

Report to:	Health and Wellbeing Board
Relevant Officer:	Dr Arif Rajpura, Director of Public Health
Relevant Cabinet Member:	Councillor Amy Cross, Cabinet Member for Adult Services and Public Health
Date of Meeting:	22 March 2018

TOBACCO FREE LANCASHIRE

1.0 Purpose of the report:

- 1.1 To present Tobacco Free Lancashire's 'Towards a smokefree generation 2018-2023' strategy.

2.0 Recommendation(s):

- 2.1 To support and approve the content of the Tobacco Free Lancashire's 'Towards a smokefree generation 2018-2023' strategy.

3.0 Reasons for recommendation(s):

- 3.1 Smoking remains the single largest preventable cause of ill health, premature death and health inequalities in Lancashire.

This new strategy will challenge and create the drive, impetus, and partner and public engagement needed to reduce smoking prevalence across Lancashire and will continue to challenge the social norms that we currently see; that smoking is acceptable or normal behavior.

- 3.2a Is the recommendation contrary to a plan or strategy adopted or approved by the Council? No
- 3.2b Is the recommendation in accordance with the Council's approved budget? Yes

3.3 Other alternative options to be considered:

None.

4.0 Council Priority:

4.1 The relevant Council Priority is: “Communities – Creative stronger communities and increasing resilience”.

5.0 Background Information

5.1 Tobacco use remains one of the most significant public health challenges. While rates of smoking have continued to decline over the past decades, nationally 15.5% of adults still smoke. Smoking rates remain higher in Lancashire than England in adults, pregnant women and young people. Within this is great variation in prevalence when comparing Lancashire, Blackpool and Blackburn with Darwen.

5.2 Smoking disproportionately affects those disadvantaged by poverty and is a major contributor to health inequalities, accounting for half of the difference in life expectancy between social classes I and V^{5,6}. Reducing health inequalities resulting from smoking remains a public health priority in Lancashire and we need to take new and braver action to drive smoking rates down further.

5.3 Tobacco Free Lancashire is a partnership of organisations from across Lancashire. The pan-Lancashire partnership includes colleagues from district councils, clinical commissioning groups, acute trusts, mental health trusts, and providers and other public sector bodies and voluntary and 3rd sector organisations from across Lancashire, Blackpool and Blackburn.

5.4 Partners have collaborated to produce a new strategy that mirrors the new Tobacco Control Plan for England which sets out the ambition to achieve a smokefree generation by:

- preventing children from taking up smoking in the first place
- stamping out inequality for example smoking in pregnancy
- supporting smokers to quit

5.5 The pan-Lancashire strategy supports these national ambitions and provides some high-level priorities which will inform more detailed action planning at both the pan-Lancashire and local levels in order to achieve the ambition of reducing the prevalence of smoking in Lancashire from 16.9% (in 2016) to the England national ambition of 12% or less by 2022.

5.6 **'Towards a smokefree generation 2018-2023' strategy**

The strategy has an overarching framework of achieving a smokefree Lancashire and has prioritised the following areas based on detailed local intelligence in order to reduce health inequalities and improve quality of life by reducing smoking prevalence in the following groups:

- pregnancy
- people with mental health conditions
- people with long-term conditions

The strategy highlights a number of aims and ambitions within each priority area of the strategy. The main areas of activity required to achieve these aims and ambitions fall into the following broad categories, around which detailed action plans can be built:

- communication
- training
- advocacy
- performance management
- specialist support
- regulation and enforcement

Progress towards achieving these ambitions will be measured against the Tobacco Free Lancashire strategy action plans in line with the Public Health Outcomes Framework and reported to the three Health and Wellbeing Boards.

Governance and accountability

Tobacco Free Lancashire is a multi-agency group which has individual lines of reporting to each of the partner organisations. Overall accountability for the work of the group is however to each of the three Health and Wellbeing Boards (HWBs); Lancashire, Blackpool and Blackburn with Darwen.

Links are made with national and regional expert advisors and good governance dictates that latest evidence, policy and practice are regularly reviewed to ensure that work continues to be relevant and current in the context of local needs and circumstances.

It is essential that this work also provides guidance and advice to the wider Sustainability and Transformation Partnership (STP) and relevant links have been made with cancer and cardio-vascular prevention work streams.

- 5.7 Does the information submitted include any exempt information? No
- 5.8 List of Appendices:
- Appendix 6a: Tobacco Free Lancashire 'Towards a smokefree generation 2018-2023 strategy'
- 6.0 Legal considerations:**
- 6.1 There are no legal considerations in relation to the strategy.
- 7.0 Human Resources considerations:**
- 7.1 There are no Human Resources implications.
- 8.0 Equalities considerations:**
- 8.1 A joint Equality Impact Assessment has been completed as part of the development of this strategy. Tobacco use has a significant impact on health inequalities in Lancashire and therefore addressing these inequalities is a fundamental part of this Strategy.
- 9.0 Financial considerations:**
- 9.1 The work will be delivered from existing resources.
- 10.0 Risk management considerations:**
- 10.1 The strategy will be led by the Tobacco Free Lancashire group, facilitated by the Public Health tobacco leads for each of the 3 organisations (Blackpool Council, Lancashire County Council and Blackburn with Darwen Council). The risks are low for this work not to be delivered.
- 11.0 Ethical considerations:**
- 11.1 There are no ethical considerations.
- 12.0 Internal/ External Consultation undertaken:**
- 12.1 A number of engagement events, involving internal and external partners, have been undertaken as part of the development process for this strategy.

13.0 Background papers:

13.1 None.