

Cabinet

30 October 2013

Endorsement of the County Durham Tobacco Control Action Plan



Report of Corporate Management Team

Anna Lynch, Director of Public Health, County Durham

Rachael Shimmin, Corporate Director Children and Adults Services

Lucy Hovvels, Portfolio Holder for Safer and Healthier Communities

Purpose of the Report

1. The purpose of the report is:
 - To present the County Durham Tobacco Control Alliance Action Plan to Cabinet
 - Seek Cabinet approval of the plan.

Background

2. In 2011 the government published the White paper 'Healthy Lives, Healthy People: A Tobacco Control Plan for England'. This is a five year plan which, under the leadership of local authorities, the Department of Health expects to see the development of partnerships in tobacco control with relevant organisations. In implementing comprehensive tobacco control in their communities, local authorities are encouraged to maximise local involvement by building tobacco control alliances.
3. While the public health outcomes framework will provide the key source of information about progress on reducing tobacco use, the government has set three national ambitions to focus tobacco control work across the whole system:
 - Reduce smoking prevalence among adults in England: To reduce (aged 18 or over) smoking prevalence in England to 18.5 % or less by the end of 2015, meaning around 210,000 fewer smokers a year
 - Reduce smoking prevalence among young people in England: To reduce rates of regular smoking among 15 year olds in England to 12% or less by end of 2015
 - Reduce smoking during pregnancy in England: To reduce rates of smoking throughout pregnancy to 11% or less by the end of 2015
4. The aim of tobacco control is to make smoking less desirable, accessible and affordable. Locally this means improving health and reducing health inequalities by reducing the number of smokers (preventing the uptake of smoking and assisting those who want to quit).
5. Delivering evidence based tobacco control requires long term strategic commitment to ensure the mechanisms are in place to drive the agenda forward. The vehicle to deliver this relies on the commitment of a range of partners understanding and

supporting the evidence, and coming together in the form of a local tobacco control alliance.

6. Reducing smoking prevalence and reducing the use of tobacco will help to:
 - Cut costs to local public services
 - Protect children from harm
 - Boost the disposable income of the poorest people
 - Reduce health inequalities
 - Drive real improvement across key measures of population health
7. There needs to be a long term commitment to reduce the overall prevalence of smoking across County Durham. This means a commitment to improving health and reducing health inequalities by focusing on the death, disability and disease caused by smoking.
8. The Tobacco Control Alliance partners of County Durham have an ambition that by 2030 smoking prevalence in County Durham is reduced to 5%, and amongst routine and manual groups reduce smoking prevalence to 10%. This ambition is driven by a vision to make children the future focus for protection and the statement below is the commitment to this:-

“The tobacco-free generation is a vision well worth striving for – that a child born now in any part of County Durham will reach adulthood breathing smokefree air, being free from tobacco addiction and living in a community where to smoke is unusual. We owe it to our children to make this happen”

(Adapted with kind permission from ASH Scotland - 2013)
9. The Smokefree Tobacco Control Alliance for County Durham brings together partners from across the county to work together to implement action locally. It will use the ASH (2012) Clear Thinking, Excellence in local tobacco control as a driver.
10. The alliance is jointly chaired by Councillor Audrey Laing, Support Member for Councillor Lucy Hovvels (Safer & Healthier Communities) Durham County Council and Anna Lynch, Director of Public Health, County Durham. The alliance must deliver on all key strands:-
 - Developing infrastructure, skills and capacity at local level and influencing national action
 - Reducing exposure to second hand smoke
 - Helping Smokers to quit
 - Media communications and social marketing
 - Reducing the availability of tobacco products and reducing supply of tobacco
 - Reducing the promotion of tobacco
 - Tobacco Regulation
 - Research, Monitoring and evaluation

This alliance plan covers activity for year one, 2013/14, of a five year medium term plan that supports a long term plan to 2030.

11. The plan was provisionally signed off by the Health Improvement Partnership on 11th July.

Partners signed up to the alliance:-

Durham County Council
County Durham and Darlington NHS Foundation Trust
North Durham CCG
Durham Dales, Easington and Sedgefield CCG
Tees Esk and Wear Valleys NHS Foundation Trust
County Durham Health Networks
County Durham Area Action Partnerships (AAP)
County Durham and Darlington Fire and Rescue Services
County Durham FE Colleges
Fresh

Recommendations

Cabinet is requested to:

- approve the County Durham Tobacco Control Alliance Plan.

Background Papers

Joint Health and Well Being Strategy

Contact: Dianne Woodall, PH Portfolio Lead

Email: Dianne.woodall@durham.gov.uk

Tel: 03000 267671

Appendix 1: Implications

Finance

Budgets are currently in place to deliver on actions from the plan over the next two years. However longer term commitment is needed to sustain delivery of some actions

Staffing

No implications

Risk

Smoking accounts for 20% of new cases of cancer (23%M and 16%F). Tobacco causes nearly 1 in 5 deaths in England annually. For each death, 20 more suffer tobacco-related illnesses. Local authorities have a duty to promote the health of their population and comprehensive tobacco programmes (local alliances action plans) deliver the framework for this. Failure to deliver a comprehensive tobacco programme will impact on the Joint Health and Well-being Strategy 2013 – 2017 where tobacco control actions/targets are embedded within.

Equality and Diversity / Public Sector Equality Duty

No implications

Accommodation

No implications

Crime and Disorder

No implications

Human Rights

No implications

Consultation

No implications

Procurement

No implications

Disability Issues

No implications

Legal Implications

No implications