

Item No. 12.	Classification: Open	Date: 26 July 2016	Meeting Name: Health and Wellbeing Board
Report title:		Tobacco control - update	
Ward(s) or groups affected:		All	
From:		Jin Lim, Acting Director of Public Health	

RECOMMENDATION(S)

1. The board is requested to receive and note progress update on tobacco control in Southwark.

BACKGROUND INFORMATION

2. Smoking prevalence in Southwark is 16.5% which is lower than the national average, and lower than the average for London (17%). In 2014, there were an estimated 46,000 smokers in Southwark.
3. Smoking prevalence in routine and manual workers is 23.4% in Southwark, which is also lower than the average in England and London.

CURRENT POSITION

4. A new tobacco control strategy for Southwark is currently under development which will deliver the internationally recognized strands of an effective tobacco control strategy. Actions will be delivered in four key workstreams:
 - Preventing the uptake of smoking amongst young people
 - Helping tobacco users to stop
 - Reducing harm to non-smokers, especially children
 - Communications, social marketing, monitoring and evaluation
5. The smoking cessation service will be re-commissioned with services in place by April 2017. This will follow a model that prioritises key target groups:
 - Pregnant smokers
 - Smokers with long-term conditions
 - Smokers in routine and manual occupations
6. New legislation was introduced in the UK in April 2016 requiring plain packaging on all tobacco products.

KEY ACTIONS FOR NEXT QUARTER

7. Key actions for the next quarter include:

- Complete new tobacco control strategy for Southwark including developing and implementing an appropriate engagement process.
- Develop a new model for smoking cessation delivery in Southwark that focuses the service on target groups highlighted in the new strategy.
- Maintain strong trading standards presence in tobacco regulation work including age restricted sales and legislation relating to sales of e-cigarettes.

Policy implications

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

Community impact statement

9. Local and national evidence shows that some communities and individuals are more likely to smoke. Interventions to reduce smoking prevalence will be targeted at those most at risk of smoking, including use of shisha and illegal tobacco products.

Legal implications

10. There are no specific legal implications contained in this report.

BACKGROUND DOCUMENTS

Background Papers	Held At	Contact
Southwark JSNA	www.southwark.gov.uk/jsna	jsna@southwark.gov.uk
Link: www.southwark.gov.uk/jsna		
Southwark Health and Wellbeing Strategy 2015/20	http://www.southwark.gov.uk/downloads/download/3570/southwark_health_and_wellbeing_strategy_2015-2020	Public Health 020 7525 0280
Link: http://www.southwark.gov.uk/downloads/download/3570/southwark_health_and_wellbeing_strategy_2015-2020		

AUDIT TRAIL

Lead Officer	Jin Lim, Acting Director of Public Health	
Report Author	Russell Carter, Consultant in Public Health	
Version	Final	
Dated	15 July 2016	
Key Decision?	No	
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
Cabinet Member	No	No
Date final report sent to Constitutional Team		15 July 2016