

Report to Cabinet Member for Community Engagement & Public Health

Decision to be taken on or after 19th June 2019

Decision can normally be implemented at least 3 working days after decision has been signed.

Cabinet Member Report No. CE03.19

Title: Buckinghamshire Tobacco Control Strategy - Towards a Smokefree Generation 2019 – 2024

Date: 11 June 2019

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Local members affected: All Electoral Divisions

For press enquiries concerning this report, please contact the media office on 01296 382444

Summary

The Public Health Team at BCC has worked with partners to develop a five year multiagency tobacco control strategy for Buckinghamshire.

The aims of the strategy are to:

- 1) Continue to reduce smoking prevalence rates and inequalities caused by smoking for both adults and young people.**
- 2) Reduce the harms associated with second hand smoke.**
- 3) Reduce the supply and demand of illicit tobacco.**

The strategy reviews why tobacco control is important in Buckinghamshire and outlines some of the realisable benefits in tackling this issue. The strategy identifies the key groups that are most likely to have higher than average rates of smoking and sets out a framework of four

overarching areas for action, based on national policy, evidence and best practice that can support the achievement of the strategies aims.

The four overarching areas for action include:

- Prevention first
- Supporting smokers to quit
- Eliminating variations in smoking rates
- Effective enforcement

Smoking prevalence within Buckinghamshire is now at 9.6% and although this is lower than the England average of 14.5%, there is still a lot of work to be done to continue to drive these rates down, particularly within key population groups where smoking rates are higher than those for the general public.

Particular groups that are higher risk from smoking include:

- Pregnant smokers
- Children and young people

Groups that have higher smoking rates include:

- Routine and manual workers or those unemployed
- Those with mental health conditions
- Certain ethnic (BAME) groups
- Those with a long term condition (LTCs)

Smoking continues to be the biggest cause of health inequalities.

Many of the conditions caused by smoking are chronic illnesses which can be debilitating and make it difficult to carry out day to day tasks and engage with society and the economy. Smoking in pregnancy is particularly harmful to the baby, with risks ranging from premature delivery to increased risk of miscarriage, stillbirth or sudden infant death.

Additionally, cheap illicit tobacco fuels smoking amongst young people, increases health inequalities and is linked to crime at many levels.

An annual multiagency action plan will be developed to sit alongside the strategy, involving BCC and other partners in working towards our overall aims.

Recommendation

| To agree the Buckinghamshire Tobacco Control Strategy and action plan.

A. Narrative setting out the reasons for the decision

Buckinghamshire has produced a Health & Wellbeing Strategy (2016-21) with a vision to “create the best conditions in Buckinghamshire for people to live healthy, happy and fulfilling lives and achieve their full potential”. The strategy has the following key priorities:

- Give every child has the best start in life
- Keep people healthier for longer and reduce the impact of long term conditions
- Promote good mental health and wellbeing for everyone
- Protect residents from harm

- Support communities to enable people to achieve their potential and ensure Buckinghamshire is a great place to live

The Tobacco Control strategy is one of the ways BCC can support this vision. This will ensure that Buckinghamshire residents are supported to stop smoking and reduce the harms associated with tobacco.

The Strategy also supports local delivery of the national strategy – ‘Department of Health. Towards a smokefree generation: A Tobacco Control Plan for England (2017)’

This Tobacco Control strategy provides guidance to strategic leads, policymakers, commissioners and providers on the key approaches and priority groups we need to focus on to reduce the harm of tobacco. We can make a greater impact across our County by encouraging other organisations to align strategies and plans towards this.

B. Other options available, and their pros and cons

This strategy replaces the previous Buckinghamshire Tobacco Control strategy. The option of not developing a new strategy would have resulted in a fragmented approach to tobacco control across the county. The development of this new strategy and action plan provides a clear vision and framework for stakeholders to work towards.

C. Resource implications

- Actions identified within the Strategy action plan will be delivered within existing resources, of both BCC and partner organisations. If there is any change to the existing resources available the action plan will be amended accordingly.
- Existing staff capacity will be employed to manage the implementation of the strategy and annual action plan.

D. Value for Money (VfM) Self Assessment

The strategy promotes more efficient use of resources through partnership working and shared objectives. The strategy is a mechanism that will help to deliver beneficial synergies between projects, avoid duplication and better co-ordinate existing projects.

E. Legal implications

There are no legal implications to this strategy.

F. Property implications

There are no property implications to this strategy.

G. Unitary Council

The new Unitary Council provides an opportunity to enhance the development and delivery of the Tobacco Control strategy and action plan by enabling effective whole system working across a wide range of unitary functions.

H. Other implications/issues

There are no other significant implications or issues to this strategy that may affect users, partners or stakeholders or other parts of the organisation.

I. Feedback from consultation, Local Area Forums and Local Member views

The strategy has been co-designed by a wide range of partners from across the County, each committed to ensuring they contribute towards tackling tobacco and smoking. The strategy development was informed through one to one meetings with stakeholders. These stakeholders will continue to be involved in the action planning and delivery of the strategy.

A wide variety of stakeholders have been involved including:

- Voluntary and community organisations
- Buckinghamshire County Council and District Councils (Trading Standards, Housing)
- Stop Smoking Service Providers
- Housing Associations
- Dental Health
- Thames Valley Cancer Alliance
- Fire and Rescue
- Macmillan
- Clinical Commissioning Groups
- NHS Trusts (Acute and Mental Health)
- Public Health England

Local Member engagement with the strategy co-design has been minimal since no specific area is affected. Local Members will be engaged in the action planning and delivery as appropriate.

The strategy has been agreed by the BU Business Board on 30th May 2019 and will be presented to the Health and Wellbeing Board on the 27th June.

J. Communication issues

Stakeholders have been kept informed of the progress of the strategy and will be involved in developing the action plan. It is recognised that achieving a change in smoking prevalence requires a whole system approach. Current communication routes with stakeholders will be further developed as part of the strategy action plan.

K. Progress Monitoring

All partners who are responsible for actions included in the action plan will be asked to provide an update on progress quarterly, which will be reviewed by the Bucks Tobacco Control Alliance.

L. Review

The strategy and action plan developed will be reviewed annually.

Background Papers

Appendix 1 - Buckinghamshire Smokefree Strategy - Towards a Smokefree Generation 2019 – 2024 (please note this is the word version of the document, which will be designed before it is published)

Your questions and views

If you have any questions about the matters contained in this paper please get in touch with the Contact Officer whose telephone number is given at the head of the paper.

If you have any views on this paper that you would like the Cabinet Member to consider, or if you wish to object to the proposed decision, please inform the Democratic Services Team by 5.00pm on 18 June 2019. This can be done by telephone (to 01296 382343), or e-mail to democracy@buckscc.gov.uk