

TITLE OF REPORT: Smoking Still Kills; Smoke Free Vision 2025

Purpose of the Report

- 1 To seek the views of the Health & Wellbeing Board on the development of a 10 year Tobacco Control delivery plan for Gateshead.

Background

- 2 Our Vision is for a smoke free future for our children, that our next generation will be born and raised in a place free from tobacco, where smoking is unusual. Our ambitious target is 5% smoking prevalence in adults by 2025.
- 3 Smoking remains the biggest killer in Gateshead and is the single most preventable cause of premature death. More people die from smoking related illness than all other causes each year. More than half of smokers will die early from a smoking related illness. A large number of smokers will also be living the last years of their life incapacitated by smoking related conditions such as respiratory disease, circulatory problems and cancers.
- 4 Smoking Costs Gateshead's economy around £30m each year with each smoker who smokes on average 20 a day spending £2,190 on smoking each year, that's £10,950 after five years.
- 5 Smoking exacerbates inequalities. Smoking accounts for over half of the difference in risk of premature death between social classes.
- 6 The current engagement in tackling tobacco could be improved.

Proposal

- 7 It is proposed that we review the work of our SmokeFree alliance using a national standard and identify its strengths and areas for improvement.

Recommendations

- 8 The Health and Wellbeing Board is asked to consider the following recommendations for action:

Action 1: Ensure a greater focus on tobacco control activity by all partners on Health and Wellbeing Board for Gateshead.

Action 2: Undertake a CLear review of the Gateshead Smokefree Tobacco Alliance in July 2016 in partnership with HWB members.

Note: PHE and FRESH have offered to support work with our Alliance and HWB members on either the 5, 6 or 8 July 2016. Our next Alliance meeting is on Tuesday 5 July 2016, 9.30 – 11.30, which fits with availability of external facilitators.

Action 3: We will work with young people in Gateshead to establish their views and build local action.

Action 4: Develop a local 10 year delivery plan based on both the output of the CLear assessment and national, regional and local intelligence (November / December 2016).

Action 5: To maintain public support for action, communicate a clear understanding of the harm caused by tobacco and the benefits of stopping smoking in partnership with FRESH NE.

Action 6: Ensure the Sustainability and Transformation Plan (STP) includes challenging action and targets for reducing smoking locally.

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