

Swindon Tobacco Control Strategy 2017 - 2022

Health and Wellbeing Board

Date: 15th March 2017

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Wards: All

Locality Affected: All

Parishes Affected: All

1. Purpose and Reasons

- 1.1 The Swindon Tobacco Control Strategy 2017 – 2022 describes how, over the next five years, we will work together across Swindon to reduce the number of people who smoke and the harm caused by tobacco use and create a smokefree Swindon. A copy of the draft Strategy is attached at Appendix 1 to the report.
- 1.2 Smoking continues to be the biggest preventable cause of ill health and early death as well as the leading cause of health inequality.
- 1.3 Smoking prevalence in Swindon is above the England average of 16.9% at 18.7 % and smoking rates from workers in our routine and manual jobs in the town (25%) are higher than the smoking rates of our adults in general. Smoking rates are also much higher in our population with mental health conditions and in our areas of highest deprivation.
- 1.4 The health and social care services in Swindon are already under pressure and smoking not only impacts upon health outcomes but has a significant financial cost to Swindon. Our priority is to reduce smoking prevalence overall and reduce health inequalities by reducing smoking prevalence in our more vulnerable groups: pregnant women, routine and manual workers, minority ethnic groups, young people and people with mental health conditions as well as to protect babies and children from second-hand smoke.
- 1.5 It is recognised that no one organisation can deal with the issues of tobacco control alone. A strategy, endorsed and approved by the Health and Wellbeing Board, will ensure that we continue to work collaboratively to protect and improve the health of our population and future generations in the creation of a smokefree Swindon.

2. Recommendations

The Board is recommended to:

- 2.1 Discuss and approve the Swindon Tobacco Control Strategy 2017 – 2022 attached at Appendix 1 to the report, and support the ongoing focus on tobacco control work in Swindon.
 - 2.2 To recommend to Cabinet and the Clinical Commissioning Group Governing Body that they adopt the Swindon Tobacco Control Strategy 2017-2022.
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Further information on the subject of this report can be obtained from Chris Woodward, Public Health Programme Manager, 01793 444678, cwoodward2@swindon.gov.uk.

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- 2.3 Support the development of the action plan associated with this Strategy, which will be monitored by the Swindon Smokefree Alliance (the Swindon tobacco control partnership of key stakeholders).

3. Detail

Swindon Tobacco Control

- 3.1 The Swindon Tobacco Control Strategy 2017 – 2022 firstly describes the work that has been undertaken in Swindon to date on tobacco control. It then identifies five priorities for tobacco control work in Swindon for the next five years.

3.1.1 Priority 1: Protect children and prevent young people from taking up smoking

Our aims are to:

1. Prevent the uptake of smoking amongst young people.
2. Reduce young people's exposure and access to tobacco.
3. Reduce the number of pregnant women who smoke.

3.1.2 Priority 2: Normalise a smokefree lifestyle

Our aims are to:

1. Reduce smoking prevalence rates in the adult population.
2. Increase the number of smokefree places in Swindon.
3. Further denormalise smoking.

3.1.3 Priority 3: Support smokers to quit

The focus will be to reduce health inequalities by working to improve health outcomes for disadvantaged and vulnerable communities (including adults with long term conditions, learning disabilities, physical disabilities and mental health problems, minority ethnic groups and offenders).

Our aims are:

1. To reduce health inequalities between the better and worse off in Swindon so that groups and communities with the highest smoking prevalence rates see the biggest decline.
2. To increase the numbers of smokers attempting to quit smoking by accessing the stop smoking service and successfully quitting smoking with a particular focus on those from the most disadvantaged and vulnerable groups.

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3.1.4 Priority 4: Reduce illicit tobacco in the community

Our aims are:

1. To reduce the supply of and demand for illicit tobacco.

3.1.5 Priority 5: Raise the profile of tobacco control through marketing and communications programmes

Our aims are:

1. To raise the profile of smoking and its dangers so that everyone understands the dangers and harms of smoking and second hand smoke.
2. To ensure that every smoker in Swindon knows how to access support to stop smoking.

Reducing health inequalities is a major priority in Swindon and whilst not listed as a separate priority in this strategy, it is a cross cutting theme which features in all of the priorities.

4. Alternative Options

- 4.1 The alternative option would be to await a new national tobacco control strategy. The government published 'Healthy People, Healthy Lives, A Tobacco Control plan for England' in 2011 and this set out national ambitions for tobacco control work to be achieved by 2015. The new awaited national strategy has been delayed and timescale for new strategy is not known. It is not anticipated that the priorities in our strategy will change with the new national strategy.

5. Implications, Diversity Impact Assessment and Risk Management

Financial and Procurement Implications

- 5.1 There are no direct financial or procurement implications arising from this report.
- 5.2 There are no additional financial and procurement implications beyond those which are already in place.

Legal and Human Rights Implications

- 5.3 Legal and Human rights have been taken fully into account in compiling this report. It is considered that the recommendations within this report are compatible with Convention Rights.

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All Other Implications (including Staff, Sustainability, Health, Rural, Crime and Disorder)

- 5.4 There are positive implications on health from reducing smoking prevalence and the harm caused by tobacco. This will benefit both the health and social community as tobacco use and the harm caused has a significant economic and resource impact.

Diversity Impact Assessment

- 5.5 A diversity impact assessment has been completed and is available for inspection.
- 5.6 The Swindon Tobacco Control action plan will include actions to work on identified gaps or issues.

Risk Management

- 5.7 No specific risks have been identified at this stage for this report.

6. Consultees

- 6.1 The Corporate Director, Resources and Transformation (Section 151 Officer) and the Director of Law and Democratic Services (Monitoring Officer) are consulted in respect of all reports.

7. Background Papers

- 7.1 None.

8. Appendices

- 8.1 Appendix 1 – Swindon Tobacco Control Strategy 2017 – 2022.