

TITLE OF REPORT: Work to address the harms caused by tobacco

REPORT OF: Director of Public Health

SUMMARY

This report gives details of the evidence gathering session that will take place on 12th September 2017. The views of the Committee are being sought on the evidence presented and the future plans outlined.

Background

Care, Health & Wellbeing Overview and Scrutiny Committee agreed that the focus of its review in 2017-8 is work to address the harms caused by tobacco.

The first evidence gathering session heard an overview of the impact of harms arising from tobacco in Gateshead, and an introduction to current work to reduce those harms.

Purpose of this session

The scoping report agreed by OSC on 20th June 2017 described the range of activities that reduce harm caused by tobacco. Broadly, these are:

- Stopping people starting smoking
- Helping people stopping smoking
- Reducing exposure to secondhand smoke
- Tobacco control (ie. Enforcement of legislation round the sale of tobacco)

At a population level, making tobacco use the exception rather than the norm (the “denormalisation” of tobacco use) is central to all of the above.

This second evidence gathering session will hear two presentations on helping people to stop smoking:

- Andy Graham, Consultant in Public Health, Gateshead Council
- Paul Gray, Public Health Programme Lead, Gateshead Council

The presenters will provide an overview of current work to help people to stop smoking, issues in providing this help, and emerging models of stop smoking support.

Issues to Consider

When considering the evidence outlined above the Committee may wish to consider the following:

- Gateshead has higher than average levels of smoking
- Smoking remains the single cause of most preventable illness and death in Gateshead
- There are significant inequalities in the prevalence of smoking between different groups and areas
- Demand for stop smoking services is reducing locally, regionally, and nationally
- There are particularly low levels of take up of stop smoking services amongst some groups ie. People from black, Asian and minority ethnic groups
- There is pressure on Public Health budgets now and in the future
- The Gateshead Health and Wellbeing Board has an ambition to reduce smoking prevalence in Gateshead to 5% or less by 2025 from its current prevalence of 17.9%.
- Innovative solutions developed in Gateshead in the past have helped to transform smoking rates in particular communities

Recommendation

OSC agree

- i) To note the approach and content as set out in this report and presentations.
- ii) To give its views on the information presented.

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