Meeting: **Well Being Strategic Partnership Board**

Date: **24 September 2009**

Report Title: **Tobacco Control Strategy 2009 - 2012**

Report from: **Susan Otiti, Associate Director of Public Health**

Purpose

The Public Health team is developing a Tobacco Control Strategy and Action Plan. It will set a clear direction for the Haringey Strategic Partnership and its member organisations to reduce the impact of tobacco in Haringey. The intention is that a Tobacco Control Alliance will be created by the end of October 2009 as a fixed-term group to oversee implementation of the strategy to the end of March 2012.

The Public Health team welcomes thoughts and views from Board members to shape the strategy and action plan and for partner organizations to agree to participate in its implementation.

Background

Smoking tobacco is the single greatest preventable cause of ill health and premature mortality in the UK. It is also the primary reason for the gap in life expectancy between rich and poor. It has long since been acknowledged by national bodies that smoking is harmful to the nation's health and that targeted methods are needed to help people stop smoking. These have included the workplace ban on smoking on 1st July 2007, which was extended to include mental health services on 1st July 2008.

There is now a wide body of evidence on effective practice to reduce smoking uptake and increase smoking cessation, most recently set out in NICE Guidance on Smoking Cessation Services, the Department of Health's (DH) '10 High Impact Changes to Achieve Tobacco Control' and NHS Stop Smoking Services: service and monitoring guidance 2009/10. These documents have significantly informed the content of the strategy.

This document will form a coherent strategy and action plan for a range of stakeholders, who will form a 'Tobacco Control Alliance'. Together they will both implement and monitor the implementation of the strategy. The intention is that the Tobacco Control Alliance will be a fixed-term group, which will have overseen implementation of this strategy by the end of March 2012.

The aim of the strategy is to reduce the impact of smoking on health and health inequalities in Haringey by setting out the key actions to be taken by

the end of March 2012.

The outcomes are as follows:

- To reduce smoking prevalence and increase smoking quitters in the following groups:

    o People with a mental health diagnosis
    o Teenage pre and post-partum mothers
    o Young parents
    o Those living in areas of high deprivation
    o Specific BME groups, particularly Irish and Turkish men
    o Routine and manual workers

- To reduce the impact of smoking on health inequalities in Haringey
- To denormalise smoking in Haringey
- To develop measures to assess achievement against the above outcomes

In order to achieve those outcomes, the following objectives have been set and are derived from the DH 10 High Impact Changes.

- Work in partnership
- Gather and use a full range of data to information tobacco control
- Use tobacco control to tackle health inequalities
- Deliver consistent, coherent and co-ordinated communication
- Integrated stop smoking approach
- Build and sustain capacity in tobacco control
- Tackle cheap and illicit tobacco
- Influence change through advocacy
- Help young people to be tobacco free
- Maintain and promote smoke free environments

Policy implications

For the past 7 years, tobacco control has been seen as the domain largely of the Stop Smoking Service (commissioned by NHS Haringey) and the Council's Enforcement Services. The national documents mentioned previously make it clear that if Haringey is going to succeed in denormalising tobacco and reducing health inequalities, this has to be the business of a range of organisations that comprise the Haringey Strategic Partnership.

For this policy change to be successful the strategy will need to be implemented in a structured, measurable, justifiable and targeted way. The Comprehensive Approach to Tobacco Control, as developed and prescribed by the Health Inequalities National Support Team will be used. This approach represents a holistic model of tobacco control with seven broad themes:

- Planning and commissioning
- Communication
- Normalising smoke-free lifestyles

- Monitoring, evaluation and response
- Tackling illegal and underage availability
- Making it easier to stop smoking
- Multi-agency partnership working

Legal Implications

None identified.

Financial Implications

The implementation of the action will be achieved within existing resources.

Recommendation

To actively consider the desired strategy outcomes and the themes in 'The Comprehensive Approach to Tobacco Control' described above and help shape the strategy and action plan through identifying activities and organizations to participate in its implementation.

For more information contact

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