

<b>Item No.</b> 10.	<b>Classification:</b> Open	<b>Date:</b> 4 October 2016	<b>Meeting Name:</b> Health and Wellbeing Board
<b>Report title:</b>		Breaking the Chain – A new tobacco control strategy for Southwark 2017 - 2020	
<b>Ward(s) or groups affected:</b>		All	
<b>From:</b>		Jin Lim, Director of Public Health (Acting)	

## RECOMMENDATION(S)

1. The board is requested:
  - a) To receive the new Southwark tobacco control strategy – *Breaking the Chain* (Appendix 1).
  - b) To agree the 4 work streams:
    - Preventing the uptake of smoking amongst young people
    - Helping tobacco users to stop
    - Reducing harm to non-smokers, especially children
    - Communications and evaluation

## EXECUTIVE SUMMARY

2. The Health and Wellbeing Board sets the strategic direction for improving the health of the borough and this is captured in the Southwark Health and Wellbeing (HWB) Strategy. The major population health improvement priorities identified in the HWB Strategy include tobacco control, obesity, sexual health and alcohol.
3. Following expert review and local engagement, a new approach has been developed for tobacco control in Southwark to support the delivery of the ambitious targets set by the Health and Wellbeing Board for reducing smoking prevalence in the borough.

### Summary of Breaking the Chain – Southwark’s new tobacco control strategy

4. According to the PHE Local Tobacco Control Profiles, smoking prevalence in Southwark is currently 15.9% which is lower than the England average (16.9%), and lower than the average for London (16.3%). This marks a change from the situation in 2012 when prevalence in Southwark was slightly higher than both London and England. Smoking prevalence in routine and manual workers is 25.3% in Southwark, which is similar to the average in both England (26.5%) and London (24.2%). According to PHE data, in 2014/15 there were a total of 753 smoking related deaths and 1,659 hospital admissions in Southwark. In 2014, there were an estimated 46,000 smokers in Southwark.

5. In January 2016, the Health and Wellbeing Board set ambitious targets to reduce adult smoking prevalence to 14.5% by 2019/20 and prevalence in routine and manual workers to 20.2%.
6. To support the development of a new approach, the current work was reviewed. This included completing the CLear Audit – an assessment tool to assess the whole systems approach to tobacco control; carrying out a health equity audit into the smoking cessation services to better understand who is accessing the services and where service improvements can be made; and working closely with the Tobacco Control Collaborating Centre to ensure that the new strategy is informed by best practice. There were also local engagement exercises.
7. The strategy sets out four work streams for tobacco control over the next 3 years to deliver these ambitions. Progress towards these will be monitored using smoking prevalence data from the local tobacco control profiles, specifically data from the Annual Population Survey together with other local data sources.
8. The strategy is comprehensive, including elements of both prevention and treatment. Key prevention activities include monitoring underage sales, reducing the supply of illegal tobacco and raising awareness of shisha and illegal tobacco, both of which are important issues in Southwark.
9. Informed by the health equality audit, the Southwark Stop Smoking Service was reviewed. The service is being redesigned with improved referral pathways and data collection. The new model from April 2017 will target those who would most benefit from additional support:
  - Pregnant women
  - People with long-term conditions
  - Routine and manual workers.
10. The strategy is dependent on good partnership working with clear and consistent communication. The established tobacco control alliance where various partners meet will take a lead role in coordinating and monitoring the actions and progress.

11. Figure 1 displays the proposed strategic approach to achieving reductions in smoking prevalence in the population.

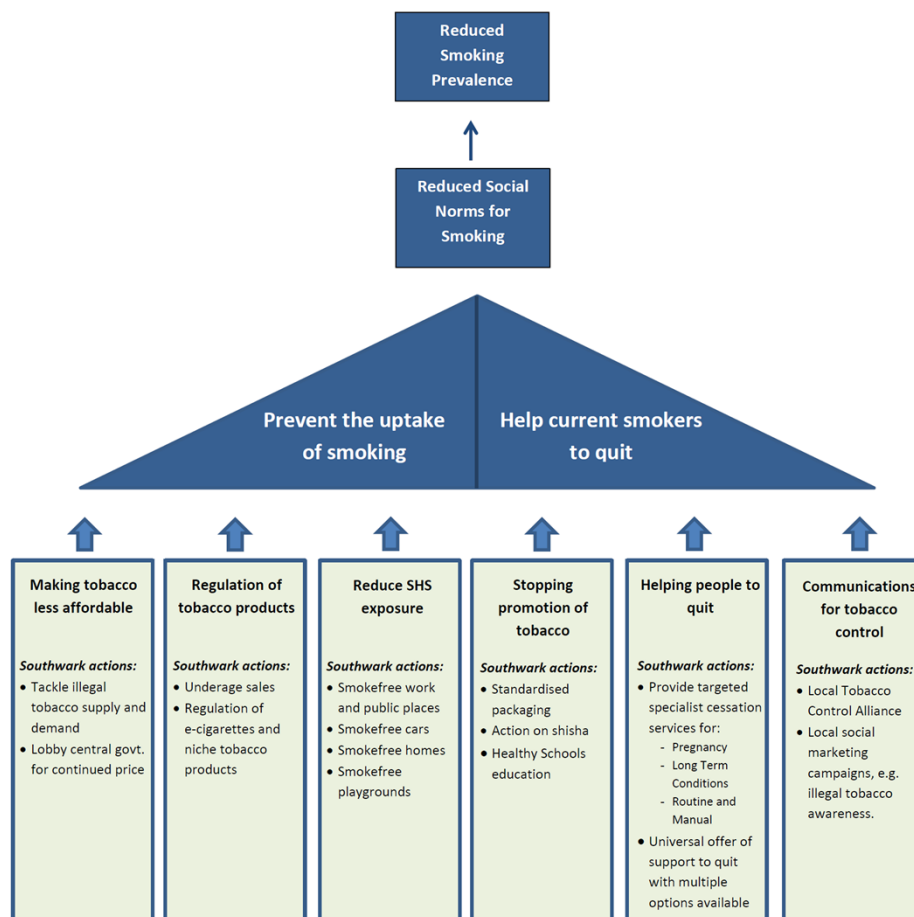


Figure 1 Overview of the Breaking the Chain approach

### Policy implications

12. Southwark Council and Southwark CCG have a statutory duty under the 2012 Health and Social Care Act to produce a health and wellbeing strategy for Southwark. The Health and Wellbeing Board leads the production of the strategy. The Health and Wellbeing Strategy is underpinned by more detailed thematic strategies and action plans – of which *Breaking the Chain* - is one. *Breaking the Chain* sits alongside other Southwark Council and partner strategies that impact on levels of tobacco control. These include Young People’s Wellbeing Strategy, Alcohol Strategy and Kings Health Partners Tobacco Strategy.

### Legal implications

13. The board is required to produce and publish a Health and Wellbeing Strategy on behalf of the local authority and clinical commissioning group. The proposals and actions outlined in this report will assist the board in fulfilling this requirement and will support the HWB Strategy’s implementation.

## Financial implications

14. There are no financial implications contained within this report. The recommissioning of smoking cessation and any financial implications will be considered in a separate report subject to Council decision making process.

## BACKGROUND DOCUMENTS

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

## APPENDICES

No.	Title
Appendix 1	Breaking the Chain – A new tobacco control strategy for Southwark

## AUDIT TRAIL

<b>Lead Officer</b>	Jin Lim, Acting Director of Public Health (Acting)	
<b>Report Author</b>	Russell Carter, Consultant in Public Health	
<b>Version</b>	Final	
<b>Dated</b>	26 September 2016	
<b>Key Decision?</b>	No	
<b>CONSULTATION WITH OTHER OFFICERS / DIRECTORATES / CABINET MEMBER</b>		
<b>Officer Title</b>	<b>Comments Sought</b>	<b>Comments Included</b>
Director of Law and Democracy	No	No
Strategic Director of Finance and Governance	No	No
<b>Cabinet Member</b>	No	No
<b>Date final report sent to Constitutional Team</b>	26 September 2016	