

31 August 2023		ITEM: 9
Health and Wellbeing Board		
Thurrock Tobacco Control Strategy 2023-2028		
Wards and communities affected: All	Key Decision: Non-key	
Report of: Dr Jo Broadbent, Director of Public Health		
Accountable Assistant Director: Andrea Clement, Assistant Director of Public Health		
Accountable Director: Dr Jo Broadbent, Director of Public Health		
This report is Public		

Executive Summary

The previous Tobacco Control Strategy for Thurrock expired in 2021 and following this, a Joint Strategic Needs Assessment (JSNA) was conducted. A JSNA assesses the current and future health and care needs of the local population and is used to inform and guide the planning and commissioning of health and wellbeing services. The Tobacco Control JSNA made recommendations for reducing smoking and smoking related harm in the borough. The recommendations from this JSNA have been reflected in the current strategy document, which aims to provide strategic direction for the continuing work to reduce smoking and tobacco related harm in Thurrock.

This strategy takes an inequalities approach, in line with the findings of the JSNA and Goal 1A of the Health and Wellbeing Strategy 2022-2026. Actions will be focussed on reducing smoking within the eight most deprived wards as well as among Routine & Manual workers, those with long-term mental health conditions, those with substance misuse, and parents-to-be. This strategy will be supported by a delivery plan detailing specific actions that will help to achieve the ambitions and overall goal of reducing smoking prevalence in Thurrock.

1. Recommendation(s)

- 1.1 That Health and Wellbeing Board note the contents of and agree to the publication of the Tobacco Control Strategy 2023-2028 on the Council website.**

2. Introduction and Background

- 2.1 This strategy has been brought to Health and Wellbeing Board at the request of the Director of Public Health to obtain approval of the strategy and assent to publish on the Council website.
- 2.2 This strategy builds on the work of the previous Tobacco Control Strategy for 2016-2021 and takes into account the recommendations made in the Thurrock Whole System Tobacco Control JSNA 2021, which was brought to the board on 18 March 2022.
- 2.3 The most recent smoking prevalence data shows Thurrock has an overall prevalence of 12.6%, which is similar to England and the East of England.
- 2.4 Smoking accounts for half of the difference in life expectancy between the most and least deprived wards and 63% of smokers are from the 8 most deprived wards.
- 2.5 High smoking rates continue to persist among Routine & Manual workers, those with long-term mental health conditions, those with substance misuse, and parents-to-be.
- 2.6 This strategy takes an inequalities approach to tackling smoking in Thurrock by targeting activity where there is the greatest need (the areas and groups listed in 2.4 and 2.5)
- 2.7 The strategy is organised into four priority areas: Prevention, Smoke-free Environments, Helping Smokers to Quit, and Communication, Evaluation, and Adaptation. Each priority contains ambitions that we aim to achieve and together, they will help us to reduce smoking prevalence in Thurrock. These ambitions are laid out in the full strategy document, attached as **Appendix 1** to this report.
- 2.8 Following the publication of this strategy, a delivery plan will be completed detailing the actions that will be taken to achieve the ambitions of the strategy.
- 2.9 Progress on the strategy will be monitored and will be reported to Better Care Together Thurrock via the Population Health and Inequalities Working Group.

3. Issues, Options and Analysis of Options

- 3.1 The final draft version of the strategy was completed in June 2023 and was subsequently approved by the Public Health Leadership Team, the Adults, Housing and Health Directorate Management Team, and Thurrock Integrated Care Alliance.
- 3.2 The board will note the contents of the Tobacco Control Strategy 2023-2028 and provide their signoff for publication of this strategy on the Council website. The strategy will provide direction for a delivery plan, comprised of detailed

actions that the Council and Partners will take to achieve a reduction in smoking prevalence focussed on the groups of greatest need.

4. Reasons for Recommendation

- 4.1 It is recommended that the Board approve the strategy document. In providing final signoff on the strategy the public health team and partners will be able to complete the delivery plan and actions towards the strategic ambitions can begin.

5. Consultation (including Overview and Scrutiny, if applicable)

- 5.1 This strategy has been reviewed and approved in its final form by Public Health Leadership Team, Adults Health and Housing DMT, and Thurrock Integrated Care Alliance.
- 5.2 In addition, a representative from all named stakeholder groups reviewed and commented on an earlier draft; this feedback was worked into the final version.

6. Impact on corporate policies, priorities, performance and community impact

- 6.1 The Thurrock Health and Wellbeing Strategy 2022-26 contains a goal to reduce smoking in Thurrock. It commits to doing so by developing a Tobacco Control Strategy that focusses on areas of high deprivation and disproportionately affected groups.

7. Implications

7.1 Financial

Implications verified by: **Bradley Herbert**
Senior Management Accountant

There are no direct financial implications of noting the content of the strategy and providing approval for its publication on the Council website. More specific financial implications would be likely to follow from any subsequent delivery plan.

7.2 Legal

Implications verified by: **Kevin Molloy**
Principal Solicitor Contracts Team

Section 2B of the National Health Service Act 2006 requires each local authority to take such steps as it considers appropriate for improving the health of the people in its area. Approval and implementation of the Tobacco

Control Strategy will continue to allow the appropriate steps to be taken to improve the health of people in the area. The Council has a duty under section 149 of the Equality Act 2010 (the public sector equality duty) in the exercise of its functions to have regard to the need to:

- eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;
- advance equality of opportunity between persons who share a relevant protected characteristics and persons who do not share it;
- foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

Under Section 111 of the Local Government Act 1972, local authorities have the power to do anything (whether or not involving the expenditure, borrowing or lending of money or the acquisition or disposal of any property or rights) which is calculated to facilitate, or is conducive or incidental to, the discharge of any of their functions. The procurement of any goods, works or services by the Council which will flow from this strategic decision must be undertaken in accordance with all relevant provisions of the Council's Constitution including Contracts Standing Orders and all applicable procurement rules, including where applicable the Public Contracts Regulations 2105.

7.3 Diversity and Equality

Implications verified by: **Roxanne Scanlon**
Community Engagement and Project Monitoring Officer

The Tobacco Control Strategy aims to reduce smoking and tobacco related harm in Thurrock which will be of benefit to all longer term, regardless of protected characteristics. Details of the inequalities approach used in updating this strategy are included within this report. A full Community Equality Impact Assessment will be completed ahead of the subsequent delivery plan creation.

7.4 Other implications (where significant) – i.e., Staff, Health Inequalities, Sustainability, Crime and Disorder, and Impact on Looked After Children

The Tobacco Control Strategy 2023-2028 will focus on reducing health inequality caused by smoking. By virtue of this approach, higher risk groups that are most affected by smoking will be targeted for support.

8. Background papers used in preparing the report (including their location on the Council's website or identification whether any are exempt or protected by copyright):

- Thurrock Whole System Tobacco Control JSNA 2021 (link: [Thurrock Council - Joint Strategic Needs Assessment: Whole systems tobacco control, 2021](#))

9. Appendices to the report

- Appendix 1: Tobacco Control Strategy 2023-2028

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