

The Smokefree Sheffield Children and Young People Service for Smoking and Vaping Cessation



Youth Vaping Education Resources

In February 2023, in response to the increase uptake of youth vaping in England, Smokefree Sheffield, with support from ASH and local authorities across Yorkshire and Humber, produced a comprehensive set of resources on youth vaping for schools and education settings, these are set in the context of smoking. These resources aimed to get the facts straight and myth bust and provide evidence-based information to support young people in making informed choices. The following resources are included in the toolkit:

- Two posters for display in school toilets, classrooms and noticeboards:
- A short, animated film to start discussions in PSHE lessons, form times and assemblies. Animation also available on YouTube: <https://youtu.be/rod4d4yFeaE>.
- Classroom presentation for use by teachers alongside the animated film. Notes pages [here](#).
- Teachers Toolkit with more detail to back up the classroom presentation
- Electronic leaflet for parents and carers to share via newsletters or emails etc. Version with pages as spreads available [here](#).

All schools in Sheffield are provided with these resources and several workshops have been held, for headteachers and safeguarding leads with the attendance of the Director of Public Health . Over 77 Local authorities in the country are using these resources, many schools and ICB's. They are currently being updated in line with the Tobacco and Vapes Bill and Defra Bill and will be available in Autumn 2025.

Smokefree Sheffield Children and Young People Service

In April 2023 Smokefree Sheffield launched the Children and Young People's (CYP) Service for Smoking and Vaping Cessation which is part of the overall city contract for adults. It was developed and shaped with the expertise and knowledge of children and young people and a range of partners who work with young people to ensure the service would meet their needs. Partners include:

- Schools, (teachers, PHSE, Governors and headteachers)
- Learn Sheffield
- School Nurses,
- Sheffield College
- Public Health for Children and Families
- Sheffield Youth Council
- Sheffield Children and Young People Drug and Alcohol Services (The Corner)
- Sheffield Children's Hospital/GP's
- Community Youth Teams
- Education Referral Centres
- Family hubs
- Child and Adolescent Mental Health (CAMHS)

- Young Carers and Foster Carers Service
- Safeguarding leads
- Licensing
- Voluntary Sector (KOOOTH and Chillypep)

The citywide service offers 6-8 weeks of behavioural support and NRT for those 12 years+, via face-to-face support, telephone or text in a variety of settings: schools, colleges and community youth settings.

The service is tailored to the young person's level of addiction and dependence and addresses barriers to quitting. A personalised quit plan is developed starting by understanding why the young person is smoking or vaping, why they want to stop, what benefits they hope to gain and tips to combat the temptation to smoke or vape in difficult situations and advice on how to deal with stress, importance of getting support from others. All support given is free and confidential, Gillick Competency is applied as needed. The service is delivered by a band 4 smoking cessation specialist advisor 2 days per week.

Engagement, prevention and increasing referrals

The CYP specialist advisor role is required to undertake significant engagement work to generate referrals into the service and ensure clear evidence-based prevention messaging is delivered across schools, colleges and youth settings. The risks of vaping and smoking are discussed, nicotine addiction, benefits of quitting, misperceptions, legal requirements and the local support offer. A range of workshop sessions, assemblies, information stalls in hallways and canteens and health events have been delivered, using eye catching resources to draw young people's attention such as vape and smoking visual boards. This generates interest, conversations begin, and this helps to develop rapport with young people, enabling them to feel at ease and to have honest conversations about their smoking and vaping.

Very brief advice training has been delivered to a range of professionals from the partner organisations above and headteachers, safeguarding leads, youth teams, have been contacted directly via email and phone calls to develop relationships and explain what support is on offer. The partner network are regularly updated via email. Regular clinics are now run in schools and a drop in sessions at Sheffield College.

The specialist advisor is also involved in wider tobacco control work and attends the citywide tobacco board and the vaping group where intelligence is shared by a variety of partners, including Trading Standards and Licensing/safeguarding and she also inputs into comms messaging and design. This is important so we have a full picture of what is happening locally and are to flex and strengthen our service model as needed along with the national evidence base and landscape.

Outcomes

The service is commissioned to achieve the following key performance indicators:

- Achieve a minimum of 30 x 4-week quits per year amongst CYP aged 11-17 years
- Achieve a 50% or above conversion from quit dates set to 4 weeks quits i.e. national average or above for Tobacco Dependency Treatment Services.

The service does not currently have a target for vape cessation – this was not possible to predict in terms of demand or need back in 2022 when the service specification was being developed. However, this will be amended in future years of the contract.

In 2024/25 the service has received 99 referrals, these include 57 for CYP wanting to quit vaping and 42 wanting to quit smoking. Of those who vaped, 20 successfully quit (conversion rate 35%) and of those who smoked 14 set a quit date and 9 stopped smoking completely (Conversion rate 64%).

Of note anecdotally lot of the CYP who have quit vaping used a mindful breathing necklace, as 'boredom' is one of the reasons they report, for using their vape frequently and these have been found to be really helpful in aiding cessation.

The service is currently undergoing an evaluation to review service user experience and what further improvements can be made to increase successful outcomes.

Message to other services

“Delivering this service in a way that allows young people to trust and have open honest conversations has been critical to our success in engaging and supporting them in quitting smoking and vaping. This service is vital in ensuring city wide evidence-based information on youth vaping and smoking is shared to raise awareness of the key facts and correct misperceptions and allow young people to make informed choices that have led to improved health outcomes”

Sarah Hepworth, Health Improvement Principal, Sheffield Tobacco Control Strategy Lead

Yasmin Foster, Community Stop Smoking Advisor, Smokefree Sheffield Service