

Bury Health and Wellbeing Board

Title of the Report	Tobacco Control Delivery Plan 2019-2022
Date	7 th March 2019
Contact Officer	Jon Hobday, Consultant in Public Health
HWB Lead in this area	Lesley Jones, Director of Public Health

1. Executive Summary

Is this report for?	Information	Discussion <input type="checkbox"/>	Decision <input checked="" type="checkbox"/>
Why is this report being brought to the Board?	To inform the Board about plans for tobacco control, and request the Board's support.		
Please detail which, if any, of the Joint Health and Wellbeing Strategy priorities the report relates to. (See attached Strategy) www.theburydirectory.co.uk/healthandwellbeingboard	The reports relates to all priorities, as tobacco control supports health and wellbeing of residents of all ages (priorities one-four); and the development of smoke-free spaces (priority five)		
Please detail which, if any, of the Joint Strategic Needs Assessment priorities the report relates to. (See attached JSNA) http://jsna.theburydirectory.co.uk/kb5/bury/jsna/home.page	As above, tobacco control is key to improving health and wellbeing of all our residents, and links to the life course priorities.		
Key Actions for the Health and Wellbeing Board / proposed recommendations for action.	To approve the delivery plan and support actions being taken.		
What requirement is there for internal or external communication around this area?	For stakeholders to support key messages in internal and external communications campaigns.		
Assurance and tracking process – Has the report been considered at any other committee meeting of the Council/meeting of the CCG Board/other stakeholders....please provide details.	A detailed draft of the document has been considered at CCG Clinical Cabinet/CCG Cancer work stream; consultation with Greater Manchester partners via various routes.		

2. Introduction / Background

Tobacco is the biggest cause of preventable death in the UK today, and a key cause of inequalities we see in Bury. Our ambition is to inspire a smoke-free generation and improve the health and wellbeing of all Bury residents. Reducing smoking prevalence in Bury is a key action in our Locality Plan, and a stated ambition in our Primary Care Health and Wellbeing strategy.

The Tobacco Control Delivery Plan outlines how – with a strategic, partnership-based approach – we can effectively impact tobacco use across the Borough: reducing ill-health and early deaths in our population and improving lives of Bury residents.

3. key issues for the Board to Consider

Currently, smoking is still the leading cause of avoidable deaths in Bury; and 16.3% of Bury residents smoke. Certain groups are at high risk of tobacco-related harm, for example: people with mental health problems, people living in disadvantaged circumstances and pregnant women. We must focus our actions and services proportionately in these areas and population groups.

We have a range of local targets to achieve (for example, to reduce smoking levels in pregnant women from current levels of 11.6% to 6% by 2021). To drive delivery, we are using an evidence-based framework, from Greater Manchester, called “GM POWER”, and we have developed a detailed action plan which has a range of components:

- Raising awareness of the dangers of smoking and services available via various communication campaigns
- Promoting smoke-free environments, both indoors e.g. smoke-free homes scheme; and outdoors
- Enforcing tobacco regulation, using partnership working and focused programmes of action.
- Using improved intelligence to monitor prevalence, to inform actions
- Offering support to quit: via existing services but also via new pathways, e.g. within hospital settings and via digital platforms

Discussions will be held with partners about putting formal governance mechanisms in place to review and monitor progress against targets, reporting to the Health and Wellbeing Board.

Recommendations for action

The Board is asked to approve this Delivery Plan.

4. Financial and legal implications (if any)

If necessary please seek advice from the Council Monitoring Officer Jayne Hammond (J.M.Hammond@bury.gov.uk) or Section 151 Officer Steve Kenyon (S.Kenyon@bury.gov.uk).

There are no known legal implications to this report. Actions planned are within existing budgets.

5. Equality/Diversity Implications. Please attach the completed Equality and Analysis Form if required.

Not applicable

CONTACT DETAILS:

Contact Officer:	Jon Hobday, Consultant in Public Health
Telephone number:	0161 253 6879
E-mail address:	j.hobday@bury.gov.uk
Date:	7 th March 2019