

# Towards a Smoke-Free Wales

Our Delivery Plan for 2022-2024

An easy-to-read summary



Llywodraeth Cymru  
Welsh Government



# Hello

The Welsh Government wants everyone in Wales to have a healthy, long life.

So, we are on a journey where fewer people smoke and use tobacco in Wales.

## Smoking is a health problem.

Tobacco contains nicotine, which is addictive and difficult to quit.

Tobacco smoke contains over **5,000** harmful chemicals and many of these are harmful.



## Our Vision

# We want to be a smoke-free Wales by 2030.

★Smoke-free means 5% or less adults in Wales smoke.

Being a smoke-free nation:

- helps protect everyone from second-hand smoke
- reduces illness and deaths
- changes attitudes to smoking so it's not a normal thing to do
- motivates smokers to quit
- reduces the number of people who start smoking.

So, we have a new Tobacco Control Strategy for Wales. You can read about it here:

[gov.wales/tobacco-control-strategy-wales-and-delivery-plan](https://gov.wales/tobacco-control-strategy-wales-and-delivery-plan)

To support this strategy, we are putting in place a series of 2-year delivery plans.

This document tells you about our

## Delivery Plan for 2022-2024.

It has 5 areas.

## Area 1:

# Making smoke-free environments

We all move around. We go to school, to work, to different shops. We take part in activities, meet friends and family. Making sure these places are smoke-free makes a big difference. It stops people inhaling second-hand smoke which can be harmful and changes attitudes to smoking so smoking is not seen as a normal thing to do.

We've already taken steps towards being smoke-free, for example inside buildings and public playgrounds.

### In 2007

We banned smoking in indoor places like restaurants.

### In 2015

We banned smoking in cars with children.

### In 2021

We banned smoking in outdoor spaces around hospitals, schools and playgrounds.

This has reduced the number of adults exposed to second-hand smoke from:

42% in 2007

to 29% in 2015

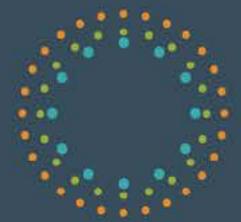
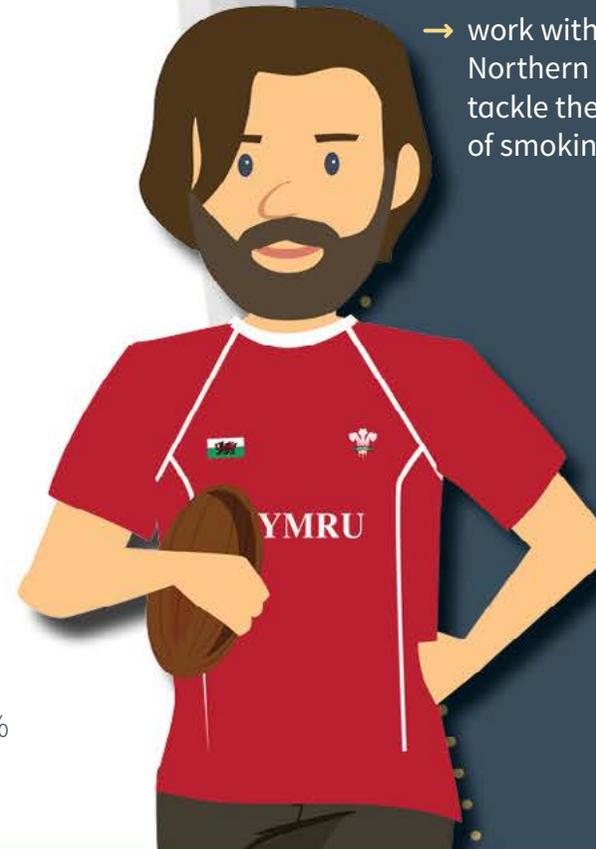
Cigarettes and e-cigarettes can also harm the environment. Not only does it take a lot of land, water and energy to make cigarettes, but cigarette filters are made of plastic, which can stay in the environment for up to 14 years.

Smoking also has a big impact on the litter in our streets with one survey finding it in 80% of streets in Wales.



## In 2022-2024 we will:

- check on and support places like hospitals, schools, and childcare settings so their outdoor areas stay smoke-free
- see if there are other spaces which could be smoke-free
- encourage the organisations we work with to promote smoke-free places
- work with the UK, Scottish and Northern Ireland Government's to tackle the environmental impacts of smoking.



## Area 2: Supporting innovation and improving support

There are lots of policies and programmes in Wales that help to reduce smoking.

Last year, over **14,800** people had support to stop smoking from the **Help Me Quit** programme.

Some people are using e-cigarettes to help them to stop smoking. We know that using e-cigarettes is less harmful than smoking tobacco, but we don't know what long-term effects they can have and they should not be used by children, young people or people who don't smoke.

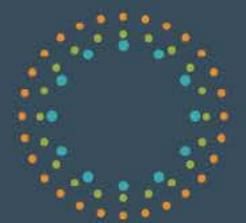
We want to keep improving how we stop people from starting smoking and how we help people who are smoking, to stop. So, we will keep looking at new ways of working and at new technology, as well as learning from what works well in other countries.

### An example

In Canada, the Ottawa Model for Smoking Cessation has helped people who are staying in hospital to quit smoking.

## In 2022-2024 we will:

- start a service for people who smoke and go to stay in hospital, to stop smoking
- help people to not start smoking in the first place
- help people to quit smoking
- look at how e-cigarettes and other nicotine products can help people to stop smoking.



## Area 3:

# Helping priority groups

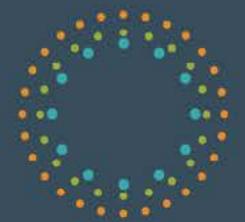
We know smoking is more common in some communities than in others. Some groups of people are also more likely to smoke than others:

- people who live in more deprived areas, including some young people who live in these areas
- people with mental health conditions
- people from some ethnic backgrounds
- people from the LGBTQ+ community
- pregnant people. [Understand](#)



## In 2022-2024 we will:

- look at how we can help groups of people so they don't start smoking, or support them to quit
- work with people in priority groups and involve them in planning support
- increase the support for pregnant people so there are more smoke-free pregnancies
- make sure our information is clear and easy to understand
- work with services and other partners to see if there are other groups of people that need support.



## Area 4:

# Dealing with illegal tobacco

There are rules about what tobacco can be sold and how it's sold. In Wales, around **15%** of tobacco is illegal and **almost half** of smokers have been offered illegal tobacco.

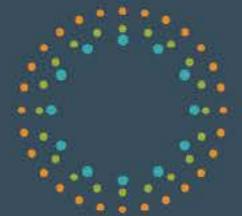
Illegal tobacco includes brands that have been bought overseas and smuggled into Wales. It's often brought in by crime groups. It hasn't:

- had the duty (tax) paid
- been checked to see if it's just tobacco or if it has something else in it that might harm people's health.



## In 2022-2024 we will:

- look at the evidence on how illegal tobacco is sold and used across Wales, and find ways to stop it
- raise awareness of the illegal tobacco and the problems it causes
- develop a system to share information about illegal tobacco
- work with the Police and other partners to find new ways and ideas to deal with illegal tobacco
- look at ways to make tobacco control enforcement in Wales better.



## Area 5:

# Working across the UK

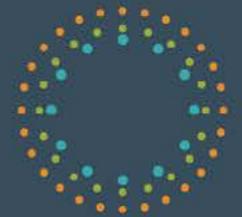
We have used our powers to reduce smoking, support people and make more spaces smoke-free across Wales.

But there are things we don't have the power to change, like how old a person must be to buy cigarettes, the level of tax and the price of cigarettes. To change these, we need to work with the other UK Governments.



## In 2022-2024 we will:

- look at what is working in England, Scotland and Northern Ireland and share good practice
- keep working with the other Governments in the UK on tobacco control issues, including safety warnings on tobacco, pricing and environmental issues so we can jointly make a difference.



## Outcomes

By 2024 Wales will be a place where:

- we know what we want to do to make it normal not to smoke or be around second-hand smoke
- we are better supporting people to not start smoking in the first place and to stop smoking
- all the systems are in place to have a smoke-free Wales by 2030.

## Checking it works

We will continue to check this plan is working and write a report each year.

We have set up a Tobacco Control Delivery Plan Implementation Group. This group includes professionals from services across Wales and will:

- make sure we're on target to be smoke-free by 2030
- check that all the actions are working
- give advice and suggestions on how we can improve the plan if we need to.



## Thanks for reading this

If you want to know more about the Tobacco Control Strategy for Wales, go to:

[gov.wales/tobacco-control-strategy-wales-and-delivery-plan](https://gov.wales/tobacco-control-strategy-wales-and-delivery-plan)

