

Report to:	HEALTH AND WELLBEING BOARD
Relevant Officer:	Sarah Kipps, Public Health Registrar. Blackpool Council
Relevant Cabinet Member:	Councillor Jo Farrell, Cabinet Member for Levelling Up People
Date of Meeting:	27 June 2023

TOBACCO FREE LANCASHIRE AND SOUTH CUMBRIA STRATEGY 2023-2028

1.0 Purpose of the report:

- 1.1 To summarise the progress of the Tobacco Free Lancashire and South Cumbria Strategy 2023-2028 and how the strategy will assist with progress toward the Smokefree 2030 agenda.

2.0 Recommendation(s):

- 2.1 To endorse the approach outlined in the report and approve the Strategy attached at Appendix 5a with effect until the 31 December 2028.

3.0 Reasons for recommendation(s):

- 3.1 To inform Health and Wellbeing members of the approach taken to develop the strategy and how its contents will be beneficial to reduce tobacco related harm in Blackpool's population.

- 3.2 Is the recommendation contrary to a plan or strategy adopted or approved by the Council? No

- 3.3 Is the recommendation in accordance with the Council's approved budget? Yes

4.0 Other alternative options to be considered:

- 4.1 None.

5.0 Council priority:

5.1 The relevant Council priority is: “Communities: Creating stronger communities and increasing resilience”.

6.0 Background information

6.1 The strategy has been produced by the Tobacco Free Lancashire and South Cumbria group supported by the Public Health Collaborative and the Integrated Care Board Population Health Team.

Tobacco Free Lancashire and South Cumbria is a multi-agency alliance working together towards the smokefree agenda across Lancashire and South Cumbria and includes representatives from local authority public health, NHS, providers, Office for Health Improvement and Disparities (OHID) and Trading Standards. This group was previously known as Tobacco Free Lancashire however since the implementation of Integrated Care Systems (ICSs), the footprint of the group has been expanded to match that of the Integrated Care System.

The purpose of this strategy is to provide clear direction for commissioners, strategic leads and policymakers across Lancashire and South Cumbria around how we can together make Smokefree a reality for Lancashire and South Cumbria and reduce the harm to our population from smoking and tobacco.

6.2 Context

Smoking is the number one cause of preventable death across England, resulting in more deaths than the next five causes combined (obesity, alcohol, road traffic accidents, drug abuse and HIV infection). Smoking affects each of the domains in the CORE20PLUS5 agenda and is a huge driver of health inequalities.

In 2019 the government set an ambition for England to be Smokefree by 2030. This would mean that by this time less than 5% of the population would smoke.

Currently in Lancashire and South Cumbria we are not on track to meet this ambition. An estimated 15% of our population currently smoke, and huge inequalities exist both in prevalence of tobacco use and tobacco related harm. As stipulated in the Khan Review published in 2022, considerable upscaling of intervention for tobacco control is needed to meet the Smokefree 2030 ambition and national action announced will not be enough alone to improve outcomes. A sustained and comprehensive effort is needed from the whole of Lancashire and South Cumbria Integrated Care System.

6.3 **Development of the Strategy**

This strategy has been developed collaboratively with tobacco leads and commissioners from each local authority area alongside colleagues from the NHS and Office for Health Improvement and Disparities.

An initial analysis was performed with local commissioners against the previous Tobacco Free Lancashire 2018-2023 strategy. This was presented back at a joint stakeholder engagement event with the Public Health Collaborative and Integrated Care Board Population Health team to assist in agenda and priority setting for the new strategy, alongside the latest data, evidence, policy and guidance on tobacco control. Wider stakeholder engagement was also conducted with Acute Trusts and the Mental Health NHS Trust.

The strategy has been socialised at the Public Health Leadership Collaborative and shared with commissioners, tobacco leads and the population health team with a deadline for the final round of comment of Monday 5 June 2023.

The strategy will now be finalised and formatted with a plan for presentation and final approval by each of the Health and Wellbeing Boards (Blackpool, Lancashire County Council, Blackburn with Darwen and Westmorland and Furness) and the Integrated Care Board by the end of September 2023.

6.4 **Strategy Priorities**

The strategy has been built around 4 key priorities for tobacco control:

1. Working together as a system for a smoke free tomorrow
2. Action to address health inequalities
3. Making Smoke Free the new normal
4. Lancashire and South Cumbria - A United Voice against tobacco harm

An additional separate priority was also identified around vaping and the need for consensus and clarity on the Lancashire and South Cumbria position on nicotine vapes.

6.5 Does the information submitted include any exempt information? No

7.0 **List of Appendices:**

7.1 Appendix 5a: Tobacco Free Lancashire and South Cumbria Strategy 2023-2028
Appendix 5b: Equality Analysis Record Form

8.0 **Financial considerations:**

8.1 Full implementation of strategy recommendations is likely to require additional investment across the Integrated Care System to ensure delivery of an equitable service that addresses areas of greatest need. A key recommended action within the strategy is to assess options regarding financial resource from local authorities and the Integrated Care Board to determine the best course of action.

9.0 Legal considerations:

9.1 None.

10.0 Risk management considerations:

10.1 None.

11.0 Equalities considerations:

11.1 An equality impact analysis has been conducted. Strategy includes specific foci with ambitions and recommendations for groups who experience inequalities in tobacco use and tobacco related harm, including: smoking in pregnancy, smoking in people with mental health conditions, socio-demographic inequalities, smoking in routine and manual occupations, smoking in those with multiple addictions, shisha and smokeless tobacco and children and young people.

12.0 Sustainability, climate change and environmental considerations:

12.1 Considered within specific strategy section around smokefree places, smoking waste and e-cigarettes.

13.0 Internal/external consultation undertaken:

13.1 Developed collaboratively with tobacco leads and commissioners across Lancashire and South Cumbria, Office for Health Improvement and Disparities and NHS colleagues. Current draft presented back to steering group 14/06/23. To be presented to Integrated Care Board Prevention and Health Inequalities Steering Group 15 June 2023 with a view for Integrated Care Board approval by September end. Consultation to also be held with Health and Wellbeing boards at Blackburn with Darwen, Lancashire and Westmorland and Furness.

14.0 Background papers:

14.1 None.