

TITLE OF REPORT: Gateshead 10 Year Tobacco Control Action Plan

Purpose of the Report

1. To seek the endorsement of the Health & Wellbeing Board for the Gateshead 10 year Tobacco Control delivery plan.

Background

2. The Gateshead Director of Public Health Annual Report 2015/16, "Tobacco: a smoking gun", made the case for tackling tobacco and the introduction ended with the DPH's commitment that "We will do whatever it takes to end the harm that is caused to our families and communities by tobacco".
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 around £2,190 - £3,000+ on smoking each year, that's between £10,950 and £15,000 after five years.
5. Smoking exacerbates inequalities. Smoking accounts for over half of the difference in risk of premature death between social classes.
6. 23,712 Gateshead households have at least 1 smoker, 34% of which fall below the poverty line. If smokers stopped and the money was recirculated back into the household budget, it would lift around 2,655 Gateshead homes, 4,434 Gateshead people, out of poverty (ASH Ready Reckoner, 2015).
7. Our ambition is for a smoke free Gateshead, a place where our communities are not affected by the harm caused by tobacco.
8. The previous delivery plan ran to 31 March 2015, in line with the national tobacco control strategy, and this action plan outlines the way forward to 2025. We are still awaiting a national strategy but feel that we need to set out how we will reach 5% prevalence by 2025 and can't let inertia take hold.
9. Our ambitious target for this 10 year plan is 5% smoking prevalence in all adults by 2025 and this Action Plan identifies work in eight areas and actions that partners can implement which will help us achieve that target.

Work to date

10. Delivered a paper to Gateshead Health and Wellbeing Board (HWB) in June 2016 making the case for action on tobacco control. This included recommendations to:
 - Ensure a greater focus on tobacco control activity by all partners on Health and Wellbeing Board for Gateshead.
 - Undertake a CLear review of the Gateshead Smokefree Tobacco Alliance in July 2016 in partnership with HWB members.
 - Develop a local 10 year delivery plan based on both the output of the CLear assessment and national, regional and local intelligence.
11. We reviewed the work of Gateshead SmokeFree Tobacco Alliance using a national standard, CLear, identifying strengths and areas for improvement.
12. Linked with Fresh, Smoke Free North East Office of Tobacco Control, to learn from best practice and for expert critique on the development of the Action Plan.
13. The Director of Public Health's Annual Report 2015/16 "Tobacco: A smoking gun" laid the challenge to partners to act so that we can truly say we are a smoke-free community, where no one, irrespective of their personal circumstances or where they live, is adversely affected by tobacco.
14. We have made good progress over the last 10 years, reducing prevalence from 33% in 2006 (2006 Health Profile) to 18.3% in the general population and 25.6% in Routine and Manual groups in 2016 (PHE Fingertips). However we still have a long way to go to reach our target of 5% by 2025. Delivering evidence based tobacco control requires long term strategic commitment in eight key areas, six as identified by the World Bank www.worldbank.org/ and two others as proposed by Fresh www.freshne.com/, the North East England Regional tobacco control office. This Gateshead 10 Year tobacco control plan gives the framework for our next steps.

Recommendations

15. The HWB is asked to endorse the Gateshead Smoke Free Tobacco Alliance Tobacco Control Action Plan 2016 – 2025.
16. Partners of the HWB are asked to commit to delivering the Action Plan between now and 2015.

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