



Llywodraeth Cymru
Welsh Government

A SMOKE-FREE WALES STAKEHOLDER ENGAGEMENT EVENT REPORT



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Contents

1.0	Introduction	2
2.0	Group Feedback: Tobacco Control Strategy for Wales, A Smoke-Free Wales	3
2.1	What do you feel are the pros and cons of the ambition to achieve a smoke-free Wales by 2030?	3
2.2	Theme 1: Reducing Inequalities	5
2.2.1	Do you agree that Reducing Inequalities is the right theme?	5
2.3	Theme 2: Future Generations	7
2.3.1	Do you agree that Future Generations is the right theme?	7
2.4	Theme 3 – A Whole-System Approach	9
2.4.1	Do you agree that A Whole System Approach is the right theme?	9
3.0	Group Feedback: Towards a Smoke-free Wales Delivery Plan (draft) 2022-2024.	11
3.1	Priority Action Area 1: Smoke Free Environments	11
3.1.1	Do you feel that this is the right priority to achieve the ambition of becoming a smoke-free Wales? And if not, what are your suggested alternatives?	11
3.2	Priority Action Area 2 - Continuous improvement and support for innovation	13
3.2.1	Do you feel that this is the right priority to achieve the ambition of becoming a smoke-free Wales? And if not, what are your suggested alternatives?	13
3.3	Priority Action Area 3: Priority Groups	16
3.3.1	Do you feel that this is the right priority to achieve the ambition of becoming a smoke-free Wales? And if not, what are your suggested alternatives?	16
3.4	Priority Action Area 4: Tackle illegal tobacco and support the tobacco control legal framework	18
3.4.1	Do you feel that this is the right priority to achieve the ambition of becoming a smoke-free Wales? And if not, what are your suggested alternatives?	18
3.5	Priority Action Area 5: Working across the UK	20
4.0	Message to the Minister	22
5.0	Conclusion	24

1.0 Introduction

This report summarises key points from group discussions held as part of the Smoke-Free Wales Stakeholder engagement event held on 10 March 2022.

This online event gave organisations and stakeholders involved or interested in tobacco control in Wales the opportunity to discuss and listen to views on the actions needed to support the smoke-free ambition set out in the Tobacco Control Strategy for Wales, *A Smoke-free Wales* and the first Delivery Plan, *Towards a Smoke-free Wales Delivery Plan 2022-2024*.

As part of the morning's event participants took part in group discussions in a 'Zoom Room'. 70 people representing stakeholders from across Wales were randomly split into six groups, that were independently facilitated and scribed. Participants included organisations from the National Health Service, local authorities, Public Health Wales, further and higher education, charities, organisations working with children and young people and trading standards.

Discussions followed a standard topic guide. The objectives of the breakout conversation session was to gather stakeholder views:

1. To explore the perceived benefits and drawbacks of the smoke-free Wales 2030 ambition
2. To consider the strategic themes set out in the strategy and suggest possible alternatives.
3. To reflect on the 5 priority action areas and their actions which are in the first 2-year delivery plan.

This report follows that same format, identifying key themes under each Theme and Priority area, and including a comprehensive range of relevant quotes to fully reflect views expressed by participants.

2.0 Group Feedback: Tobacco Control Strategy for Wales, A Smoke-free Wales

Delegates were asked at the start of the event to indicate, via an online poll, if they agree with the Welsh Government's ambition of Wales becoming smoke-free by 2030? It is worth noting before providing feedback on group discussions that 98% said yes and the other 2% marked 'partly'.

2.1. What do you feel are the benefits and drawbacks of the ambition to achieve a smoke-free Wales by 2030?

Benefits

Health benefits to the general public featured strongly mentioning it as a 'pro' of a smoke-free policy, including a 'smoke-free pregnant population'. Delegates linked health benefits to 'massive' savings for the NHS.

Some felt that the benefits were obvious, but others delved into more specific benefits at the outset, such as :-

- Less inequalities within the community was mentioned in two groups with reference in another group to a reduction in exclusions brought on by smoking such as housing and work.
- Benefits to young people and the importance of a focus on their needs and education in relation to smoking, including training for school teachers and parents.

Ultimately, delegates were positive about the ambition (supporting the poll results):- *'it's a game changer, great for Wales to take the lead.'*

Drawbacks

Delegates highlighted measurement, ambition, regional focus, and the dangers of alternative 'vices' as potential drawbacks of the strategy to achieve a smoke-free Wales by 2030.

Most groups mentioned the extent of the challenge and questioned whether it's achievable.

Comments included:

- *'Is it achievable as nicotine is one of the hardest drugs to stop taking?'*
- *'Setting targets that are too ambitious can lead to a negative effect, can be disheartening.'*
- *'Staff shortages are something to consider, this can lead to enthusiasm waning.'*
- Need to acknowledge that not all health boards are starting from the same spot, one health board has a smoking rate of 25%

Two groups mentioned a need to consider regional differences as part of the strategy

- *'Certain areas with higher prevalence need to be targeted, both rural and urban'*
- *'Need to take regional differences into account, keep tailored services'*

Groups also mentioned the importance of understanding people's diverse motivations to smoke and be aware of alternatives to smoking

- *'Beware alternatives and pushing people into them, e-cigarettes are glamorous and readily available, we can't concentrate only on tobacco, doing so could lead to unintended consequences'*

2.2 Theme 1: Reducing Inequalities

Rates of smoking and use of other tobacco products in Wales varies with evidence that smoking rates are higher in certain groups, including those:

- living in socio-economically deprived areas
- in routine and manual occupations
- who are unemployed
- with mental health conditions
- from some ethnic minority backgrounds
- from the LGBTQ+ community.

2.2.1 Do you agree that Reducing Inequalities is the right theme?

The vast majority of delegates agreed that this is the correct theme, with just one disagreement. There was general acknowledgement of the pressures faced by these groups and the need to do more to support them, to understand wider factors that might contribute to their smoking habit, particularly those accessing mental health support.

While the theme met with widespread support delegates also discussed the significant challenges of addressing this issue and particularly bringing the percentage down to 5% amongst these groups. Comments included:-

- *'We need advisors, community-based support groups.'*
- *'Accurate data is key to help engagement with stakeholders and facilitate messaging.'*
- *'Need to be mindful of the impact of Covid on health (particularly mental health), society and general economic impact.'*
- *'Smokers can come from multiple groups with complicated needs, a commitment to review is needed.'*
- *'We need a plan that listens to feedback and reviews accordingly, to empower people to support the change.'*
- *'It's imperative to focus on inequalities, but it's huge to reduce to 5% amongst these groups.'*

- *'Tenancy agreements should include a smoke-free agreement clause.'*

It is perhaps indicative of the challenge that few solutions arose beyond the importance of accurate data and a well-resourced partnership, community-led approach.

2.3 Theme 2: Future Generations

Smoking impacts on the lives of children and young people throughout their childhood, from pregnancy to adolescence.

The focus of this theme is to create an environment where smoke-free is the norm for all children and young people in Wales and remain smoke-free into adulthood.

2.3.1 Do you agree that Future Generations is the right theme?

All groups agreed that this is the right theme, with many delegates very passionate about its importance to the point that several groups felt that there is a need for more focus on this theme over others as 'prevention is more effective than cessation'.

Themes emerging included the importance of working in partnership to address the challenges presented by this theme, and a need for innovative behaviours to communicate effectively, particularly with young people. Comments included:-

- *'It's a key theme that seems easy at first glance but it's difficult to implement, particularly with pregnant people. It needs a wider and different approach to support them as some lack family support. There's also a lack of resource to consider, particularly for home visits.'*
- *'Programmes will need to be monitored and trialled.'*
- *'It's crucial to focus on young people and keep with tech to find out how best to engage with them.'*
- *'Create a digital platform perhaps to share information, ideas – aimed at young people and parents.'*
- *'There is too much focus on cessation and not strong enough on prevention.'*
- *'It is vital to focus on prevention, the plan is too cessation focused.'*
- *'It needs a strong legislative approach, perhaps along the lines of the New Zealand model.'*

Another theme emerging was the need to be aware of alternative 'vices' such as cannabis and e-cigarettes,

- *'More consideration is needed for vaping and the evidence of its harm.'*
- *'It's important not to create barriers for young people using vaping as a cessation tool.'*
- *'Non-nicotine vapes are available for u18s, this is seen as an endorsement that they're ok. Are they a gateway to tobacco use?'*
- *'Also need to consider cannabis and smoking link, there is more evidence that as tobacco use decreases, cannabis use increases.'*

2.4 Theme 3 - A Whole-System Approach

To achieve the ambition of a smoke-free Wales, a whole-system approach to tobacco control must be taken. This means everyone working together in a collective effort to contribute to this shared vision to achieve change.

2.4.1 Do you agree that A Whole-System Approach is the right theme?

Once again all groups agreed that this is the right theme. Discussion focused on the importance of clear organisational leadership and systems to ensure that partners are able to work effectively together to support smokers, with the ability to share data key. Several groups said that Welsh Government needs to lead, to pull communities together. Comments included:-

- *'Who will direct a whole system approach?'*
- *'Need system leadership too. It's important to understand the relationship between cessation, prevention and regulation.'*
- *'Currently different services use different IT systems to collect user data. Need to establish a consistent national mechanism which accommodates existing systems.'*
- *'Currently there are too many plans and responsibilities, we need to combine systems, share what's been done, see where strengths and weaknesses are and create modern systems.'*
- *'Needs a quicker response from Help Me Quit/WG, more sharing of good practice.'*
- *'Also data-sharing collaboration, need to establish a national mechanism that accommodates current systems.'*
- *'Let agencies plan and let communities practice in each region.'*
- *'Consistency is key. Link to a UK approach to change attitudes.'*

While much of the discussion related to partnership working the importance of a customer-centric approach was evident:-

- *'It's difficult for smokers to know who to turn to for help, there needs to be an easy entry for support.'*
- *'Any approach needs to link to wider factors such as weight, how smoking links to substance abuse, social housing, links to mental health, alcohol intake. Bring these themes together, rather than work in isolation. Pollution too.'*
- *'The language needs to be more supportive, also needs to address vaping as it's too focused on 'tobacco control.'*

3.0 Group Feedback: Towards a Smoke-free Wales Delivery Plan (draft) 2022-2024.

To support delivery of ‘A Smoke-Free Wales’, it is the Welsh Government intention to publish a series of two-year delivery plans. This section focused on the into **five priority action areas** in the draft two-year delivery plan, which covers April 2022 – March 2024.

3.1 Priority Action Area 1: Smoke Free Environments

Smoke-free environments are important to reduce exposure to second-hand smoke, which has health benefits, as well as supporting changing attitudes towards smoking. Several smoke-free places policies having already been implemented in Wales. Such as:

- a ban on smoking in enclosed public spaces and workplaces in 2007
- prohibited smoking in cars carrying children in 2015
- prohibited smoking in public spaces including hospital grounds, school grounds, outdoor areas of childcare settings and public playgrounds in 2021.

3.1.1 Do you feel that this is the right priority to achieve the ambition of becoming a smoke-free Wales? And if not, what are your suggested alternatives?

Delegates were supportive of this priority in the main, however groups expressed significant concerns over the ‘policing’ or ‘enforcement’ of smoke-free environments currently and highlighted the importance of resourcing this aspect.

The majority of groups asked that evidence is analysed to establish actions that have the greatest impact and that monitoring smoke-free environments has been found to be challenging. Local Authorities, for example, do not have the capacity for local enforcement. Several asked if there will be financial backing in the form of enforcement officers.

Some suggested that given concerns over enforcement that resources are best directed elsewhere and questioned whether this should remain a priority in the delivery plan.

Comments included:

- *'Creating smoke-free environments in public-funded organisations is a priority. However, we must recognise that the implementation and monitoring of smoke-free environments in hospital settings has proven to be challenging.'*
- *'Implementation and monitoring of current smoke-free environments legislation is not working in hospital settings. Staff who smoke are leaving the site to smoke, leaving wards understaffed and vulnerable which is a hugely frustrating.'*
- *'Lengthy legislative action to create smoke free spaces should not be prioritised over other actions which could have a bigger impact.'*
- *'Important to monitor existing smoke-free spaces.'*
- *'Monitoring is difficult, would it be better to allocate money elsewhere?'*
- *'Requiring public sector organisations to implement smoke-free environments is important and will link with theme 3.'*
- *'It may not be beneficial to push smoking to other spaces such as cars, or off-site.'*
- *'Are we reaching saturation point?'*
- *'Expand ban to all areas of high footfall for children e.g. leisure centres'*

Possible solutions offered included:-

- *'One possible solution offered would be to encourage the use of existing reporting mechanisms for hazardous events to highlight the risks posed by such circumstances.'*
- *'Smoking cessation services are readily available for hospital staff who smoke, but staff are not referred or provided with time to attend such services, consequently the services are not being accessed.'*

3.2 Priority Action Area 2 - Continuous improvement and support for innovation

Proposed Actions

1. Implement a systematic secondary care smoking cessation service in Wales utilising learning from Canada's Ottawa Model for Smoking Cessation.
2. Continually optimise smoking cessation and prevention of uptake provision. Explore innovative and digital methods to reduce smoking uptake and promote smoking cessation. Ensure consistent support for smokers. Increase uptake of smoking cessation. Work with groups with the highest smoking prevalence or lowest uptake of smoking cessation services to understand barriers to smoking cessation and explore innovative solutions.
3. Explore the role of e-cigarettes and other nicotine products for smoking cessation.

3.2.1 Do you feel that this is the right priority to achieve the ambition of becoming a smoke-free Wales? And if not, what are your suggested alternatives?

Stakeholders were supportive of this priority however perhaps because of the wide-ranging meaning of the term 'innovation' discussion topics were much more varied than other themes and priorities. Feedback included discussions and ideas related to digital tactics, education, community initiatives, secondary care, one-to-one support and the importance of acknowledging the wider impacts of the current socio-economic situation. The importance of consistent data and one system was discussed again in this section. Comments included:-

- *'We need further clarity on the Ottawa Model, more resources will be needed to implement it successfully.'*
- *'Focus on helping children who have started smoking to stop.'*
- *'More support needed for the school nurse service; more time, training and resources to tackle smoking.'*

- *'Link with CURE Project, a UK hospital-based smoking cessation model, which is already established in many settings so would be relatively quick and cost effective to develop, although greater consistency and buy-in is required by wards.'*
- *'Digital methods can be great to engage. Need to use social media, work with influencers.'*
- *'Digital methods are one option, but they don't always achieve the same effect as one-to-one contact, not the same rapport.'*
- *'Need to bear in mind socio-economic situations – don't make support inaccessible, or unaffordable.'*
- *'Building community resilience is the way forward, which contributes to Welfare of Future Generations Act.'*
- *'A national secondary care scheme would be useful. It needs to be acknowledged that people need support with continuing their smoking reduction/cessation.'*
- *'Different geographical areas have very different resources and smaller teams might struggle to meet the demands of the proposal successfully.'*
- *'Am pleased about the wording as some Health Boards don't have secondary care. Need a flexible approach for the different health boards. Each health board can then implement as they see appropriate.'*
- *'National data would also be useful.'*
- *'Systems needed to gather data and systems needed for reporting. Our Health Board doesn't have a system in place to record numbers of smokers attending hospital. Need a baseline to compare progress with other Health Boards.'*

Several groups also discussed the impact of e-cigarettes and asked for clarity on what it meant to 'explore the role of e-cigarettes':-

- *'What does exploring the role of e-cigarettes mean? Are they the answer? Some people say they lead to more smoking. Some people say that people shouldn't be encouraged to use them. Need a consistent message.'*
- *'We need clarification on e-cigarettes. The Minister said they are part of the solution, yet some local authorities have banned e-cigarettes leading to mixed messages. What is the Welsh Government's position? What should people be saying to patients/public?'*

- *'There are already issues surrounding e-cigarettes from a trading standards point of view. It needs to be considered carefully before moving on whether the products are safe.'*

3.3 Priority Action Area 3: Priority Groups

Proposed Actions

1. Review the evidence and data around smoking cessation support for these priority groups and identify where gaps exist, including where the greatest impact can be made.
2. Engage with people from priority groups and organisations representing priority groups to understand their reasons for smoking and barriers to smoking cessation, and work with them to develop tailored actions to support tobacco control.
3. Increase the proportion of smoke-free pregnancies by looking at initiatives to reduce smoking in pregnancy and optimise smoking cessation provision for all pregnant people across Wales. Work with maternity services to ensure that all pregnant women have their smoking status recorded and appropriate referrals made to smoking cessation services.
4. Ensure messaging is clear and consistent and is tailored to different priority groups.
5. Explore the evidence base, and working with partners, identify additional priority groups that we should work with to provide appropriate, additional support.

3.3.1 Do you feel that this is the right priority to achieve the ambition of becoming a smoke-free Wales? And if not, what are your suggested alternatives?

Delegates were also supportive of this priority, though many asked for further detail and specific information on how it will be planned and implemented. A need for accurate data and a targeted approach emerged as key themes. Comments included:-

- *'Agree that pregnant people should be a priority group, but by the time ladies become pregnant it is too late to offer smoking cessation. A focus on pre-conception care/actions is needed, including proactive interventions with young people in education settings – schools, FE colleges and in particular, training providers where there is a higher prevalence of teenage smokers.'*
- *'Explore effective interventions that link with strategies to reduce teenage pregnancies.'*

- *Ensure the consistent delivery of smoking cessation support in maternity services and the collection of data, to help tackle intergenerational smoking patterns.'*
- *'Absolutely agree with these groups, but how will we address them differently to the way we do now?'*
- *'None of this new, but it needs to be addressed. How do we get increased and sustained funding and support?'*
- *'Need increased and sustained funding to adequately address these groups.'*
- *'There are 'groups within groups' within areas of deprivation, Local Authority areas, communities where smoking rates are higher. Need to drill down to allow targeted intervention.'*
- *'We need accurate data – find out where the tobacco is being sold, bought – and then target those areas with the right messages.'*
- *'Important to know how young people access tobacco, the annual school survey is unclear.'*
- *'Empower third sector organisations to come up with ideas that they can take to the police etc for more shared resources.'*
- *'Link with organisations who work with priority groups in other sectors.'*
- *'Use positive terminology to help minority groups feel empowered, not judged.'*
- *'Tailored planning is needed as each response must be made specific to the individual as one size doesn't fit all.'*
- *'Need to appeal to women, talk to them at the right time. Campaigns don't always work.'*
- *'Need to consider the voices from each audience.'*

3.4 Priority Action Area 4: Tackle illegal tobacco and support the tobacco control legal framework

Proposed Actions

1. Review the evidence and data around the illegal tobacco landscape in Wales and identify where gaps exist.
2. Raise awareness of illegal tobacco and its impacts through communications materials and campaigns.
3. Develop a system to share information about illegal tobacco which supports effective enforcement across Wales.
4. Work with partners including the Police, HMRC and Local Authorities to explore innovative ideas to tackle illegal tobacco across Wales.
5. Review tobacco control enforcement tools available in Wales to understand if and where strengthening is required.

3.4.1 Do you feel that this is the right priority to achieve the ambition of becoming a smoke-free Wales? And if not, what are your suggested alternatives?

Feedback was supportive of this priority though it was clear that awareness of illegal tobacco and its impact varied from group to group. Discussions focused on the need for suitable resources and punishment for transgression as well as a need to raise awareness of the issue and plans to address it. Comments included:-

- *'The focus on illegal immigration results in less scrutiny of illegal tobacco. Wales needs a voice in UK discussions.'*
- *'Very pleased that this is in the plan as it needs attention.'*
- *'This is an important priority, there are many actions 'in play' already including a website (no ifs no butts); all-Wales toolkit; Webinars for police training.'*
- *'It needs support from partners and to make people aware of what is out there and how it can be accessed.'*

- *'Everywhere that sells tobacco should be registered under a retail registry to assist the regulatory framework.'*
- *'Local Authority Trading Standards enforcement teams 'need the tools to do the job' when prosecuting. '*
- *'Organised crime groups who set up shops in deprived areas are not put off by small fines, need to look at sentencing.'*
- *'HMRC Have disbanded their Wales team responsible for illegal tobacco. Need a good relationship with police too (particularly PCSOs).'*
- *'Definitely need to solve the problem, the illegal trade means loss of income to the government as well as impacting on general health.'*

While groups were largely supportive of the priority and its importance, some delegates highlighted the importance of tackling the wider issues that lead to smokers buying illegal tobacco:-

- *'While this exists we won't reduce smoking levels. There is a willingness there to achieve these goals but we need to be wary of inadvertently increasing trade, cause demand as a result of new measures.'*
- *'People just see the benefits of saving money and do not think about the knock-on effects of supporting the illegal tobacco trade.'*

3.5 Priority Action Area 5: Working across the UK

Proposed Actions

1. Review tobacco control actions and policies that are implemented by other UK nations and share best practice on tobacco control actions and policies in Wales across the UK.
2. Continue to work with the other UK Governments on a broad range of non-devolved tobacco control issues to support a strong tobacco control system, including:
 - a. age of sale
 - b. the environmental impact of smoking
 - c. safety warnings on tobacco and nicotine products
 - d. tobacco pricing, levy, and taxation

3.5.1 Do you feel that this is the right priority to achieve the ambition of becoming a smoke-free Wales? And if not, what are your suggested alternatives?

There was uniform agreement on this priority with the stakeholder group acknowledging the importance of consistent communications and measures across the UK.

Much of the feedback asked the plan to go global to explore best practice and learn from other nations. Comments included:-

- *'Add a reference to 'worldwide' when exploring best practice.'*
- *'New Zealand is banning tobacco sales to anyone born after 2008. Look at what is working in other countries, what is their overall approach, and what is their message to the public?'*
- *'Not sure this is ambitious enough. Need to research further afield e.g. Scandinavia.'*

While feedback was supportive of the Priority there was some variation in how Wales could and should work with the rest of the UK and what ideas need to be implemented, e.g. the age of sale:

- *'We need 'catch up' with the rest of the UK. England's implementation of e-cigarettes and of tobacco dependency support for people with severe mental health problems should be encouraged within Wales.'*
- *'Raising the age of sale to 21 would be a good idea.'*
- *'Raising age of sale won't work, we need more education.'*
- *'Consistency in legislation across the UK is vitally important. Wales should not go down a totally diverse route from the other UK countries. The Pandemic illustrates what confusion is caused by different approaches being used.'*
- *'We should be making sure we take a supportive rather than a punitive approach, and not be led into authoritarianism just to be consistent with other UK countries.'*

4.0 Message to the Minister: if you could send a 'Message to the Minister' regarding the ambition to achieve a Smoke-Free Wales, what would that be?

Messages submitted reflected organisational priorities and re-enforce themes uncovered during the group discussion. Topics are wide-ranging with particular focus on a need to ensure that the strategy is well-resourced. Linked to that request are messages relating to training, data-systems, resources (important) training, data, and partnerships. The importance of listening to voices from priority groups was also prominent.

Messages:-

- *'Please ensure that national mandatory training is provided for all NHS staff (porters, clerical, nurses, doctors etc.) in Wales when they first enter the profession with focus on smoking interventions and cessation services. Perhaps extend to housing associations, police, teachers etc.'*
- *'Look to establish a national data recording/collection system to ensure accurate reporting. Need clear, accurate data to establish benchmarks and monitoring.'*
- *'Ensure Wales is fully involved in UK discussions when sentencing and enforcement (related to tobacco products) are under consideration.'*
- *'Need ringfenced, ample resources.'*
- *'Introduce smoke-free tenancy agreements.'*
- *'Make it a person-centred approach, offering tailored individualised responses for those that currently smoke.'*
- *'Give young people a strong voice and ensure they play a key part in implementing the plan.'*
- *'Ensure that it is people's voices, not data that leads the plan.'*
- *'Two-year plan is effective, people can lose momentum and focus with long strategies/plans. This is realistic.'*
- *'Don't shame priority audiences e.g. pregnant people, encourage them.'*
- *'Provide clarification on the position of e-cigarettes, some organisations see it as a solution, others not.'*

- *'Need a joined up approach across all health-related sectors. Work together to bring together messages on health-related messaging such as obesity, alcohol, smoking and the environment.'*
- *'The Welsh Government cabinet needs to use a collective, cross-departmental commitment, not solely focused on by the Health Department. 'A Smoke Free Wales' should work in conjunction with existing and new plans such as the 'Race Equality Action Plan'. This will help address inequalities better and ensure that it works most efficiently across language and other boundaries.'*
- *'Help Me Quit top-down approach is too rigid. Need to invest in third sector, organisations working on the ground.'*

5.0 Conclusion

It's clear from group discussions that stakeholders are very supportive of the Welsh Government's ambition for a smoke-free Wales (supported by the poll results). Health and financial savings were cited as the most obvious benefits while potential drawbacks highlighted included whether the ambition is realistic as well as the importance of taking regional differences and people's motivations to smoke, into account.

There was strong support too for the the three themes outlined in the *Tobacco Control Strategy for Wales, A Smoke-Free Wales*:-

- **Theme 1: Reducing Inequalities** met with widespread support though delegates were keen to emphasise the challenges of addressing inequalities and bringing the rate down to 5% amongst these groups. In order to achieve this it was said that up to date data, local, community-led support and awareness of the complex needs of the priority audiences is needed.
- **Theme 2: Future Generations** was supported by all delegates, with some stating that there should be more focus on this theme than others given its importance.
- **Theme 3: A Whole System Approach** was enthusiastically received with delegates very aware of the benefits of working in partnership, highlighting the importance of a customer-centric approach and sharing data and information to achieve this.

Priorities set out in *Towards a Smoke-free Wales Delivery Plan 2022-2024* draft were also widely supported though some priorities were questioned by some delegates.

- **Priority Action Area 1: Smoke Free Environments.** Delegates were supportive however groups expressed concerns over the practicalities of 'enforcement' of smoke-free environments and questioned if resources should be directed elsewhere.
- **Priority Action Area 2: Continuous improvement and support for innovation.** Delegates offered several ideas to support innovative approaches that emphasised a need to build

community links and support and digital solutions. Delegates also requested clarity on the role of e-cigarettes.

- **Priority Action Area 3: Priority Groups** was supported, with an accompanying request for accurate data to facilitate targeted support for the priority groups identified.
- **Priority Action Area 4: Tackle illegal tobacco and support the tobacco control legal framework.** Feedback was supportive of this priority and its importance though it was clear that awareness of the issue was mixed amongst delegates.
- **Priority Action Area 5: Working across the UK.** There was uniform agreement for this priority among delegates with reminders to consider global best practice too

Messages to the Minister reflected organisational priorities and re-enforced themes from the group discussion. While topics were wide-ranging there was particular focus on a need to ensure that the strategy is well-resourced.

The group discussions suggest that stakeholders are in agreement that the ambition for a smoke-free Wales is a positive one. They support the themes in the strategy as well as the priorities set out in the draft delivery plan, emphasising during discussions the need for resources, training and strong local partnerships in order to succeed.