

Bath and North East Somerset Health and Wellbeing Board September 2019: **Tobacco Control Strategy**

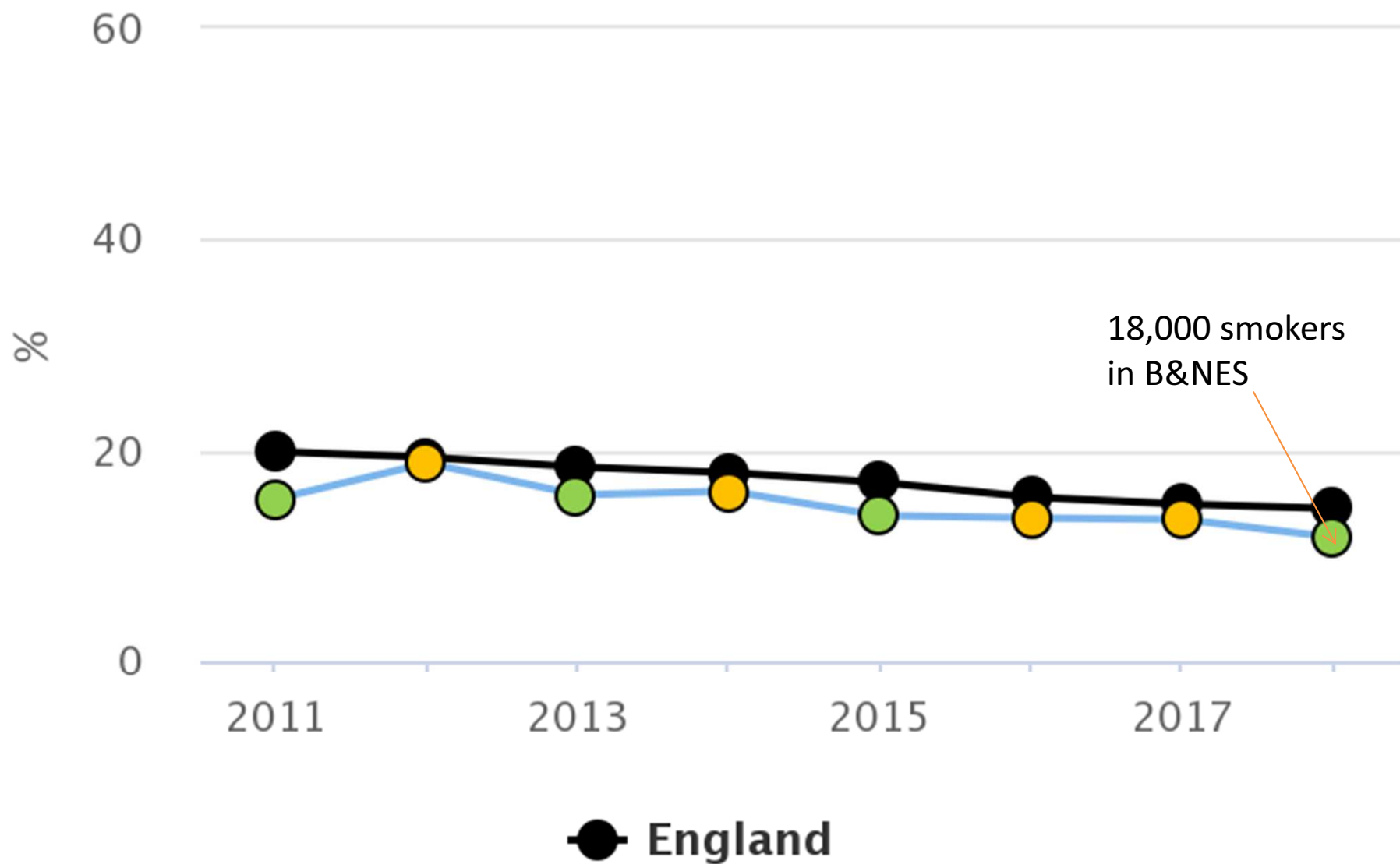
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B&NES Public Health Team

**Tobacco Control Strategy
2019-2024**

**Bath and North East
Somerset**

2019

Smoking Prevalence in adults (18+) – current smokers (APS) for Bath and North East Somerset



The Vision

TOWARDS A
SMOKEFREE
GENERATION

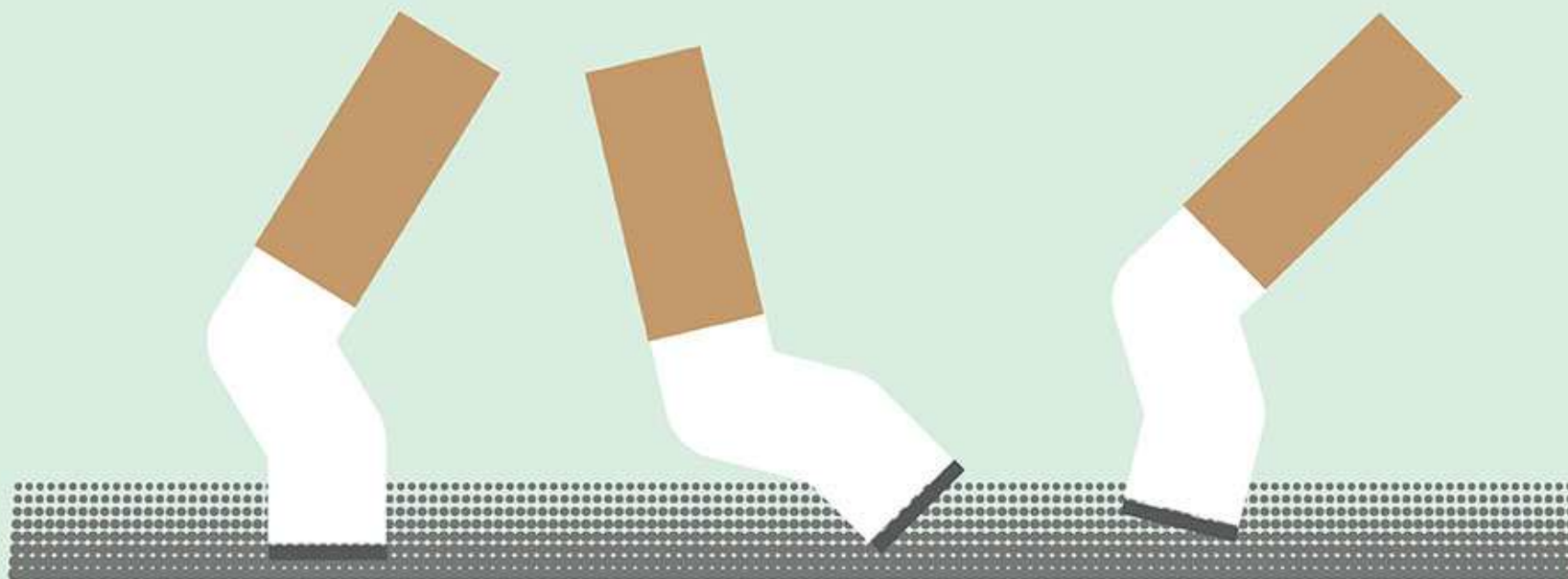
Key messages from the strategy

- 1.Reduce uptake
- 2.Improve chances of quitting
- 3.Provide diverse stop smoking support

Attempts and success at quitting

37% of smokers
attempted to stop
smoking in 2014...

...but it can take many
attempts: just **19% of
these were successful***



*Refers to short-term success (more than a few weeks)



**Don't give up
giving up.**





The NHS Long Term Plan



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