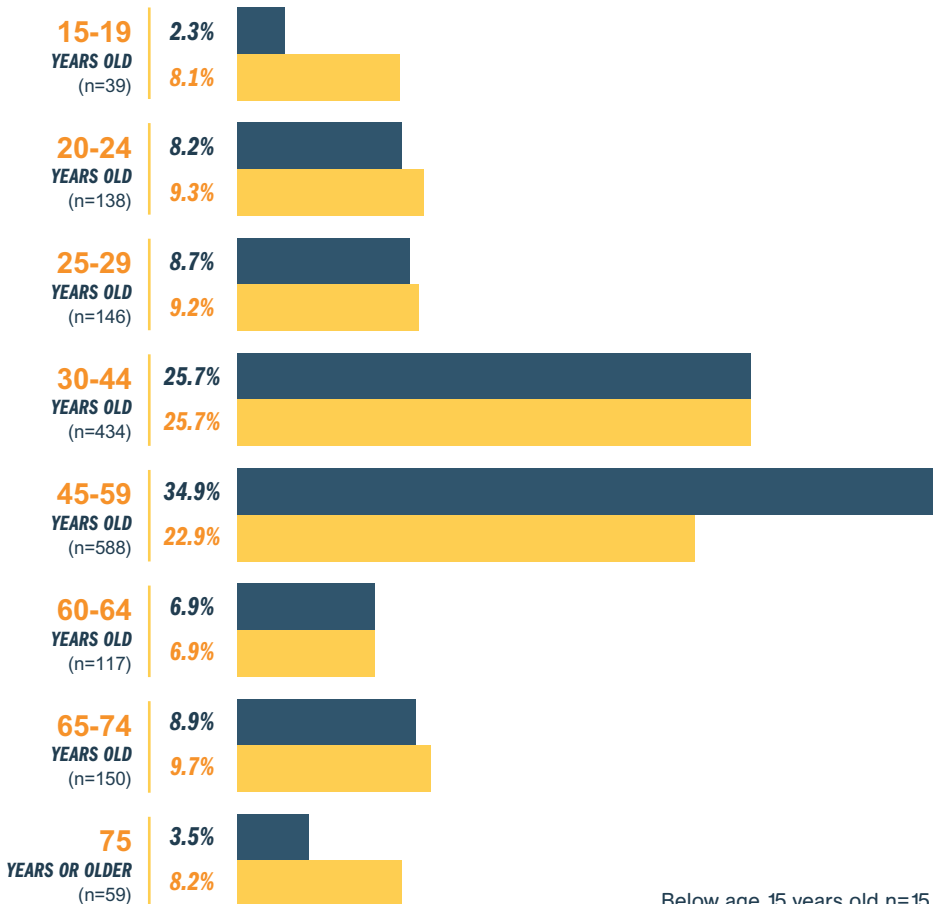
**PEOPLE RESPONDED FROM ALL 10 BOROUGHS** and were representative of the population of Greater Manchester, which helped us reflect the general views of all 2.8m residents in the region.

# DEMOGRAPHIC DATA

THE DEMOGRAPHICS OF THE RESPONDENTS ARE OUTLINED BELOW:

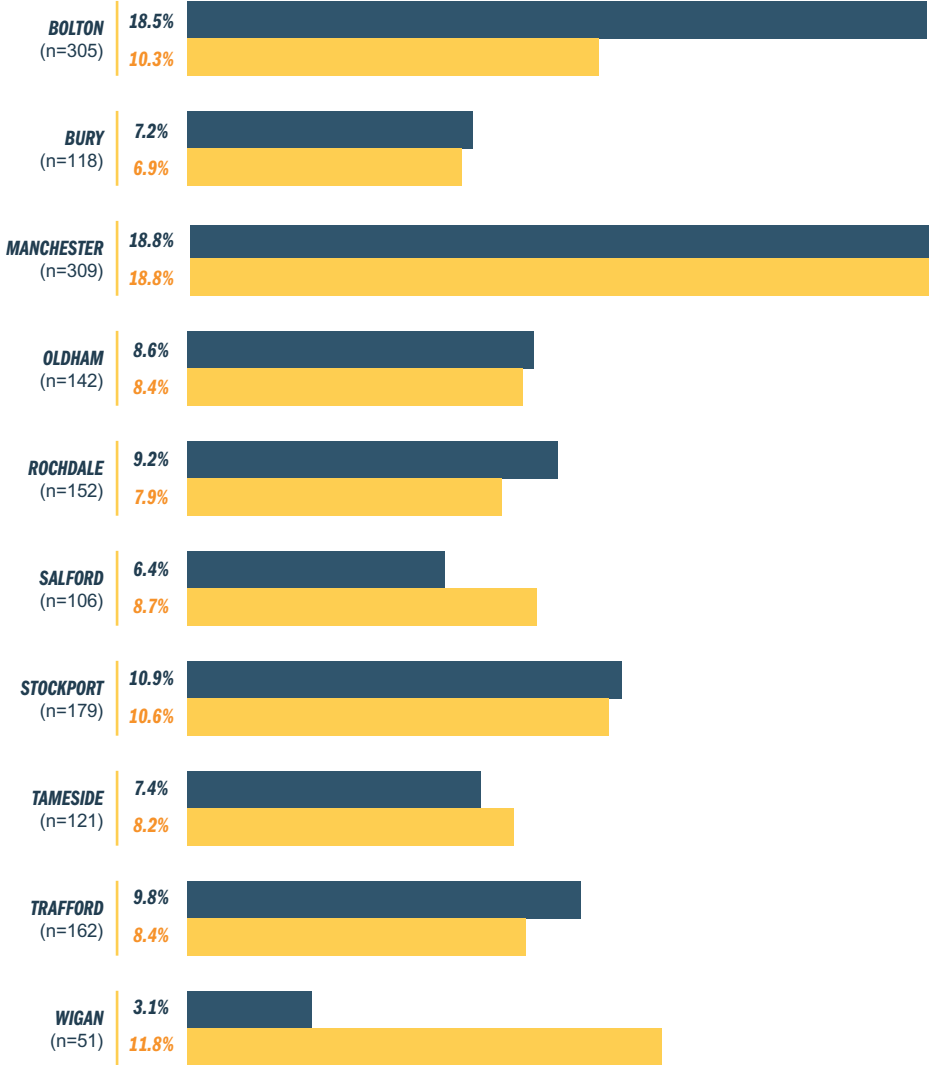
## AGE

■ Responses   ■ Census 2011



# LOCAL AUTHORITY

■ Responses   ■ Census 2011



GM workers, (non-residents) n=41

## GENDER

■ Male – including trans men (n=558)
 ■ Female – including trans women (n=1032)
 ■ Non-binary (n=14)
 ■ Other (n=27)



CENSUS 2011

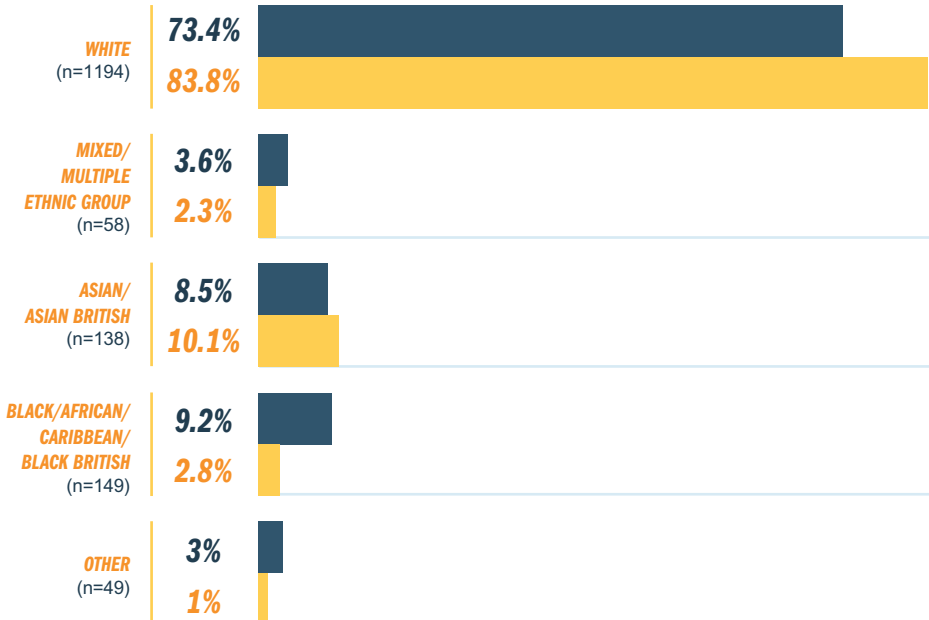


VCSE RESPONSES



## ETHNICITY

■ Responses
 ■ Census 2011



Prefer not to say n=150

# **GREATER MANCHESTER IS EXCITED TO MAKE SMOKING HISTORY**

**BY THE END OF OUR CONSULTATION, AN IMPRESSIVE**

**4** **OUT OF** **5**



**RESPONDENTS WANTED TO MAKE SMOKING HISTORY.**

**WHEN DISCUSSING HOW SMOKING HAD AFFECTED FOCUS GROUP PARTICIPANTS, THEY PROVIDED A NUMBER OF PERSONAL STORIES ABOUT PEOPLE THEY KNOW WHO HAVE DIED OR SUFFERED SERIOUS EFFECTS FROM SMOKING.**

***"I HAVE SEEN FRIENDS DIE OF LUNG CANCER SO I HOPE MY HEALTH WILL NOW IMPROVE."***

***"I STARTED AT 11 YEARS OLD, I WAS IN THE CARE SYSTEM, IT IS JUST WHAT HAPPENED AND IT WAS A POLICE MAN WHO GAVE ME MY FIRST CIGARETTE."***

# WHY MAKE SMOKING HISTORY?

**THE REASONS WHY PEOPLE WANT TO MAKE SMOKING HISTORY COULDN'T BE CLEARER.**



**61%**

**OF CONSULTATION RESPONDENTS WANTED TO PROTECT CHILDREN FROM SMOKING'S HARMFUL EFFECTS.**



**60%**

**SAID THEY WERE WORRIED ABOUT THE HARM CAUSED BY SECOND-HAND SMOKING.**



**MAKING GREATER MANCHESTER'S PUBLIC SPACES SMOKEFREE, CLEANING UP OUR STREETS FROM TOBACCO-RELATED LITTER AND IMPROVING THE ENVIRONMENT ALSO CAME UP TIME AND AGAIN.**



**OVER HALF OF RESPONDENTS STOOD AGAINST THE TOBACCO INDUSTRY AND DIDN'T WANT IT TO CONTINUE MAKING HUGE PROFITS FROM A DRUG THAT KILLS 1 IN 2.**



**IN FACT, CHILDREN WERE THE SINGLE LARGEST REASON WHY PEOPLE WANT SMOKING TO BE MADE HISTORY IN GREATER MANCHESTER.**

**BOTH SMOKERS AND NON-SMOKERS DID NOT WANT PEOPLE TO SMOKE NEAR CHILDREN OR BE SEEN SMOKING BY THEM AS IT WOULD SET A BAD EXAMPLE.**

**ONE PARTICIPANT SPOKE ABOUT HER DISLIKE OF HER DAUGHTER-IN-LAW SMOKING IN FRONT OF HER CHILD. SHE THOUGHT IT WAS BAD AND LACKED CONSIDERATION:**

**“I CAN LEAVE IF SOMEONE IS SMOKING NEAR ME BUT THE LITTLE GIRL DOESN'T KNOW IF IT'S GOOD OR BAD.”**

**ANOTHER STATED THAT THE PEOPLE SHE KNOWS WHO SMOKE TRY TO HIDE IT FROM CHILDREN:**

**“MY DAUGHTER SMOKES BUT HIDES IT FROM HER CHILDREN AS SHE DOES NOT WANT THEM TO START SMOKING.”**

# ARE PEOPLE BEHIND SMOKEFREE SPACES?

**OUR CONSULTATION FOUND OVERWHELMING SUPPORT FOR SMOKEFREE SPACES IN GREATER MANCHESTER.**

**4** OUT OF **5**



**PEOPLE WANT TO EXTEND SMOKEFREE SPACES.**

**9 OUT OF 10**

**PEOPLE WANTED TO SEE SMOKEFREE AREAS FOR CHILDREN AND AROUND 4 IN 5 WANTED MORE SMOKEFREE ENTRANCES TO PUBLIC BUILDINGS AND SPACES TO CREATE A HEALTHIER CITY REGION.**



**HOWEVER, A MINORITY WERE NOT CONVINCED ABOUT THE NEED FOR OUTDOOR SPACES IF THEY ARE NOT NEAR CHILDREN.**

**“IT’S OPEN AIR – I CAN’T SEE WHAT THE PROBLEM IS.”**

# HOW CAN WE SUPPORT THOSE WHO CURRENTLY SMOKE?





PEOPLE IN GREATER MANCHESTER WANT TO HELP SMOKERS QUIT WITH

**87%**

OF CONSULTATION RESPONDENTS SAYING THEY AGREED THAT PEOPLE SHOULD BE GIVEN SUPPORT.



**83%**

 **AGREED THAT PEOPLE SHOULD BE WARNED OF THE DANGERS OF SMOKING ON SOCIAL MEDIA.**  
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**82%**

**AGREED THAT SMOKERS SHOULD BE ENCOURAGED TO QUIT THROUGH ADVERTISING AND SOCIAL MEDIA.**



# HELP TO QUIT

**THERE WAS COMPLETE SUPPORT FOR ONGOING INITIATIVES TO HELP PEOPLE TO QUIT SMOKING FROM PEOPLE COMPLETING THE SURVEY (87%) AND THOSE ATTENDING A FOCUS GROUP. IN ADDITION TO ADVERTISING AND SOCIAL MEDIA, IT WAS FELT THAT THE FOLLOWING LIST WAS ALSO IMPORTANT IN HELPING PEOPLE TO QUIT:**

 <p><b>PERSONAL MOTIVATION – AND RECOGNITION OF HOW DIFFICULT IT IS TO STOP</b></p>	<p><b>RESILIENCE AT TIMES OF STRESS - MENTAL HEALTH WAS HIGHLIGHTED AS A BIG ISSUE TO CONSIDER AND SUPPORT IN THIS AREA WAS SEEN AS NEEDED TOO</b></p>	 <p><b>BUDDYING SUPPORT FROM SOMEONE WHO HAS GIVEN UP</b></p>
 <p><b>SUPPORT GROUPS</b></p>	 <p><b>SUPPORT IN A LOCAL COMMUNITY SETTING</b></p>	 <p><b>POSITIVE ADVERTISING ABOUT THE BENEFITS OF QUITTING</b></p>
 <p><b>VAPING, PATCHES, GUM AND MEDICATION AS OPTIONS INCLUDING FREE SAMPLES OR ON PRESCRIPTION</b></p>	 <p><b>INTERNET ADVICE</b></p>	 <p><b>MIXTURE OF HOLISTIC OPTIONS TO BEST SUIT THE INDIVIDUAL</b></p>

## **OTHER IDEAS AND COMMENTS INCLUDED:**

 <p><b>THE IMPORTANCE OF EDUCATION IN SCHOOLS</b></p>	 <p><b>PHARMACY BASED SUPPORT AS IT IS MORE ACCESSIBLE THAN AT A GPs</b></p>	 <p><b>THE POTENTIAL USE OF APPS WITH MOTIVATIONAL MESSAGES</b></p>
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# HOW CAN WE REGULATE TOBACCO?

**TOBACCO REGULATION IS A POPULAR IDEA AMONG LOCAL PEOPLE WHETHER OR NOT THEY SMOKE.**



**8 OUT OF 10**

**80%**

**OF CONSULTATION RESPONDENTS AGREED THAT TOBACCO SELLERS SHOULD BE REQUIRED TO HAVE A VALID LICENCE, WITH STRONG ALIGNMENT ACROSS DIFFERENT LOCAL AUTHORITIES.**



**9 OUT OF 10**

**91%**

**ALSO FELT THAT LICENCES SHOULD BE REMOVED FROM ANY RETAILERS CAUGHT SELLING TOBACCO TO CHILDREN, AND**

**88%**

**OF PEOPLE AGREED WITH CONTINUED EFFORTS TO TACKLE ILLEGAL TOBACCO.**

**THERE WAS STRONG AGREEMENT ACROSS ALL FOCUS GROUPS ABOUT THE NEED FOR A ROBUST LICENSING SYSTEM. THERE WAS SOME CONFUSION ABOUT AGE OF SALE AND AGREEMENT THAT THE CURRENT AGE OF 18 WAS TOO LOW AND COULD BE RAISED TO 21.**



**PARTICIPANTS AGREED ON LOSS OF LICENCE AND FINES IF THERE WERE SALES TO CHILDREN.**



**THERE WAS SURPRISE, AND EVEN SHOCK, THAT A LICENSING SYSTEM DID NOT ALREADY EXIST AS MANY THOUGHT THAT IT DID.**



**THERE WAS ALSO SUPPORT FOR MORE MYSTERY SHOPPING AND WORK TO EDUCATE THE ADULTS WHO BUY CHILDREN CIGARETTES.**

# TIME FOR A LEVY ON BIG TOBACCO

**MOST CONSULTATION RESPONDENTS FELT THAT TOBACCO COMPANIES SHOULD PAY THE PRICE FOR THE HARM THEY CAUSE.**

**WITH A PRODUCT THAT KILLS 1 IN 2 LONG-TERM SMOKERS.**



**86%**

**AGREED THAT THE TOBACCO INDUSTRY'S PROFITS SHOULD BE PUT TOWARDS SCHEMES THAT HELP PEOPLE QUIT AND DISCOURAGE YOUTH SMOKING.**



**70%**

**OF PEOPLE AGREED THAT SHOWING PEOPLE SMOKING ON SCREEN SHOULD BE BANNED AS IT SETS A BAD EXAMPLE.**



# THE IMPACT ON GREATER MANCHESTER

**THIS VCSE-LED APPROACH TO CONSULTATION AND ENGAGEMENT PROVED VERY SUCCESSFUL IN STARTING CONVERSATIONS AND REACHING COMMUNITIES WHO ARE SELDOM HEARD, MARGINALISED OR LESS LIKELY TO ACCESS MAINSTREAM INFORMATION.**



**THE AIM OF OUR CONSULTATION WAS TO START A MOVEMENT WHERE LOCAL PEOPLE WANT TO BE PART OF DELIVERING A SMOKEFREE FUTURE.**

**BY 2021,  
WE WANT TO  
HELP REDUCE  
THE AMOUNT  
OF SMOKERS  
IN GREATER  
MANCHESTER BY**

**115,000**



**THIS WILL SAVE  
THE REGION**

**£206m**

**AND BRING**



**62,133  
PEOPLE**



**34,131  
HOUSEHOLDS  
ABOVE THE  
POVERTY LINE.**



**BY 2021, OUR QUITTERS WILL SAVE  
£1BILLION IN TOTAL. THIS IS £1BILLION  
THAT WON'T GO UP IN SMOKE.**



# OUR NEXT STEPS



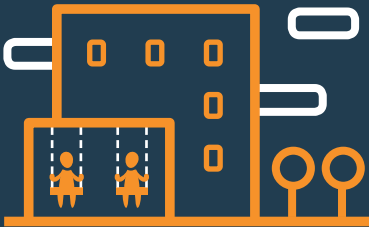
**WE WILL BUILD ON THE STRONG PUBLIC SUPPORT TO MAKE SMOKING HISTORY BY LISTENING TO PEOPLE'S PERSONAL STORIES AND EXPERIENCES**



**USE CO-DESIGN AND CO-PRODUCTION TO DEVELOP IDEAS ABOUT WHAT HELPS PEOPLE TO QUIT SMOKING.**



**FOCUS PROMOTION OF MESSAGING AROUND CHILDREN, FAMILY AND FRIENDS TO BUILD ON SUPPORT.**



**CONTINUE TO PROMOTE SMOKEFREE SPACES WITH A FOCUS ON CHILDREN AND FAMILIES.**



**LISTEN AND RESPECTFULLY CONSIDER SMOKERS OPINIONS ESPECIALLY AROUND BEST PRACTICE INFORMATION.**

# THE FUTURE

**“PEOPLE ARE PASSIONATE ABOUT OUR AMBITION TO REDUCE SMOKING RATES ACROSS GREATER MANCHESTER AND BECOME THE FIRST GLOBAL CITY TO MAKE SMOKING HISTORY. TO ACHIEVE THIS TOGETHER, IT IS CLEAR THAT WE HAVE TO CONTINUE TO LISTEN TO OUR COMMUNITIES, ASK QUESTIONS, USE OUR ASSETS, AND FOCUS ON CHILDREN AND FAMILIES TO DELIVER A TOBACCO FREE GENERATION.**

**“DEVOLUTION HAS PROVIDED A UNIQUE AND EXTRAORDINARY CHANCE TO DELIVER SUSTAINABLE CHANGE UTILISING OUR COMMUNITY ASSETS. THIS INCLUDES A FIVE-YEAR COMMITMENT FOR COLLABORATION BETWEEN HEALTH AND CARE ORGANISATIONS AND THE VOLUNTARY, COMMUNITY AND SOCIAL ENTERPRISE (VCSE) SECTOR. VCSE APPROACHES, NETWORKS, CONNECTIONS AND EXPERTISE OFFER THE OPPORTUNITY TO ENGAGE WITH INDIVIDUALS AND COMMUNITIES ABOUT WHAT REALLY MATTERS TO THEM, AND PUT THEM AT THE CENTRE OF THE HEALTH SYSTEM.**

**“WE ARE COMMITTED TO WORKING TOGETHER TO MOBILISE AND EMPOWER COMMUNITIES AND TACKLE TOBACCO HARM TO SAVE THOUSANDS OF LIVES. WE LOOK FORWARD TO BUILDING A STRONG MOVEMENT FOR A SMOKEFREE FUTURE TO REALISE THE AMBITION TO MAKE SMOKING HISTORY FOR OUR COMMUNITIES.”**

**Jon Rouse**

Chief Officer of Greater Manchester Health and Social Care Partnership

**Warren Escadale**

Chair of VCSE Devolution Reference Group  
& Chief Executive of Voluntary Sector North West

**“PEOPLE ACROSS EVERY LOCALITY AND COMMUNITY HAVE GIVEN THEIR VIEWS ABOUT GREATER MANCHESTER’S PLANS TO RADICALLY CUT ADULT SMOKING AND DELIVER A TOBACCO FREE GENERATION.**

**“GREATER MANCHESTER PLANS TO GO FURTHER, FASTER THAN ANYWHERE IN EUROPE AND CUT SMOKING RATES BY A THIRD – THAT’S 115,000 FEWER SMOKERS – IN ONLY THREE YEARS. WHEN WE ACHIEVE THIS WE’LL SAVE THOUSANDS OF LIVES AND UNTOLD MISERY FOR FAMILIES AND COMMUNITIES, PLUS MILLIONS OF POUNDS FOR OUR LOCAL NHS AND ECONOMY.**

**“WE WILL CONTINUE TO WORK WITH LOCAL COMMUNITIES, THE VCSE SECTOR AND LOCALITIES TO BUILD GREATER MANCHESTER’S MOVEMENT FOR A SMOKEFREE FUTURE.”**

**Sarah Price**

Executive Lead for Population Health and Commissioning,  
Greater Manchester Health and Social Care Partnership

**“THE SIGNIFICANT MAJORITY PUBLIC SUPPORT FOR EVERY MEASURE IN OUR STRATEGY PROVIDES AN ENORMOUS OPPORTUNITY TO BRING THIS VISION INTO REALITY SO THAT EVERY CHILD BORN IN GREATER MANCHESTER WILL BE PART OF A SMOKEFREE GENERATION WITHIN A DECADE.**

**“THERE WILL COME A TIME WHEN PEOPLE LOOK BACK AND SAY: WHY DID PEOPLE EVER SMOKE? I WANT TO BRING THAT DATE FORWARD AND HAVE GREATER MANCHESTER AT THE FOREFRONT OF THE CHARGE.”**

**Andy Burnham**

Mayor of Greater Manchester

# HISTORY MAKERS.

## THANK YOU TO OUR GREATER MANCHESTER COMMUNITIES AND THE ORGANISATIONS THAT SUPPORT THEM TO HAVE THEIR SAY ABOUT MAKING SMOKING HISTORY

Find out more about the  
History Makers consultation  
and Making Smoking History at:

**Email:** [gmhscp.makingsmokinghistory@nhs.net](mailto:gmhscp.makingsmokinghistory@nhs.net)

**HistoryMakersGM.co.uk**

 @HistoryMakersGM

 @MakingSmokingHistoryGM

 @HistoryMakersGM

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