

Title:	Buckinghamshire Tobacco Control Strategy - Towards a Smokefree Generation 2019 – 2024
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Purpose of this report:

This report is to update the Health and Wellbeing Board on the multiagency Buckinghamshire Tobacco Control Strategy 2019-2024, and requests that the Board approves the strategy and that member organisations continue to support the development and delivery of the strategy action plan.

Summary of main issues:

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. Smoking harms nearly every organ of the body and dramatically reduces both quality of life and life expectancy. As well as dying prematurely, smokers also suffer many years in poor health.

This new strategy replaces the previous Buckinghamshire Tobacco Control Strategy. Public Health has worked with a variety of Tobacco Control stakeholders, including Buckinghamshire Healthcare NHS Trust, Buckinghamshire Clinical Commissioning

Group, Housing Associations, Dental Health and BCC Trading Standards to bring together this strategy that is based on current evidence and good practice which align with the principles of the National Tobacco Control Plan (2017).

The strategy will support the delivery of the Buckinghamshire Joint Health and Wellbeing Strategy and the partners in the Integrated Care System (ICS) to reduce levels of smoking in the local population and to adopt healthier lifestyles.

The aims of the new 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 at higher risk from smoking and groups that have higher than average rates of smoking. It 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

An annual multiagency action plan will be developed to deliver the strategy, involving Health and Wellbeing Board Member organisations and wider partners in working towards our overall aims, this will be taken forward by the Buckinghamshire Tobacco Control Alliance

Recommendation for the Health and Wellbeing Board:

1. To approve and adopt the Buckinghamshire Tobacco Control Strategy
2. To commit to supporting the development and delivery of the strategy action plan

Background documents:

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