

Cabinet

17th June 2015

Name of Cabinet Member:

Cabinet Member for Health and Adult Services – Councillor K Caan

Director Approving Submission of the report:

Director of Public Health

Ward(s) affected:

All

Title:

Coventry Smokefree Strategy 2015-2020

Is this a key decision?

No - Not a key decision financially, however this report is presented to Cabinet in view of the importance of the subject matter

Executive Summary:

1. Smoking kills half of all long term users. It is the single biggest cause of preventable death in the country and is directly responsible for almost 80,000 deaths in England – including approximately 400 deaths in Coventry - every year.
2. The Smokefree Strategy is a five-year Strategy (2015-2020). It covers both young people and adults and is a city-wide Strategy. It replaces the previous strategy which ran 2010-2013.
3. The Strategy is underpinned by an annual Action Plan, detailing the specific actions to be undertaken, by whom and by when.
4. The Smokefree Alliance is accountable to the Health and Wellbeing Board.

Recommendations:

The Cabinet is requested to endorse and approve Coventry's Smokefree Strategy and make any relevant recommendations in respect of the proposed Smokefree Strategy.

List of Appendices included:

Appendix 1 - Coventry Smokefree Strategy 2015-2020

Appendix 2 - Coventry ClearR Report

Background Papers

None

Other useful background papers:

The [UK Tobacco Control strategy](#), A Smokefree Future: A Comprehensive Tobacco Control Strategy for England (2010) is still the current Government national tobacco strategy.

Has it been or will it be considered by Scrutiny?

Yes - The Strategy was considered at the meeting of the Health and Social Care Scrutiny Board (5) on 18th March 2015

Has it been or will it be considered by any other Council Committee, Advisory Panel or other body?

Yes - The Strategy was approved by the Health and Wellbeing Board on 20th April 2015.

Will this report go to Council?

No

Report title: Coventry's Smokefree Strategy

1. Context (or background)

1.1 Smoking kills half of all long term users. It is the single biggest cause of preventable death in the country and is directly responsible for almost 80,000 deaths in England – including approximately 400 deaths in Coventry - every year. From our Household Survey data, it is estimated that the proportion of adults who smoke has fallen from 27% in 2009 to 22% in 2013. According to national data, Coventry's smoking prevalence is the same as the national average. The Strategy is one that involves a range of Coventry partners and it covers many issues such as prevention, education, fire safety, cessation support and long term health conditions.

2. Options considered and recommended proposal

2.1 Smoking prevalence is gradually decreasing. This has only happened due to continued work from national and local groups and will only keep reducing with further work. There remain groups who have much higher levels of smoking, such as people with mental health conditions. As a result these people are statistically likely to die 20 years younger than those with good mental health who do not smoke. This is a health inequality we will not allow to continue.

2.2 Option 1: Do not have a Strategy

This option was considered and rejected. Coventry requires a strategy to steer and guide the important multi-agency work that it is doing to address tobacco in the City, and to make sure that work around tobacco use supports and complements other work in the City.

2.3 Option 2: Develop a Council strategy

This option was considered and rejected. Smokefree Coventry can only be achieved by a partnership approach. The Council alone cannot achieve this.

2.4 Option 3: Develop a Partnership Strategy

This was the preferred option. The partnership work of the Alliance was highlighted as a strength from the CLearR report which was completed in 2014. This report pushed for continued development and utilisation of the Alliance to achieve a Smokefree vision.

3. Results of consultation undertaken

3.1 A multi-agency Smokefree Alliance extended meeting was held in December to discuss how we could achieve our Smokefree vision. Attendees included:

- Coventry and Rugby Clinical Commissioning Group (CCG)
- Councillors
- Smoking cessation services
- Health agencies (including University Hospitals Coventry and Warwickshire (UHCW))
- Mental Health providers (MIND & Coventry and Warwickshire Partnership Trust)
- Education and Inclusion Service
- Public Health
- Coventry University
- Occupational Health
- West Midlands Fire Service
- Age UK

3.2 The extended Alliance meeting included talks from a range of these partners.

- 3.3 Once this event had taken place, a draft strategy was sent to all these partners for them to comment on.
- 3.4 A further Alliance meeting took place in March 2015 where the strategy was discussed in detail and any changes clarified.

4. Timetable for implementing this decision

- 4.1 The Strategy will start as soon as it has been passed through the relevant boards.
- 4.2 The Smokefree Strategy is owned by the Smokefree Alliance. The Public Health team will provide the secretariat support for the Alliance and ensure close working relationships between partners. The Smokefree Alliance will meet on a quarterly basis but specific project work will be on-going. Task and Finish Groups will be utilised as required. The Chair of the Smokefree Alliance will report to the Health and Wellbeing Board
- 4.3 An annual Action Plan will sit underneath the Strategy and detail the specific actions to be taken. Actions will be allocated to specific agencies and each action will have a deadline and an update will be presented at each Alliance meeting. Task and finish groups will be allocated for each action area.

5. Comments from Executive Director of Resources

- 5.1 Financial implications
The Public Health budget for smoking and tobacco control amounts to £1.269 million per annum. The majority of the budget funds stop smoking services. This strategy does not intend to increase this budget.
For 2015/16, £788k funds commissioned stop smoking service providers and £456k funds medication (e.g. nicotine replacement therapy) which supports quit attempts by smokers receiving support from service providers. Some £25,000 provides support to Trading Standards to support work to reduce the availability of illicit tobacco.
- 5.2 Legal implications
The Strategy contains no legal risks or commitment.

6. Other implications

6.1 How will this contribute to achievement of the Council's key objectives / corporate priorities (corporate plan/scorecard) / organisational blueprint / Local Area Agreement (or Coventry Sustainable Community Strategy)?

The Smokefree Strategy impacts on three key Council corporate priorities:

- **Citizens living longer, healthier, independent lives:**

Smoking impacts considerably on an individual's life. Not only are they statistically likely to die 10 years younger than someone who doesn't smoke, but their years of disability-free life are also shorter.

Smokers' materials (i.e. cigarettes, cigars or pipe tobacco) are the most common source of ignition causing accidental domestic fire fatalities, accounting for over a third of fatalities in 2013-14. The fatality rate of domestic fires is highest among those aged 80 years and above.

- **Ensuring children and young people are safe, achieve and make a positive contribution:**

Children can be affected greatly by second hand smoke. This often happens in the home or in the car.

- **Improving the environment and tackling climate change:**

The amount of litter cigarette ends cause is an issue in the city, and a reduction in this would lead to a more pleasant environment.

6.2 How is risk being managed?

There are no immediate risks to the Strategy. The Strategy has gone through a consultation process and has the full support of our partners.

In the long term, risks would potentially be:

- Breakdown in partnership working
- Further cuts to public sector services which impact on delivery and outcomes

The Strategy does not represent a new piece of work, but builds on positive, cooperative, long-standing partnership work that is already going on and firmly embedded within the City.

Close partnership working is reflected in the membership of the Smokefree Alliance. The Alliance will continue to have an open dialogue about the resources which are available and alter action plans accordingly to those which require financing.

6.3 What is the impact on the organisation?

The Strategy outlines an approach for work that is already on-going within the Council. The strategy does not recommend any substantial changes that would impact on the Council, nor does the strategy contain any change in financial commitments.

6.4 Equalities / EIA

An Equality Impact Assessment (EIA) was not completed during the development of the Strategy. However, Public Health will be completing a needs assessment as part of commissioning process for new services later in 2015/16.

6.5 Implications for (or impact on) the environment

No significant impact to note.

6.6 Implications for partner organisations?

Partner agencies in Coventry are committed to achieving a Smokefree city.

Partner agencies form the Smokefree Alliance which oversees tobacco control in the city. The strategy reaffirms the commitment of partners – including statutory, non-statutory and third sector - to working together and sharing information.

For partners, working with individuals who smoke is not new and therefore the strategy does not place a new burden or obligation on them. What it does do is pledge partners to closer partnership working and a more holistic approach when working towards a Smokefree city.

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