

A reduction in the number of people who smoke across Nottinghamshire County – Action Plan

<p>Why is this a priority area?</p>	<p>In England around 79,100 deaths (18% of all deaths of adults aged 35 and over) are estimated to be caused by smoking. In Nottinghamshire 18.4% of adults smoke this is in line with the England average of 18.4%. However this figure masks differences across the county with 11.3% of the population of Rushcliffe smoking whilst this figure is 25.8% for the population of Mansfield.</p> <p>Smoking rates for routine and manual workers have a national average of 28.6% for England. (Integrated Household Survey, 2013).</p> <p>A significantly higher proportion of women smoked in pregnancy in Nottinghamshire compared with England 16.7% and 12% respectively (Health and Social Care Information Centre, 2013/14).</p> <p>Smoking continues to highlight significant health inequalities and is the leading cause of preventable ill health and death. It is costly to both individuals and the economy placing a huge burden locally.</p>
<p>What works?</p>	<p>Tobacco Control is an evidence-based approach to tackling the harm caused by smoking. It includes strategies that reduce the demand for, and supply of, tobacco in communities. This approach is multi-faceted and requires strong local partnerships.</p> <p>Stopping smoking is one element of tobacco control and improves the health and wellbeing of smokers, their families and their communities</p> <p>There is clear evidence that the most effective tobacco control strategies include population wide interventions that not only support people to stop smoking but prevent young and vulnerable people from starting to smoke and tackle the wider elements of tobacco use.</p>
<p>How will we know if we've been successful?</p>	<p>The outcome seeks to narrow health inequalities and reduce the numbers who smoke across Nottinghamshire. There is no one aspect</p>

that contributes solely to a reduction in smoking. Therefore the performance measures are repeated to highlight this. A huge factor in preventing young people from starting to smoke and the levels of smoking in young people is whether parents/carers smoke. In order to reduce this we need to stop the adult population from smoking.

Key indicators which help quantify the achievement of the outcome;

Reduce the number of people aged 18 and over who smoke

Measured by;

- Annual 4 week smoking quitter target
- Annual activity around illegal tobacco;

- Number of reports of illegal tobacco by Nottinghamshire residents and businesses

- Number of traders/premises stopped from selling illegal tobacco as a result of Trading Standards enforcement activity.

Reduce the number of pregnant women who smoke at time of giving birth

Measured by;

- Annual 4 week smoking quitter target
- Commissioning for Quality and Innovation (CQUIN) payment framework and associated targets

Children's smoking prevalence

Measured by;

- Annual 4 week smoking quitter target
- Number of organisations signed up to the Nottinghamshire County and Nottingham City Declaration on Tobacco Control

	Number of organisations that have developed an action plan for implementing the Declaration
What is the Health and Wellbeing Board's involvement?	<p>Local governments are ideally placed to lead local tobacco partnerships with the thousands of local community contacts had every day and the detailed understanding of their local communities. The Health and Wellbeing boards are able to coordinate and facilitate the strategic direction for tobacco control, by improving partnerships, raising the profile of the local tobacco control and integrating tobacco control into programmes and services for example for children and young people, housing.</p> <p>The board has recently nominated members to be champions for each priority area, which will add further strength and leadership going forward.</p>

Actions:

Action	Lead	Related plans
Our intention is to retender Tobacco Control Services to develop an integrated approach that includes smoking cessation and prevention services. These will be developed to meet local need particularly the needs of vulnerable groups.	Public Health Tobacco Control project steering group Nottinghamshire Strategic Tobacco Alliance group	
We will work with Trading Standards, HM Revenue & Customs (HMRC), Police and border force agencies to raise awareness and increase intelligence received in order to reduce demand and supply of illicit tobacco (including under age sales) (baseline 2013-2014).	Public Health Trading Standards Nottinghamshire Strategic Tobacco Alliance group	
We will achieve high level sign up of the Tobacco Control Declaration across partners.	Public Health Nottinghamshire Strategic Tobacco Alliance group	
<p>Support the re-commissioning of tobacco control services with the development of a new model to tackle all elements of tobacco use, based on local need particularly for vulnerable groups;</p> <ul style="list-style-type: none"> • Routine and Manual Workers • Young People • Pregnant Women 	Public Health Tobacco Control project steering group	Public Health Committee paper December 2014 – Re-commissioning Tobacco Control Services

Other specific populations of need including; people with mental health problems		
Continue to roll out the Nottinghamshire Declaration on Tobacco Control to local organisations and partners and support the development and implementation of action plans to deliver this.	Health and Wellbeing Board Public Health Nottinghamshire Strategic Tobacco Alliance group	
Establish a local measure of the numbers of children and young people smoking in Nottinghamshire	Children's Integrated Commissioning Hub Public Health	
Performance manage the stop smoking service provision through primary care providers and the 1 year direct award contract with Notts Healthcare trust for 2015/16.	Public Health	
<p>Mobilisation of Tobacco Control Services through new service provider(s), for adults (including pregnant women) and children delivered across the whole of Nottinghamshire which will;</p> <ul style="list-style-type: none"> • Prevent people, particularly young people from starting to smoke • Protect people and communities from tobacco related harm • Provide universal stop smoking services that deliver the best chance of quitting • Provide targeted stop smoking services where needed for priority groups 	Public Health Public Health Tobacco Control project steering group	Tobacco Control Consultation