

Swindon Tobacco Control Strategy 2017 – 2022

Governing Body

Date: 25 May 2017

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| Name of Author: | Cherry Jones, Director of Public Health |
| Sponsoring Director and/or Clinician: | |
| Locality Affected: | All |
| Practices Affected: | All |

1. Purpose and Reasons

- 1.1 The Swindon Tobacco Control Strategy 2017 – 2022 describes how, over the next five years, we will work together across Swindon to reduce the number of people who smoke and the harm caused by tobacco use and create a smokefree Swindon.
- 1.2 In Swindon over 280 people die each year from smoking related diseases and there are over 1,700 hospital admissions each year due to smoking related diseases. In addition to these deaths every year smoking causes new cases of chronic diseases such as cancer, coronary heart disease, chronic obstructive pulmonary disease (COPD), and increases the risk of dementia and diabetes. These diseases cause much harm and suffering not only to the smoker but also their family, their children and their local community
- 1.3 This Strategy links to the Swindon Health and Wellbeing Strategy Outcome 1: every child and young person in Swindon has a healthy start in life; outcome 2: adults and older people in Swindon are living healthy and more independent lives and outcome 3: improved health outcomes for disadvantaged and vulnerable communities.
- 1.4 The strategy was approved by the Swindon Health and Wellbeing Board at its March 2017 meeting with the recommendation that it be adopted by the Swindon Clinical Commissioning Group and Swindon Borough Council Cabinet.

2. Recommendations

Governing Body is recommended to:

- 2.1 Comment on the Swindon Tobacco Control Strategy 2017-2022 attached at Appendix 1 to this report and note the priorities it sets out.
- 2.2 Adopt the Swindon Tobacco Control Strategy 2017-2022 and support the development of the action plan.

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3. Detail

- 3.1 The number of people smoking in England has more than halved over the past 25 years however smoking still remains one of the largest threats to public health with one in two people who smoke dying early as a consequence of their addiction. Deaths from smoking are greater than the combined total of the six next greatest causes of preventable deaths. This includes alcohol, obesity, traffic accidents and drug related deaths
- 3.2 The England average smoking rate is 16.9% but in Swindon 18.7% of adults (approximately 31,400 people) continue to smoke however, in some of our most disadvantaged communities across the town this percentage is much higher. Smoking continues to be the biggest preventable cause of ill health and early death as well as the leading cause of health inequality. Tobacco addiction begins in childhood with two thirds of smokers saying that they began smoking before the age of 18.
- 3.3 In Swindon over 280 people die each year from smoking related diseases and there are over 1,700 hospital admissions each year due to smoking related diseases. In addition to these deaths every year smoking causes new cases of chronic diseases such as cancer, coronary heart disease, chronic obstructive pulmonary disease (COPD), and increases the risk of dementia and diabetes. These diseases cause much harm and suffering not only to the smoker but also their family, their children and their local community.
- 3.4 Smoking also remains the single biggest cause of the difference in life expectancy and healthy life expectancy between the richest and poorest in our community.
- 3.5 The health and social care services in Swindon are already under pressure and smoking not only impacts upon health outcomes but has a significant financial cost to Swindon. It is estimated that each year in Swindon smoking costs our community approximately £56 million. This includes the costs of NHS care, social care, passive smoking, household fire and lost productivity. It costs an individual smoker who smokes 20 cigarettes a day approximately £2,500 per year.
- 3.6 This 2017 Strategy identifies the vision to inspire a smokefree Swindon where people live a long and healthy life protected from the harms caused by tobacco. Its aim is to improve the health and wellbeing of the population of Swindon, reduce health inequalities and reduce the number of smoking related illnesses by reducing smoking prevalence and exposure to second-hand smoke.
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Our Mission: To Optimise the Health of the People of Swindon and Shrivenham

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- 3.7 The five priorities for tobacco control action across Swindon identified in the strategy are to:
1. Protect children and prevent young people from taking up smoking
 2. Normalise a smokefree lifestyle
 3. Support smokers to quit
 4. Reduce illicit tobacco in the community
 5. Raise the profile of tobacco control through marketing and communications programmes

4. Alternative Options

- 4.1 Not to support and adopt the Swindon Tobacco Control Strategy.

5. Implications, Equality & Diversity Assessment and Risk Management

5.1 Patient Benefits

Improved health and wellbeing, reduced prevalence of long term conditions and premature deaths through not smoking. Improved outcomes for children and young people by preventing and reducing the uptake of smoking by young people.

5.2 Safety and Quality Impact

Inherent within the strategy is following national guidance and quality standards.

5.3 Financial and Procurement Implications

There are no direct financial or procurement implications arising from this report. Any service reviews or service requirements which are discussed as a result of this report will be reviewed and a business case developed accordingly. This strategy will benefit both the health and social care community as tobacco use and the harm caused has a significant economic and resource impact.

5.4 Legal and Human Rights Implications

Legal and Human rights have been taken fully into account in compiling this report. It is considered that the recommendations within this report are compatible with Convention Rights

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5.5 All other Implications (including Staff, Sustainability, Health, Rural, Crime and Disorder)

There are positive implications on health from reducing the number of people who smoke and the harm caused by tobacco use and creating a smokefree Swindon. The strategy also identifies the challenges of illegal tobacco and the links to organised crime and the opportunities to address these issues across the borough that exist across Swindon.

There should be no significant staffing or other implications arising from this report.

Reducing smoking prevalence will impact positively on reducing health inequalities across Swindon as smoking remains the single biggest cause of the difference in life expectancy and healthy life expectancy between the richest and poorest in our community.

5.6 Equality & Diversity Impact Assessment

A diversity impact assessment has been completed and is available for inspection. The Swindon Tobacco Control action plan will include actions to work on identified gaps or issues.

5.7 Risk Management

No specific risks have been identified at this stage for this report.

6. Consultees

6.1 Health and Wellbeing Board March 2017 meeting.

7. Background Papers

7.1 No unpublished papers have been referenced

8. Appendices

8.1 Appendix 1. The Swindon Tobacco Control Strategy