

## Well-Being Strategic Partnership Board

**Date:** 4 March 2008

**Report Title:** Development of a Tobacco Control Strategy for Haringey

**Report of:** Vicky Hobart, Head of Inequalities and Partnerships

### Summary

To update the Well-Being Partnership Theme Board on the Neighbourhood Renewal (NRF) funded project to support the development of an overarching Tobacco Control Strategy for Haringey.

### Recommendations

That the Board:

- i. Note the specification and timescales for this project.
- ii. Identify key informants for the consultants delivering the project

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### Background

The 2007/8 £100k NRF Tobacco Control project included resources to commission a review of tobacco control initiatives in the Borough with a view to developing an overarching Tobacco Control Strategy for Haringey that would focus on reducing inequalities in health.

Tobacco is a major cause of ill health and premature mortality, and a significant contributor to health inequalities. There is a significant gap in life expectancy between populations living in the East and West of the Borough, driven largely by differences in socio-economic conditions, deprivation and population mobility. The Haringey Strategic Partnership adopted an action

plan to reduce this gap in life expectancy in March 2007, and Tobacco Control is a key part of this process.

The partnership has already undertaken a range of work on Tobacco Control including:

- An established Quit smoking service
- LAA stretch target to increase the number of smoking quitters from N17 (Tottenham)
- Enforcement of the ban on smoking in public places
- Health equity audit of utilisation of quit smoking services by BME communities
- Healthcare commission review
- Smokefree homes programme
- Life Expectancy Action Plan
- Infant Mortality Action Plan
- Children's Plan and Well-Being Strategic Framework

There is also new national guidance for quit smoking services that we would like to apply in a way that addresses health inequalities.

This project will pull together and review these areas of work, building on learning from implementation of the ban on smoking in public places over the summer 2007, and make recommendations as to how Tobacco Control initiatives focusing on reducing health inequalities can be strengthened.

### **Project specification**

**Aim:** To develop an evidence-based strategy to reduce inequalities in health due to tobacco for Haringey.

#### Objectives:

1. Identify health inequalities due to tobacco in Haringey, and the population groups on which interventions should focus.
2. Review the effectiveness and cost-effectiveness of interventions currently in place in reducing health inequalities including quit smoking services, enforcement, licensing, maternity and health promotion services.
3. Review the literature to identify relevant guidance or good practice that could be applied in Haringey.
4. Consider how tobacco-related performance management arrangements could be used to support work to reduce health inequalities.
5. Produce:
  - a report outlining the review findings and recommendations,

- a draft tobacco control strategy for Haringey based on consultation with local stakeholders.

### **Key informants**

The consultants will need to draw on a range of data and evidence sources to undertake this project. Key informants will include stakeholders from:

- Voluntary and community organisations
- Haringey TPCT and Haringey Council service commissioners
- The quit smoking service
- Haringey Enforcement Service
- Local employers/businesses
- Local Acute Trusts (North Middlesex and Whittington)
- Local Mental Health Trust
- Independent contractors (GPs, dentists, pharmacists)
- Children's service
- Public Health

Members of the WBPB have been asked to identify the relevant stakeholders to meet with the consultants.

### **Contract award**

Expressions of interest were invited before Christmas from appropriately experienced individuals or organisations to undertake this review. One consultancy, Public Management Associates (PMA), responded and were invited to present their proposal to a panel comprising Vicky Hobart (head of inequalities and partnerships HTPCT, Keith Betts (enforcement service LBH) and Stephen Deitch (stop smoking service commissioner HTPCT). PMA developed a health inequalities toolkit for Birmingham, and have extensive experience in tobacco control including direct involvement in the Tobacco Control Collaborating Centre.

A contract has been awarded to PMA to deliver the above specification. The data collection and consultation aspects of the project should be completed by the end of March 2008. PMA have been asked to present their findings to the next WBPB and other forums as agreed.