

<b>Item No.</b> 8.	<b>Classification:</b> Open	<b>Date:</b> 28 January 2016	<b>Meeting Name:</b> Health and Wellbeing Board
<b>Report title:</b>		Southwark Smoking Data and Options for 5 year smoking prevalence Outcome Ambitions	
<b>Wards or groups affected:</b>		All	
<b>From:</b>		Ruth Wallis, Director of Public Health, Lambeth and Southwark	

## RECOMMENDATIONS

1. The board is requested to:
  - a) Receive an update on the most up to date Southwark data for smoking
  - b) Note the evidence based interventions required to effectively tackle smoking in the borough
  - c) Consider and agree the proposed 5 year outcome ambitions for smoking prevalence that Southwark should seek to work towards.

## EXECUTIVE SUMMARY

2. Smoking is the single most preventable cause of ill health, health inequalities and premature mortality in the borough. Smoking prevalence in Southwark is slightly lower (but not significantly lower) than the London and England averages both for the general adult population (16.3%) and for routine and manual workers (23.4%).
3. An update on current action around smoking was presented at the last Health and Wellbeing Board meeting. The board requested that the latest relevant data and proposals for ambition outcomes for smoking be presented at a future meeting. This report provides the smoking data as well as the proposed 5 year Southwark ambition options for smoking.
4. Based on current trends Public Health has modelled different trajectories and is proposing the following smoking prevalence outcome ambitions:
  - **Reduce smoking prevalence in the Southwark general adult population to 14.5% by 2019/20** (approximately 23% reduction over 5 years)
  - **Reduce smoking prevalence in the Southwark routine and manual occupations population to 20.2% by 2019/20** (approximately 23% reduction over 5 years)

## BACKGROUND INFORMATION

5. The Public Health Outcomes Framework provides annual local smoking prevalence for the general population and for routine and manual workers. This offers the opportunity to assess current achievement and the ability to set future

targets. Over the last decade, local focus has been mainly on stop smoking services and 4 week quits, smoking cessation is a highly cost effective intervention, however on its own, it will not deliver a reduction in smoking prevalence. A comprehensive tobacco control approach is required of which smoking cessation is one of the evidence based interventions. The Health and Wellbeing Board has requested potential outcome ambitions around reducing smoking prevalence in Southwark.

## **KEY ISSUES FOR CONSIDERATION**

6. The Health and Wellbeing Board will need to decide on the potential smoking prevalence 5 year ambition offered for the general population and routine and manual workers. Agreeing the local ambitions for smoking will also require commitments to implement sustained evidence based interventions and the associated resources necessary. There is a recognition that there are financial challenges across the different organisations locally. This means that if the Health and Wellbeing Board want to set ambitions that are stretching yet achievable with the appropriate approach and resources, then tough decisions may need to be made by the Partnership. The interventions required are:

- Making tobacco less affordable
- Stopping the promotion of tobacco
- Effective regulation of tobacco products
- Helping tobacco users to quit
- Reducing exposure to secondhand smoke
- Effective communications for tobacco control

## **Policy implications**

7. Tackling smoking is incorporated within the priorities of the Southwark Health and Wellbeing Strategy

## **Community impact statement**

8. Smoking is the single most preventable cause of health inequalities. Apart from ill health, smoking contributes to household poverty, criminal activity of illegal sales, fires and social care costs. Effectively tackling smoking with a focus on more deprived communities will help to address all of these.

## **Legal implications**

9. There are no specific legal implications.

## **Financial implications**

10. There are financial implications for working towards the ambitions agreed. At a very minimum, the current budget for smoking needs to be maintained (including contribution from Trading Standards) to meet the outcome ambition for the general population. However if health inequalities are to be properly addressed then additional investment is required.

## BACKGROUND PAPERS

Background papers	Held at	Contact
Southwark Joint Strategic Needs Assessment	<a href="http://www.southwark.gov.uk/jsna">www.southwark.gov.uk/jsna</a>	jsna@southwark.gov.uk
Southwark Health & Wellbeing Strategy 2013/14	<a href="http://www.southwark.gov.uk">www.southwark.gov.uk</a>	Public Health 020 7525 0280

## APPENDICES

No.	Title
Appendix 1	Southwark Smoking Data and Options for 5 year Smoking prevalence Outcome Ambitions

## AUDIT TRAIL

Lead officer	Ruth Wallis, Director of Public Health, Lambeth & Southwark		
Report Author	Bimpe Oki, Consultant in Public Health, Lambeth and Southwark		
Version	Final		
Dated	15 January 2016		
Key decision?	Yes		
CONSULTATION WITH OTHER OFFICERS / DIRECTORATES / CABINET MEMBER			
Officer title	Comments sought	Comments Included	
Director of Law and Democracy	No	No	
Strategic Director of Finance and Governance	No	No	
Date final report sent to Constitutional Team		15 January 2016	