

Meeting: Well-Being Strategic Partnership Board

Date: 8 December 2009

Report Title: Tobacco Control Strategy 2009 - 2012

Report from: Susan Oti, Acting Joint Director of Public Health

Purpose

The Public Health team has developed a draft Tobacco Control Strategy and Action Plan. The Strategy and Action Plan sets out a clear direction for the Haringey Strategic Partnership and its member organisations to reduce the impact of tobacco in Haringey. A Tobacco Control Alliance, with defined terms of reference, has been established as a fixed-term group to oversee the implementation of the Strategy and Action Plan to the end of March 2012.

Background

The strategy and action plan was developed from national guidance and local consultation with key stakeholders. Members of the Well Being Partnership Board provided suggestions for the action plan during a workshop held during the last board meeting in September 2009. The workshops focussed on (1) the need to tackle sales of cheap and illicit tobacco; (2) the need to provide more support to young people and those aged 35-54 years; and (3) the need to take action to maintain and promote smoke free environments. The action plan also includes recommendations from the recent Department of Health (DH) Health Inequalities National Support Team visit.

The aim of the strategy and action plan 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 of the strategy and action plan are as follows:

- To reduce smoking prevalence and increase smoking quitters in the following groups:
 - People with a mental health diagnosis
 - Teenage pre and post-partum mothers
 - Young parents
 - Those living in areas of high deprivation
 - Specific BME groups, particularly Irish and Turkish men
 - 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 these outcomes, the following objectives have been set derived from the Department of Health 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

A Tobacco Control Alliance (TCA) has been established and held its first meeting. The TCA will oversee delivery of the strategy and action plan. The intention is that the TCA will be a fixed-term group, which will have overseen implementation of this strategy by the end of March 2012.

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 Borough'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 intention is that the strategy and action plan be implemented in a structured, measurable, and targeted way. The Comprehensive Approach to Tobacco Control, as developed and prescribed by the Health Inequalities National Support Team will be applied. This approach represents a holistic model of tobacco control with seven broad themes, including:

- Planning and commissioning
- Communication
- Normalising smoke-free lifestyles
- Tackling illegal and underage availability
- Making it easier to stop smoking
- Multi-agency partnership working
- Monitoring, evaluation and response

Legal Implications

None identified.

Financial Implications

The aim is to implement the strategy and action plan within existing resources.

Recommendations

- i. That Board members are requested to approve the strategy and action plan (Appendix 1), and:
- ii. That accept six monthly monitoring reports from the Tobacco Control Alliance.

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Use of Appendices

Appendix 1 –Tobacco Control Strategy and Action Plan