

NORTH LINCOLNSHIRE COUNCIL

CABINET

**REPORT ON THE DEPARTMENT OF HEALTH'S TOBACCO CONTROL
NATIONAL SUPPORT TEAM VISIT TO NORTH LINCOLNSHIRE**

1. OBJECT AND KEY POINTS IN THIS REPORT

- 1.1 To inform Cabinet of the recommendations of the Department of Health's Tobacco Control National Support Team following an assessment carried out in North Lincolnshire.

2. BACKGROUND INFORMATION

- 2.1 The Tobacco Control National Support Team (NST) visited North Lincolnshire in July 2008. Its remit is to provide recommendations and support to control tobacco in areas 'facing the greatest challenge'. The Primary Care Trust (PCT), Local Authority and wider Local Strategic Partnership (LSP) welcomed the visit as we had already identified smoking as one of the leading causes of health inequalities and premature morbidity and mortality in North Lincolnshire. Smoking prevalence is one of our 35 priority Local Area Agreement indicators.
- 2.2 The visit lasted 3 days during which the NST interviewed a wide range of stakeholders including Chief Executives, commissioners and service providers. They returned a week later with their report, which was discussed at a well attended closing plenary including the Lead Member for Healthier Communities and Adults, Cllr Stuart Wilson.

3. ISSUES FOR CONSIDERATION

- 3.1 The NST noted a number of overall strengths, namely:
- Visible Chief Executive level enthusiasm and leadership for the Tobacco Control agenda

- High profile aspirations to tackle health inequalities on the part of the LSP
- Active support of the Director of Public Health jointly appointed between the PCT and Local Authority
- Good understanding of the comprehensive nature of Tobacco Control
- Establishment of Smokefree North Lincolnshire Alliance with accountability to Wellbeing and Health Improvement Partnership (WHIP)
- PCT now in financial balance after a period of difficulty
- PCT redeveloping its internal structure to meet the World Class Commissioning challenge
- History of continued delivery of specialist stop smoking support
- Emerging development of Level 2 stop smoking provision
- Longstanding enthusiasm for, and involvement in, Tobacco Control action within regulatory services
- Successful implementation of smoke free workplace regulations
- Plans to mainstream work on underage sales of tobacco into Trading Standards activity

3.2 However the NST also noted the scale of the challenge still facing North Lincolnshire, including:

- Continuing significant health inequalities – some of the most challenging in the region (smoking prevalence varying from 16% to 42% between our most affluent and most deprived wards, with corresponding variation in smoking related illness)
- Realising the full potential of partnership structures for Tobacco Control
- Realising the potential of NHS World Class Commissioning to deliver on tobacco control aspirations in practice
- Developing an up-to-date strategic approach to tobacco control that demonstrates and ensures that it is everyone's business.

3.3 The NST made recommendations, which it felt would help North Lincolnshire meet these challenges. There was no disagreement with these recommendations from those who attended the closing plenary. The top five recommendations were:

- 3.3.1 To develop a comprehensive strategy for tobacco control in order to deliver the challenging '15 by 15' Vision (reducing smoking prevalence from current levels of 24% to 15% by 2015) through the LSP, Wellbeing and Health Improvement Partnership and Smoke Free North Lincolnshire.
- 3.3.2 To provide a coordinating resource (a Tobacco Control Coordinator with an associated budget) to maximise the opportunities presented by partnership working.

- 3.3.3 To develop a commissioning approach fit for the challenges of behavioural change.
 - 3.3.4 To develop an integrated (hub and spoke) model of stop smoking interventions to commission to.
 - 3.3.5 To support the existing Specialist Stop Smoking Service (including via the provider organisation) to enable it to become a credible contender in a competitive market.
- 3.4 The actions being taken in response to these recommendations are detailed in the appendix.

4. RESOURCE IMPLICATIONS (FINANCIAL, STAFFING, PROPERTY, IT)

- 4.1 The recommendations include the need for an additional resource to support tobacco control. The PCT has committed £45,000 recurrent from 2009/10 to fund this development. Part of this funding would be used to support a Tobacco Control Coordinator post. It is proposed that this post is hosted by the Local Authority, would work across the LSP and would be integrated into the Health Team who could support and contribute to relevant initiatives.

5. OTHER IMPLICATIONS (STATUTORY, ENVIRONMENTAL, DIVERSITY, SECTION 17 - CRIME AND DISORDER, RISK AND OTHER)

- 5.1 Failing to respond to the recommendations of the National Support Team could adversely affect our Comprehensive Area Assessment. More importantly if performance on tobacco control is not improved then the residents of North Lincolnshire will not see the improvements in health that could otherwise be achieved.

6. OUTCOMES OF CONSULTATION

- 6.1 Members of Smoke Free North Lincolnshire support the NST recommendations and the actions proposed in response. Similarly the attendees at the closing plenary supported the recommendations.
- 6.2 The trade unions are similarly supportive.

7. RECOMMENDATIONS

- 7.1 That the recommendations of the Tobacco Control National Support Team be endorsed as outlined in this report.
- 7.2 That the tobacco control co-ordination function be integrated into the duties and responsibilities of the Health Improvement Team within Neighbourhood and Environmental Services.

- 7.3 That a new post of Tobacco Control Co-ordinator be created and that the structural changes and grading implications arising from the integration of the tobacco control co-ordination function into the Health Improvement Team be referred to the Cabinet Members for Neighbourhood, Environment & Communities and Corporate Services for consideration.

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Background Papers used in the preparation of this report:

Department of Health's Tobacco Control National Support Team Report to North Lincolnshire, July 2008.

Appendix: Action Plan in response to the Tobacco Control NST Top Five Recommendations

	Recommendation	Action required
1	To develop a comprehensive strategy for tobacco control in order to deliver the challenging '15 by 15' Vision (reducing smoking prevalence from current levels of 24% to 15% by 2015) through LSP, Wellbeing and Health Improvement Partnership and Smoke Free North Lincolnshire.	Smoke Free North Lincolnshire has established a sub-group to develop a new strategy to replace the current version published in August 2006. Draft expected for consultation in January 2009.
2	To provide a coordinating resource (a Tobacco Control Coordinator with an associated budget) to maximise the opportunities presented by partnership working.	The PCT has committed £45k recurrent from 2009/10 to support. Smoke Free North Lincolnshire have recommended the Tobacco Control Coordinator post is hosted by NLC subject to agreement.
3	To develop a commissioning approach fit for the challenges of behaviour change, including Tobacco Control.	Training has been provided on social marketing to selected NLC and PCT employees. Part of the training contract is that they develop social marketing approaches to their management and commissioning decisions.
4	To develop an integrated (hub and spoke) model of stop smoking interventions to commission to.	This is being developed through the PCT's commissioning strategy.
5	To support the existing Specialist Stop Smoking Service (including via the provider organisation) to enable it to become a credible contender in a competitive market.	This is being developed through the PCT's commissioning strategy and through dialogue with the host organisation (North East Lincolnshire Care Trust Plus).