

MEETING	B&NES HEALTH AND WELLBEING BOARD
DATE	17/09/2019
TYPE	An open public item

<u>Report summary table</u>	
Report title	Bath and North East Somerset Tobacco Control Strategy 2019-2024
Report author	Joanna McLaughlin, Public Health Registrar, 01225 395984
List of attachments	Bath and North East Somerset Tobacco Control Strategy 2019-2024
Background papers	Action on Smoking and Health. <i>The End of Smoking. 2019</i> The Department of Health. <i>Towards a Smokefree Generation: A Tobacco Control Plan for England 2017- 2022</i>
Summary	This is report detailing the Bath and North East Somerset Tobacco Control Strategy 2019-2024 for the information and consideration of the Health and Wellbeing Board.
Recommendations	<ol style="list-style-type: none"> 1. The Health and Wellbeing Board considers the contents of this report and the full strategy document 2. The Health and Wellbeing Board approves the contents of this report and the full strategy document 3. The Health and Wellbeing Board provides support for the strategy by undertaking the following key actions: <ul style="list-style-type: none"> • Build on the success of Smokefree NHS by promoting smokefree environments across all partner organisations • Respond to the Government's consultation on the green paper for prevention 'Advancing our health: prevention in the 2020s' by endorsing the following: <ul style="list-style-type: none"> · a levy on tobacco companies to raise funds for smoking cessation and prevention activities · a requirement for manufacturers and importers of cigarettes to include Government mandated pack inserts to support quitting · a change in the legal age of sale for tobacco from 18 to 21. • Identify the support possible to address the issue of HWB members' pension funds investing in tobacco companies with recognition of the fact that other local authorities have already achieved ethical investment policies • Support use of tobacco control levers in all policy areas. For example: Housing – all new builds to be smokefree
Rationale for recommendations	<ul style="list-style-type: none"> • Smoking is the most important cause of preventable ill health and premature mortality in the UK. Tobacco use also has an enormous economic cost for individuals and wider society. • Smoking is a modifiable lifestyle risk factor; effective tobacco

	<p>control measures can reduce the prevalence of smoking in the population.</p> <ul style="list-style-type: none"> Life expectancy varies in Bath & North East Somerset by up to 7.3 years for men in the most deprived areas and by 3.7 years for women. Smoking accounts for approximately half this difference in life expectancy. <p>Support for the recommendations will support the achievement of the aims of the Bath and North East Somerset Tobacco Control Strategy 2019-2024 to reduce health inequalities in B&NES by achieving a smoke free generation (5% smoking prevalence) by 2030, in line with national ambitions and local needs.</p> <p>This strategy is designed to align with the key themes of the current B&NES Health and Wellbeing Strategy and to effect progress against its aims</p> <p>Theme 1 – Preventing ill health by helping people to stay healthy</p> <p>Theme 2 – Improving the quality of people’s lives</p> <p>Theme 3 – Tackling health inequality by creating fairer life chances</p>
Resource implications	The strategy addresses activity already financed through existing services and partnerships. There are no additional resource implications.
Statutory considerations	The responsible working group is the B&NES Tobacco Action Network. The group will develop a comprehensive delivery/action plan that provides clear accountability and risk management against the key priorities and approaches outlined in the strategy. The action plan will be reviewed annually. The Tobacco Action Network will produce an annual highlight report for the Board.
Climate change	Action on tobacco control influences climate change through impact on air quality, reduction in illegal tobacco products and through environmentally driven waste disposal campaigns.
Consultation	Members of the B&NES Tobacco Action Network and the key stakeholder partners and groups engaged through face to face or online survey consultation.
Risk management	A risk assessment related to the issue and recommendations has been undertaken, in compliance with the Council's decision making risk management guidance.

THE REPORT

1.0 Introduction

This report outlines the background to the Bath and North East Somerset (B&NES) Tobacco Control Strategy, its purpose, methodology, content, consultation and recommendations arising.

2.0 Background

- Smoking is the most important cause of preventable ill health and premature mortality in the UK. Tobacco use also has an enormous economic cost for individuals and wider society.
- Smoking is a modifiable lifestyle risk factor; effective tobacco control measures can reduce the prevalence of smoking in the population.
- Life expectancy varies in Bath & North East Somerset by up to 7.3 years for men in the most deprived areas and by 3.7 years for women. Smoking accounts for approximately half this difference in life expectancy

B&NES has come to the end of its existing Tobacco Control Strategy which ran from 2014 – 2018

Local achievements to celebrate 2014-2018:

- Reduction in B&NES smoking prevalence in adults from 16.1% to 11.7%
- Reduction in B&NES smoking prevalence in pregnancy at the time of delivery from 10% to 7.5%
- Reduction in regular smoking amongst secondary school age children and young people from 5% to 3%
- Introduction of smokefree NHS sites, playgrounds and sports clubs
- Increased awareness and intelligence on illegal tobacco

3.0 Purpose

This new strategy will drive action on tobacco control in B&NES for the period 2019 – 2024.

B&NES has an active and well-established Tobacco Action Network (TAN). The TAN oversees the delivery of the B&NES Tobacco Control Action Plan that results from the strategy and works collaboratively across all areas of tobacco control in B&NES.

Aims of the Tobacco Control Strategy:

To reduce health inequalities in B&NES by achieving a smoke free generation (5% smoking prevalence) by 2030, in line with national ambitions and local needs. This strategy seeks to build on the progress resulting from the previous 2014-2018 strategy by defining how the local authority and its partners will seek to act in an evidence based and needs based way across the next 5 years in order make meaningful impact on:

- Prevention of uptake of tobacco use and relapse into tobacco use

- Protection from the harm of smoking in existing smokers and from second-hand smoke
- Increasing quit attempts and evidence based support to quit

4.0 Methodology and Consultation

The development of this strategy has been supported by members of the B&NES Tobacco Action Network Group along with colleagues from their organisations.

B&NES Tobacco Action Network Members
B&NES Council – Public Health Team (Chairs)
B&NES Council – Trading Standards Team
Virgin Care - Smoking Cessation and Healthy Lifestyles Services
Virgin Care – Health Visiting Service
B&NES CCG
Royal United Hospital - Smoking Cessation Midwifery Service
Avon Fire and Rescue Service
Avon Local Pharmaceutical Committee

The strategy is informed by the recently completed B&NES Tobacco Control Needs Assessment.

The strategy content and priorities are aligned with

- the recently published guide for local authorities on achieving [‘The End of Smoking’](#) by Action on Smoking and Health (ASH)
- the national ambitions from the [Tobacco Control Plan for England](#) published by the government in 2017

40 responses were completed in an online snapshot survey of B&NES tobacco control and these were used to shape the strategy. Respondents included health and social care professionals working in B&NES and staff from other frontline B&NES council services.

The following partners and groups had face to face engagement with the strategy development:

- B&NES Schools and School Nursing Team
- Avon Local Pharmaceutical Committee
- B&NES Clinical Commissioning Group, Medicines Management Lead, Communications Team and Patient and Public Representatives
- B&NES Primary Care Network Clinical Directors
- Avon Fire & Rescue Service

- B&NES Council Commissioning Team, Specialist Services
- B&NES Adult Social Services
- B&NES Family Nurse Partnership
- B&NES Gypsy, Boater and Traveller Outreach Service
- 3GS – B&NES 3rd sector organisations alliance
- Off the Record
- Royal United Hospital, Smoke Free NHS lead
- Greenwich Leisure Limited (GLL)

Along with service and setting specific content for the action plan for this strategy, the engagement work highlighted some key messages for priority action needed in B&NES tobacco control:

- Improve confidence and competence in communicating the facts and available support for e-cigarette use
- Ensure training opportunities are wider reaching, more accessible and suited to the specific needs of B&NES professionals and communities

Consultation for further input will be sought on specific projects within the action plan as it is developed.

5.0 Structure and Content

The strategy document includes the following content:

- One page summary: Bath and North East Somerset (B&NES) Tobacco Control Strategy 2019-2024
- Aims, Key Principles and Priority Groups
- Introduction to national context
- A summary of the B&NES Tobacco Control Needs Assessment including; local prevalence of tobacco use, use of e-cigarettes, passive smoking, illegal tobacco, quit attempt behaviour and the impact of tobacco use. The needs assessment also outlines 'what works' in tobacco control, local demands (residents, service users and professionals) for tobacco control, support services currently offered and their activity and wider work on tobacco control.
- How we will deliver: Details of ongoing and upcoming campaigns and defined aims and objectives against the following three priorities:
 - Priority 1: Reduce uptake of smoking

- Priority 2: Improve people's chances of quitting
- Priority 3: Provide diverse stop smoking support
- Measuring progress: details of the indicators that will be used to monitor progress

6.0 Governance and Process

The responsible working group will be the B&NES Tobacco Action Network. The group will develop a comprehensive delivery/action plan that provides clear accountability and risk management against the key priorities and approaches outlined in the strategy. The action plan will be reviewed annually. The Tobacco Action Network will produce an annual highlight report to the Board.

7.0 Recommendations

1. The Health and Wellbeing Board considers the contents of this report and the full strategy document
2. The Health and Wellbeing Board approves the contents of this report and the full strategy document
3. The Health and Wellbeing Board provides support for the strategy by undertaking the following key actions:
 - Build on the success of Smokefree NHS by promoting smokefree environments across all partner organisations
 - Respond to the [Government's consultation on the green paper for prevention 'Advancing our health: prevention in the 2020s'](#) by endorsing the following:
 - a levy on tobacco companies to raise funds for smoking cessation and prevention activities
 - a requirement for manufacturers and importers of cigarettes to include Government mandated pack inserts to support quitting
 - a change in the legal age of sale for tobacco from 18 to 21.
 - Identify the support possible to address the issue of HWB members' pension funds investing in tobacco companies with recognition of the fact that other local authorities have already achieved ethical investment policies
 - Support use of tobacco control levers in all policy areas. For example: Housing – all new builds to be smokefree

Please contact the report author if you need to access this report in an alternative format

