

AGENDA ITEM

REPORT TO HEALTH AND WELLBEING BOARD

26 FEBRUARY 2020

REPORT OF DIRECTOR OF PUBLIC HEALTH

A STRATEGIC RESPONSE TO REDUCING THE PREVALENCE OF SMOKING IN STOCKTON-ON-TEES

SUMMARY

Smoking is a significant issue for the health and wellbeing of our population as the leading cause of premature death. Cigarettes are the only legal product that when used as intended kill 50% of users. There are 80,000 tobacco deaths each year in the UK and many more individuals live with the chronic, enduring illnesses caused by smoking. This is evident in Stockton-on-Tees with some 25,000 individuals continuing to smoke. We need to lead the cause and take responsibility in the fight against one of our leading causes of health inequality.

RECOMMENDATIONS

The Board is asked to endorse the:

1. Development of a Smoke-free Alliance
2. Proposed Terms of Reference for the group

The Board is asked to:

3. identify a senior leader to chair the Smoke-free Alliance.

DETAIL

It is recognised internationally that to further reduce smoking rates and to de-normalise smoking requires a comprehensive, multi-pronged approach to tobacco control. Our ambition is to contribute to a reduction in smoking prevalence to 5% by 2025. In order to do so we need to significantly increase efforts to:

1. Reduce the uptake of smoking among under 25 year olds
2. Increase the number of quit attempts
3. Increase the number of successful quits

In order to achieve this, a comprehensive strategic approach is required across the system.

It is therefore proposed that a Smoke-free Alliance is established to develop and implement a strategic response on behalf of the Health and Wellbeing Board. The Health and Wellbeing Board is asked to identify a senior leader to chair the group.

The Smoke-free Alliance will develop an annual action plan and report progress to the Health and Wellbeing Board as required.

FINANCIAL IMPLICATIONS

The strategy will be delivered within existing resources

LEGAL IMPLICATIONS

None noted

RISK ASSESSMENT

Risk-related policies will be implemented as necessary in the development of operational objectives

COUNCIL PLAN IMPLICATIONS

Strategic development of the Tobacco Control agenda would impact positively across the council's directorates (e.g. Health & Wellbeing, Children's Services, Adult Social Care, Stronger Communities etc.).

CONSULTATION

Stakeholders from across the system will be engaged and consulted in the development of the Smoke-free Alliance and the strategic direction for tobacco control

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