

## Health and Wellbeing Strategy Reporting Template

### Goal 5: Healthier for longer

#### Objective 5B: Fewer people in Thurrock will smoke

**Goal Sponsor:** Director of Public Health - Ian Wake

**Objective Lead:** Kevin Malone

#### Action Plan

<b>OBJECTIVE:</b> 5B: Reduce the number of people smoking in Thurrock				<b>OBJECTIVE LEAD:</b> Ian Wake		
<b>Action</b>	<b>Outcome</b>	<b>Action lead</b>	<b>Link to Outcome Framework</b>	<b>Delivery Date</b>	<b>Progress Report</b>	<b>Reference to existing strategy or plan</b>
A. Update 2014-2019 Tobacco Control strategy	Effective delivery plan	Kevin Malone	1, 2 & 3	28 July 2016	Renamed 2016-2021, updated and on the council website	Tobacco Control Strategy 2014-19
B. Commission our service provider to facilitate ASSIST programme	Reduce youth 'ever smoked' smoking prevalence by 6% by 2021 (currently 18%) and reduce regular and occasional prevalence from 5% to 4% across same timeframe. Review schools' smokefree policies alongside ASSIST programme	Kevin Malone	2	1 September 2016 – 31 March 2017	Delivery for 2016/17 will run to summer 2017 in line with academic year, since ASSIST is a school-based intervention for Y8 pupils. Interim contract arrangements are in place with NELFT. From 2017-2019 this activity will sit in the Healthy Families (0-19) contract	Tobacco Control Model; Stop Smoking Service Specification
C. Commission targeted delivery of treatment services to those residents	Reduce adult smoking prevalence by 1% per year until	Kevin Malone	1 & 3	31 March 2017	Embedded in the treatment service specification. Is incorporated into Healthy	Tobacco Control Model; Stop Smoking

with Long Term Conditions (LTCs), mental health patients and pregnant mothers	2021 (Currently 21.3%) and bring it below the national average of 16.9%				Lifestyles contract from April 2017	Service Specification
D. Establish a contractual arrangement with Basildon & Thurrock University Hospital (BTUH) regarding referrals to quit services	Increase the number of smokers referred to quit services or treated in acute settings, particularly those with diseases that have a smoking related component	CCG	1 & 3	31 March 2017	CCG agreed circa 10-20 referrals per month from BTUH to community treatment provider. Christine Ratcliffe (CCG) managed contractual arrangements prior to retirement. Referrals from Maternity remain good but referrals from other wards e.g. respiratory could improve. Michelle Stapleton is aware. Implementing electronic referral system would be a positive step. Improving referrals from BTUH and other health-care providers is included in the new Healthy Lifestyles contract.	CLear Report
E. Work with our service provider to develop and implement an innovative treatment pathway for people that wish to use e-cigarettes	Reduce the number of people smoking tobacco based products in Thurrock and implement NICE PH45 Harm Reduction guidance	Kevin Malone	1, 2 & 3	20 May 2017*	Currently in progress. New treatment provider (Healthy Lifestyles) is very keen to implement and will drive initiative once contract starts on 1 <sup>st</sup> April 2017	Stop Smoking Service Specification

\*The Tobacco Products Directive comes into force on this date regarding e-cigarettes containing 20+mg nicotine to be a prescription-only product

## Outcome Framework

Objective	<b>5B: Reduce the number of people smoking in Thurrock.</b>							
Indicators	2016 Baseline	2017	2018	2019	2020	2021 Target	Data Source	Reporting Timescales
<b>Outcome Framework Indicator 1</b>  <b>Smoking prevalence in those aged 18+.</b>	<b>20.3%</b> 21.3% (2015)	19.3%	18.3%	17.3%	16.3%	<b>Below 16%</b>		
This indicator quantifies the percentage of adults aged 18+ who smoke. Smoking is the most important cause of preventable ill-health and premature mortality in the UK, and is a risk factor for a number of other diseases. This is also an indicator on the Public Health Outcomes Framework.								
<b>Outcome Framework Indicator 2</b>  <b>Smoking prevalence in those aged 15-17 years.</b>  This is a new indicator and no baseline data exists for this as yet. However plans are in place to obtain this.						<b>3% reduction proposed</b>		
<b>Outcome Framework Indicator 3</b>  <b>% of mothers smoking at time of delivery.</b>  This indicator quantifies the percentage of women who were smokers at the time of delivery, out of the number of maternities. Smoking in pregnancy has well known detrimental effects for the growth and development of the baby and health of the mother. This is also an indicator on the CCG Outcomes Framework.	<b>9.9%</b> (2015)	9.45%	9.0%	8.54%	8.09%	<b>[Trajectory suggests 7.64% could be achieved?]</b>		