

Title	Buckinghamshire Tobacco Control Update
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Purpose of this report:

The purpose of this report is to update the Health and Wellbeing Board on the implementation of the multi-agency Buckinghamshire Tobacco Control Strategy 2019-2024, and to request that member organisations continue to support the ongoing delivery of the strategy action plan.

Summary of main issues:

Background

At its meeting in June 2019 the Board approved and adopted the Buckinghamshire Tobacco Control Strategy and committed to support the development and delivery of the strategy action plan.

Strategy Action Plan 2019-2020

It was agreed that an annual action plan would be developed for the strategy. The action plan for 2019 – 2020 was compiled in consultation with stakeholders, based on the four areas (Prevention First, Supporting Smokers to Quit, Eliminate Variations in Smoking Rates, Effective Enforcement) of the strategy. It is monitored by the Tobacco Control Alliance on a quarterly basis.

The following organisations have currently committed to actions within the action plan – Buckinghamshire County Council (BCC), Buckinghamshire Clinical Commissioning Group (CCG), Buckinghamshire Healthcare Trust (BHT), Live Well Stay Well (LWSW), Public Health England South East Dental Public Health, Bucks Fire and Rescue, and Oxford Health Foundation Trust (OHFT). Discussions are continuing with a number of other organisations to encourage them to contribute.

The following provides examples of actions under each of the four areas of the strategy:

Prevention first:

- LWSW will ensure that the benefits of not smoking are included in Spark (child weight management programme) presentations to families (LWSW)
- Ensure that teachers following the PSHE modules are following the PHE smoking toolkit for schools to ensure the correct messages are being shared (BCC)
- Ensure that Midwives are recording the smoking status of all pregnant women, recording CO readings as a minimum at booking and again at 36 weeks. This will be audited on an ongoing basis (BHT)
- Engage with the BOB Local Maternity System (LMS) Prevention group to push smoking in pregnancy work as a Region (BCC)
- Ensure that all in the Family Nurse Partnership team are confident with the use of the CO monitoring and interpretations of the results, which will help raise smoking conversations (BHT)

Supporting smokers to quit:

- LWSW will research venues that may be more appealing to young adults and those under 18 to ensure that the service is accessible (LWSW).
- Fire service to continue assessing smoking status during fire and wellness visits and review how they can signpost and refer residents into the local stop smoking service (Bucks Fire and Rescue).
- Ensure that Community Midwives are supported to receive adequate training (National Centre for Smoking Cessation Training, Making Every Contact Count or BabyClear) so that they are confident in raising the issue of smoking and referring to stop smoking services (BHT)
- Offer workforces such as Department for Work and Pensions, Housing Associations and the voluntary and community sector, Making Every Contact Count (MECC) training so that they are comfortable having conversations with patients and clients (BCC)

Eliminate variations in smoking rates:

- LWSW will engage with the local NHS Mental Health Trusts (OHFT) to ensure that staff are aware how to support patients and how to refer, including training for staff where required (LWSW)
- Use Behavioural Insight, to map a deprived area to ensure that the local service is adequately promoted within places with a higher smoking prevalence (LWSW)
- Explore the scope and benefit of a dedicated campaign to support the key groups that have been identified within the Strategy e.g Under 18, Maternity, second hand smoke campaign (BCC)

Effective enforcement:

- Trading Standards (BCC) will undertake targeted interventions to alleged sellers, including three days over the year with sniffer dogs (BCC)
- Trading Standards to arrange further illicit tobacco roadshows with support from Public Health and LWSW (BCC).

Quarter 3 progress highlights:

- 3 Alliance meetings have been held, with good attendance and feedback.
- 53 members are engaged with the Alliance from a range of organisations.
- The Bucks Tobacco Control Alliance has been showcased as an effective alliance in the recent national Action on Smoking and Health (ASH) roadmap resource.
- The PSHE information on Schools Web has been updated, in preparation for the statutory Health Education curriculum.
- A BHT Smoking in Pregnancy task and finish group has been established and dedicated resources for Midwives developed.
- The first CLear Smoking in Pregnancy assessment has been completed across BOB, which shows good progress in staff training and the smoking cessation offer, with opportunities to strengthen support for partners to quit and improve data recording, these findings will inform the Bucks maternity action plan.
- Public Health engaged with the Local Maternity System workstream to inform the smoking in pregnancy agenda.
- A roadshow aiming to highlight and obtain intelligence about illicit tobacco was held in December and several test purchases made.

Smoking is the biggest single preventable cause of ill health and early death, and accounts for over half the difference in life expectancy between the lowest and highest income groups. Behavioural Insight conducted in Buckinghamshire shows people want to be motivated and inspired to quit, with health professionals seen as key influencers to provide these messages and advice and guidance to supporting people to quit. This highlights the importance of NHS professionals in helping to address inequalities by tackling smoking in their day to day contacts.

Recommendation for the Health and Wellbeing Board:

1. To note the progress update for the Buckinghamshire Tobacco Control Strategy and action plan.
2. To commit to continuing to support to development and delivery of the strategy action plan.
3. To review the progress, in 6 months of:
 - a. The implementation of secondary care stop smoking service, as advocated in the NHS Long Term Plan.
 - b. Referrals from primary care to stop smoking services.
 - c. Referrals from Maternity services to stop smoking services.

Background documents:

Buckinghamshire Tobacco Control Strategy 2019-24.



Buckinghamshire Tobacco Control Action Plan Year 1.



Bucks Tobacco
Control Action Plan Y1