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Public Health Wales
Number 2 Capital Quarter, Tyndall Street,
Cardiff CF10 4BZ

Russell George MS,
Chair of the Health and Social Care Committee
Welsh Parliament
Cardiff Bay
CF99 1SN

19th March, 2025

Dear Russell,

Health and Social Care Committee request for briefing on expenditure within Public Health Wales on Tobacco Control

I trust this finds you well.

Following the evidence recently taken by the Minister for Mental Health and Wellbeing on the Tobacco and Vapes Bill, the committee agreed to ask Public Health Wales to write to you as Committee Chair providing details on the level of PHW funding allocated to tobacco as at paragraphs 62 and 66 of the transcript (<https://record.senedd.wales/Committee/15222#A94041>)

Public Health Wales NHS Trust had a core allocation of £139.690m in 2024/25. Work on Tobacco control is largely centered in its Health Improvement Division within the Health and Wellbeing Directorate. The budget for the Health and Wellbeing Directorate is £22M, 11% of which is allocated directly to Tobacco Control. This is set out in more detail in Table 1 below.

Our work encompasses both direct Tobacco Control Programme activity along with broader programs which work across a range of public health outcomes of which Tobacco will be one.

Direct tobacco control activity takes place within the Tobacco, Vaping and Nicotine Addiction Programme and includes:

- National co-ordination and support for Help Me Quit NHS stop smoking support in Wales including the national telephone hub
- Tobacco control programme team supporting prevention of uptake of smoking; tobacco policy development and evaluation
- Behaviour change programmes including mass communications

Work on tobacco is also undertaken through our Welsh Network of Health and Wellbeing Promoting Schools programme; which provides support for school health and wellbeing activity in each local authority in Wales. This work includes as part of it Tobacco and Vaping. The total allocation to this area is £1.8m but it is not possible to separate out specific Tobacco expenditure on this amount.

The *JUSTB* Smoke Free programme is a specific smoking prevention programme targeted at secondary schools with the greatest risk of smoking in Wales. The Tobacco work is also supported by generic Divisional support services such as finance and business management; procurement etc.

Table 1: Resourcing

Spend for 24-25 (11 mths actual/1 mth planned)	£'000s
<i>Direct Programmes</i>	
Tobacco, Vaping and Nicotine Addiction Strategic Programme	1,056
Help Me Quit	476
JUSTB	401
Behaviour Change - Social marketing	369
Business and administration, management	19
Total Direct	2,321

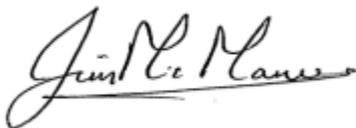
Funding to Public Health Wales is only one component of public health funding in Wales in relation to Tobacco Control. There is additional local expenditure:

- Health Boards all deliver front line smoking cessation services and undertake a range of strategic programmes in this area.
- Local Authority public protection teams are actively engaged in enforcement in relation to smoke free environments and illegal sales.

Should you wish any further information or clarification please do not hesitate to contact me.

With every good wish.

Yours sincerely,



**Yr Athro/Prof Jim McManus,
National Director of Health and Wellbeing
Public Health Wales**

cc.

Jeremy Miles, MS, Cabinet Secretary for Health and Social Care
 Sarah Murphy, MS, Minister for Mental Health and Wellbeing
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 Ed Wilson