A Tobacco Plan to Reduce Health Inequalities in Plymouth

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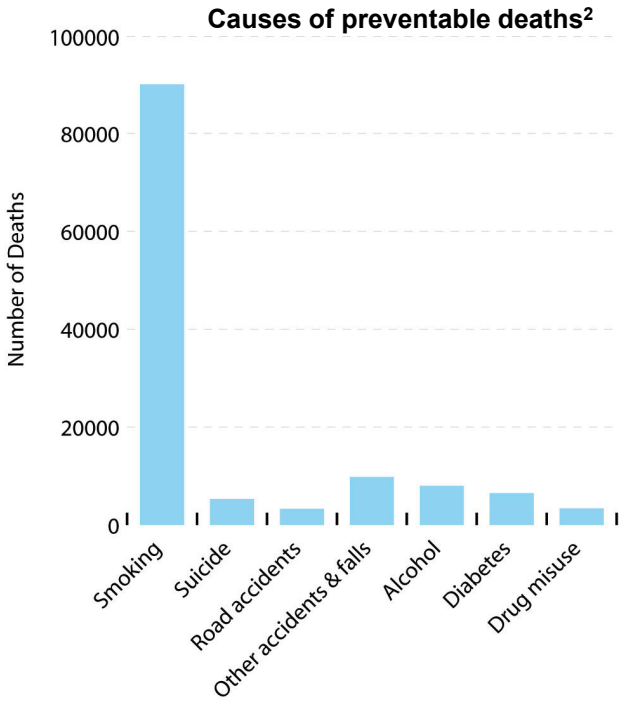
Aim

To inform the OSP of developments on the Tobacco Control Plan for Plymouth & gain support moving forward into the engagement process

Introduction

- Significant Health Inequalities in Plymouth (14.7 years of life between rich & poor)
- Smoking tobacco is the primary cause[1] Wanless D (2004)
- Tobacco Control is effective if done comprehensively[2,3] Marmot M (2010)
- Vast evidence base behind an integrated programme[4]



1. Wanless, D. *(2004) Securing Good Health for the Whole Population. London: TSO*
2. *Department of Health (2010) A Smokefree Future – A Comprehensive Tobacco Control Strategy for England.*
3. *Marmot, M. (2010) Fair Society, Healthy Lives. Strategic Review of Health inequalities in England post 2010*
4. *Department of Health (2008) Excellence in tobacco control:10 High Impact Changes to Achieve Tobacco Control*

The Local Picture Plymouth

- As a community smoking is costing us £Millions per year
- Over 1 in 5 adults smoke (disproportionally across the city)[1]
- 1 in 3 from routine and manual background[1]
- Almost a third of children <5 live in a house with a smoking parent[2]
- Estimated 545 premature deaths per year[3]

Prevalence in:	Plymouth	National
Adult Population	23.0%	21.4%
Routine & Manual	34.5%	29.8%
Pregnancy	18.8%	14.1%
<5yrs with one or more parent	28.4%	N/A

1. *Office for National Statistics (2009-2010) Integrated Household Survey (Experimental Statistics)*
2. Plymouth Public Health Development Unit. (2010) *Report of Health Visitor Caseloads.*
3. South West Public Health Observatory (2010) Heath Profile for Plymouth 2010.

The Local Picture Plymouth

- 13% of shops tested sold to a child (Plymouth Public Protection Service)
- Only 43% of our clients (PSSS) paid full price for their tobacco[1]
- In Devonport, Stonehouse & North Prospect over half (58%) of people questioned knew of illegal tobacco being sold in their area*
- We have on average 2 smoking related house fires every month**
- Loss of revenue to local business from illicit tobacco
- Smoking related litter
- Staff sickness & cigarette breaks

1. Bullard, J. (2010) *Tobacco use survey 2010*. Plymouth NHS Stop Smoking Service
* Source: Plymouth Local Authority. Public Protection Service. Tobacco Control Programme, Social Marketing Insights.
** Source: Devon & Somerset Fire & Rescue Service

In a Nutshell

- Tobacco use is costing Plymouth unacceptable amounts of money and life year on year.
- If we are to do one thing to reduce health inequalities in Plymouth, it should be tobacco control.

Tobacco Control

Tobacco control is an internationally recognised, evidence based discipline that seeks to reduce harm caused by tobacco use by coordinating different approaches[1,2,3,4]. (WHO, World Bank, DH)

Strategies that:

Reduce Demand

Price measures
Tax
Advertising
Visibility (e.g. point of display)
Smokefree laws
Health promotion
Smoking cessation

Reduce Supply

Control illicit
Restrict access
Smuggling

It is NOT the just the domain of the health sector – it is a multi-sectoral concern

1. World Health Organisation (2008) WHO Report on the Global Tobacco Epidemic – the MPOWER package
2. *Department of Health (2010) A Smokefree Future – A Comprehensive Tobacco Control Strategy for England.*
3. *World Bank (2003) Tobacco Control at a Glance*
4. *Department of Health (2008) Excellence in tobacco control:10 High Impact Changes to Achieve Tobacco Control*

Plymouth Plan Aspirations

The over arching aspiration of the plan is to reduce the smoking prevalence in Plymouth from 23% in 2010 to 17.1% by 2020

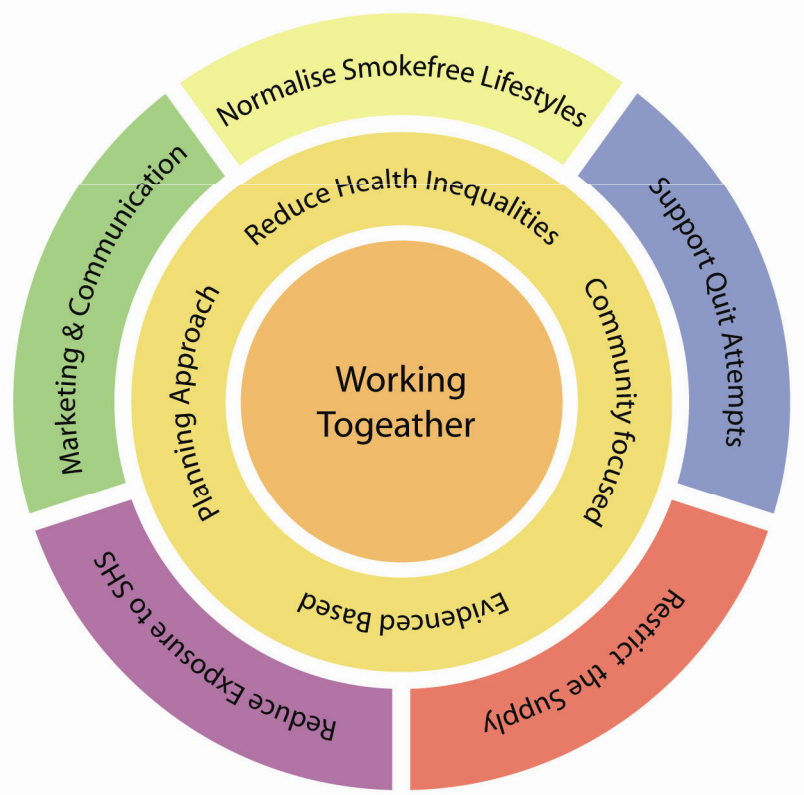
Further aspirations with specific targets include

- Reducing health inequalities driven by smoking
- To reduce the percentage of pregnant women who smoke
- To reduce young children's exposure to second hand smoke
- To reduce the rates of young people smoking aged 15 years

Plymouth Plan Principles

1. Reduce health inequalities
2. Include communities as a focus of what we do, developing responsibility
3. Evidenced Based
4. Multi-organisational, partnership action planning
5. Equity & Fairness

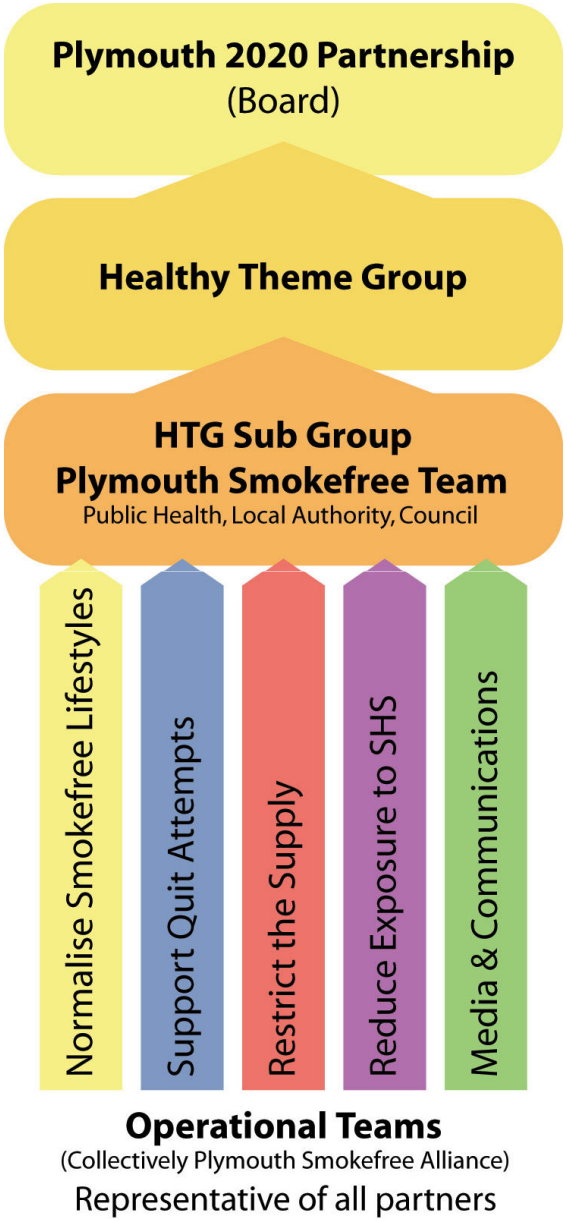
- *Normalising smoke free lifestyles*
- *Supporting people to stop smoking*
- *Restricting the supply of tobacco products*
- *Reducing exposure to second-hand smoke*
- *Media and communication*



* Developed using the Department of Health: An integrated Local Model Of Tobacco Control, six strand approach.
(Department of Health (2008) Excellence in tobacco control:10 High Impact Changes to Achieve Tobacco Control)

Plymouth Plan Framework

Successful action to tackle the devastating impact of tobacco within our city can only be achieved with a strategic approach and effective coordination. It needs to incorporate a mix of educational, clinical, regulatory, economic and social strategies. It is therefore vital to gain the support of all key stakeholders within the city of Plymouth.



Plymouth Plan The Journey

Strategic Plan

- Plymouth Smokefree Alliance (10th June 2010)
- Healthy Theme Group (24th Nov 2010)
- Plymouth Primary Care Trust Board (25th Nov 2010)
- Plymouth City Council, Corporate Strategy Forum (2011)
- Plymouth City Council, Corporate Management Team (8th Feb 2011)
- Adult Health & Social Care Portfolio Meeting (27th May 2011)
- AH & SC Overview & Scrutiny Panel Briefing Paper (22nd June 2011)

The final version was agreed at

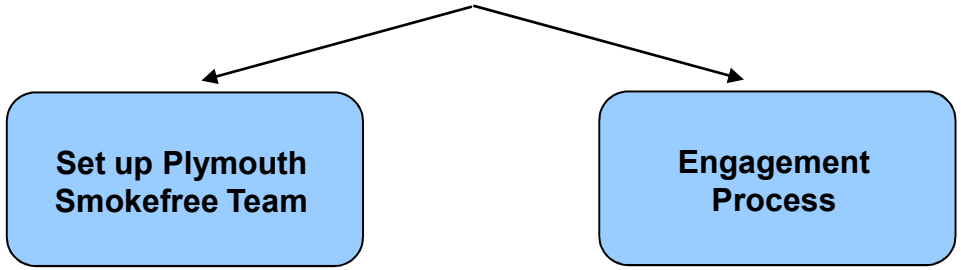
- Healthy Theme Group (24th June 2011)

The final version presented for executive sign off at

- Plymouth 2020 Partnership Executive Group Meeting (7th Sept 2011)

Delivery Plan

- AH & SC Overview & Scrutiny Panel (14th Sept 2011)



Plymouth Plan

Plymouth Smokefree Team

- Terms of Reference of currently under development including the role of the group and its membership.

- We expect the membership to include senior executives from key partnerships and officers for which tobacco is a central element to their remit.

- We would really value the Overview & Scrutiny Panels views on who should be actively involved with this team to ensure delivery.

Plymouth Plan
Making it Happen

- Normalise smokefree lifestyles
  Decipher Assist Project
- Support people to stop smoking
  DIY Quit Attempts
- Restrict the supply of tobacco products
  Routes to Tobacco
- Reduce exposure to second-hand smoke
  Smokefree Homes & Cars
- Marketing & Communications
  Reduce Demand for Illegal Tobacco

Influence Next Steps

- AH&SC OSP comments and thoughts
- We would like to gain your support for moving this agenda forward & engaging with the right people
- Who should be ‘at the table’ for Plymouth Smokefree Team
- Suggestions on the ‘Engagement Process’ to ensure effectiveness

- Establish ‘Plymouth Smokefree Team’
- Conduct the ‘Engagement Process’
- Use the process to develop well rounded proposals for delivery with cost calculation
- Bring it back to AH&SC OSP for review
- Launch the delivery plan (Tobacco Control Conference)