



Hertfordshire Tobacco Control Newsletter

November 2025

New smoking prevalence data for Hertfordshire

- Smoking prevalence in adult smokers (18 and over) 2024 - 8%
- Smoking prevalence in adult in routine and manual occupations (18 and over) 2023 - 13.1%
- Smoking prevalence in adult with long term mental health condition (18 and over) 2024/25 - 19.8%
- Smoking status at time of delivery (SOTD) 2024/25 - 5.4%

All the data above has shown a decrease from the previous years, except for a very small increase in SOTD data which was 4.9% in 23/24.

You can explore this data in more detail on the Office for Health Improvement and Disparities Fingertips platform [here](#).

If you would like more information, please contact Rushma Patel

rushma.patel@hertfordshire.co.uk

New campaign to help young people understand the risks of vaping

Youth vaping is a significant public health challenge, and one that touches the lives of children and young people across the county.

Hertfordshire County Council's Public Health team has worked with young people in Hertfordshire to co-produce a new campaign to raise awareness of the risks associated with addiction to nicotine vapes and help young people make informed choices not to vape. The campaign was inspired by focus groups, survey feedback and informal conversations with young people from youth groups, schools and youth councils, who spoke about the mental health impact of addiction to nicotine vapes and the desire to open-up conversations about the subject.



Art installation

We invited Herts Regional College 3D Design students to develop a piece of art to communicate the campaign messages in a memorable way. They created a powerful parametric sculpture of a brain (the 'Vape Brain') to represent the impact of nicotine dependency on mental health. It incorporates quotes from young people describing their experiences. It will tour schools and youth organisations as an education aid and conversation-starter, supported by lesson plans to facilitate form group or PSHE discussions.

Webpage

A webpage for young people will be available when the campaign launches, which provides information about the impact of nicotine dependency on mental health, information about what vapes contain, tips for quitting, myth busters and signposting to further sources of support. It hosts a reporting button for young people to feed anonymous intelligence to our Trading Standards team about suspected underage/illegal vape sales.

Social media campaign

To support the school 'Vape Brain' tour, we will also be running a social media campaign to reach out to young people directly, using authentic, real voices to share our campaign messages. We need young people who have been/still are dependent on vapes to come forward to tell their story to help us develop further content for this campaign. This can be anonymously if preferred, as we will be capturing content in a number of ways. To put forward willing volunteers, please

contact joanne.necchi@hertfordshire.gov.uk

Please share this information to schools and colleagues working with young people, who can contact rushma.patel@hertfordshire.gov.uk to **book the sculpture to visit their school** in the new year. We'll share details for the campaign webpage and communications toolkit when it is available.



Hertfordshire Partnership University NHS Foundation Trust

Continued work for community and inpatients from the tobacco team with a number of successful quits. Swap to stop has been valuable and open to anyone with a Hertfordshire GP.

There is no funding for the tobacco team, and the team will dissolve in January. Community and inpatient staff have all been trained and completed NCSCT swap to stop training.

Tobacco prices to rise following Budget duty increase

The government has announced a rise in tobacco duty, adding 3.66% (RPI) plus an extra 2%. This will push the average cost of a 20-pack of cigarettes to around £17.74.

The increase is part of wider revenue-raising measures aimed at generating £26 billion, alongside higher duties on alcohol, travel, and online gambling.

This move supports the government's long-term strategy to reduce smoking rates. Sustained price rises have already contributed to a decline in adult smoking, now at 10.6% (around 5.3 million people).

Survey Finds Strong Public Support for Stricter Nicotine Pouch Regulations

A recent survey by nicotine pouch company *The Northerner* reveals that the majority of the British public favours tighter controls on nicotine pouches and stronger measures to protect young people from nicotine use.

According to the findings, 84% of respondents believe the government should introduce new rules to ensure the responsible sale and use of nicotine pouches. The survey also indicates broad support for upcoming government proposals in the Tobacco and Vapes Bill, with 82% backing the introduction of a licensing scheme for vape retailers.

Podcast: [Let's talk e-cigarettes](#)

E-cigarettes have sparked debate since their introduction over a decade ago. Each month, a team of Oxford researchers reviews the latest studies on e-cigarettes. In this podcast, Dr Jamie Hartmann-Boyce and Dr Nicola Lindson discuss the newest findings and what they mean for our understanding of e-cigarettes.

This podcast is supported by funding from Cancer Research UK.

Dr Chris Van Tulleken exposes the reality of cigarette filters

[In this video](#), Dr Chris Van Tulleken uncovers the myths surrounding cigarette filters, highlighting both the health misconceptions and the environmental impact they cause.

Webinars

[The E-Cigarette Summit, 5th December 2025](#)

As the Tobacco & Vapes Bill progresses through the House of Lords, the regulation of nicotine products is set for major change.

Since the first Summit in 2013, the nicotine landscape has transformed, but one critical question remains: how do e-cigarettes and other nicotine products fit into the goal of ending smoking?

The summit, which can be joined both in person and online, will explore the latest science, evidence, and policy developments.

[Smoking Cessation Services for People with Serious Mental Illness: A rapid evaluation, 9th December](#)

Join Dr Jennifer Newbould, Senior Research Leader at RAND Europe and Co-PPIE Lead for BRACE, as she presents findings from a rapid evaluation of NHS England's stop smoking services for people with severe mental illness.

The session will cover:

- Service delivery and referral pathways
- Measures of success
- Referral pathways
- Insights from people with lived experience
- Recommendations for service development and policy

Dr Jennifer Newbould brings over 25 years of expertise in health services research, focusing on rapid evaluation, primary care and patient experience.