

Meeting: Well-Being Partnership Board
Date: 10 June 2008
Report Title: Preparation of Tobacco Strategy for Haringey
Report of: Public Health Directorate, PCT

Summary

To update Well-Being Partnership Board on work towards development of a Tobacco Strategy for Haringey.

We commissioned an external consultant (PMA associates) to conduct a review of tobacco control activities in the partnership. This review was completed in March 2008. In the review the consultants conducted interviews/discussions with key stakeholders across the Borough.

Recommendations

That the Board note contents of this report.

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Update

The consultants also conducted a desktop review of available data on deprivation, ethnicity, housing condition, health status, income and employment (risk factors for smoking) to identified wards with high need (in the absence of directly measured smoking prevalence in Haringey). Those wards are listed in the table below.

Ward	Smoking prevalence score (wards with high scores are estimated to have higher smoking prevalence)
Northumberland Park	20
White Hart Lane	19

Noel Park	19
Tottenham Green	17
Tottenham Hale	15
Bruce Grove	12
St. Ann's	12

These areas were compared with quitting performance across the borough. It was found that wards identified as high need (see Table below) had low numbers of quitters.

The review concluded that the current Stop Smoking Service, together with a number of outsourced independent providers, is providing a service, which, while achieving Haringey's current target for quitters, is not drawing these quitters proportionately from the areas experiencing the greatest health inequality and smoking prevalence.

The stop smoking service is also in the process of undergoing a service restructure in response to increasingly stringent quitting targets and the perception that quitters are increasingly difficult to recruit. A fixed term tobacco commissioning manager post has also been approved to work over the next twelve months to develop our commissioning of:

- the stop smoking service,
- level 2 advisors eg GPs, pharmacists, maternity, mental health, children's services, community,
- Referral pathways into these services from others (eg social care, housing....),
- Other tobacco control initiatives eg social marketing.

The focus of the discussion at the WBPB meeting will be how to progress the development of a joint strategy for tobacco control in Haringey.