
Berkshire West Tobacco Control Alliance Plan 2021-2023

Report being considered by: Health and Wellbeing Board

On: 20 May 2021

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Item for: Information

1. Purpose of the Report

- 1.1 To inform the Health and Wellbeing Board of the 2021-23 Tobacco Control Alliance Plan for Berkshire West.

2. Recommendation(s)

- 2.1 To note the plan, which shows how the alliance and partners will carry out data collection, project work, intelligence led enforcement and educational provisions, both in schools and target areas, to reduce the impact of smoking on our communities and to individuals.

3. How the Health and Wellbeing Board can help

- 3.1 The plan requires that Health and Wellbeing Board members be informed of the work carried out by the Tobacco Control Alliance Berkshire West and the Board is asked to support the action delivery points within the plan.

Will the recommendation require the matter to be referred to the Executive for final determination?	Yes: <input type="checkbox"/>	No: <input checked="" type="checkbox"/>
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4. Introduction/Background

- 4.1 Public Protection are involved with preventing illegal tobacco and underage sales. Due to a Local Area Agreement in 2006 regarding lowering the level of youth consumption of both tobacco and alcohol, we became more involved in general tobacco control work, forming a local tobacco control alliance with Reading and Wokingham in 2010.
- 4.2 The alliance has always been proactive and using local test purchase, illegal tobacco intelligence reports, school attitudinal surveys and PHE fingertip data, we have run a number of successful campaigns and projects. These include work in targeted primary schools using theatre and workshops to really engage with key stage 2 pupils regarding the health harms of smoking.
- 4.3 Over a three year period (2016-19) we engaged with over 2,500 pupils in 64 schools. The 2020 schools attitudinal survey (an annual school survey that the alliance has run for the last ten years) showed pupils that took part with our health harm education work are much less likely to have ever smoked (8.4% in general cohort v 3.8% in

those that had received this provision)-a good example of ROI. We aim to continue this work in primary schools in 2021.

- 4.4 Work with a local housing association started in 2020, regarding smoke free homes. This is another project that is having a real impact on reducing the effect of smoke on those living with smokers.
- 4.5 More recently we are providing regular podcasts and online presentations for secondary schools, and working with BOB colleagues on an e-cigarette position statement.
- 4.6 The alliance partners are from a wide ranging backgrounds-including Public Health, PPP, RBFR, HMRC, NHS (maternity and mental health disciplines) and the stop smoking service.
- 4.7 The Berkshire West Plan 2021-23 seeks to:
 - Prevent young people in Berkshire West from trying smoking.
 - Support every smoker to quit by promoting local stop smoking services and key behaviour changes messages.
 - Support work that eliminates variation in smoking rates with vulnerable groups where smoking prevalence is highest.
 - To offer support and advice on smoke-free policies and best practice.
 - To promote local and national campaigns which aim to minimise harm to both smokers and others.
 - To work with partners to act as 'exemplars' for creating supportive smoke-free environments and workplaces.
 - To continue to support and promote understanding of the impact of tobacco on health and health inequalities and seek commitment from others to support change.
 - To promote the positive outcomes of enforcement activities and to continue to raise awareness of the impact of illegal tobacco on communities.
 - To work with partners to share good practice and tobacco related intelligence so that it may be acted upon.
 - To support and empower communities to reduce the harm caused by tobacco.

5. Supporting Information

- 5.1 The tobacco alliance, and its delivery plans are voluntary - we are looking at the Berkshire West Tobacco Control Alliance work and delivery plans being added to Service Level Agreements this year.
- 5.2 The Alliance has been in existence for ten years, this is the third plan produced.
- 5.3 The alliance and planned work are delivered through existing resources and budgets from PPP, Public Health and Wellbeing Teams, and from Proceeds of Crime Act (POCA) funding (funds provided through legal action by Trading Standards teams in recovery of proceeds of unlawful activity).
- 5.4 The PPP provided work across Bracknell, West Berks and Wokingham, the Tobacco Control Alliance (TCA) works across the Western area of Berkshire, covering the UAs

of West Berkshire Wokingham and Reading. The Health and Wellbeing Boards in Reading and Wokingham also being asked to adopt the plan.

- 5.5 The TCA and the plan delivery reporting could link more closely to the work of the work of the Substance Misuse Harm Reduction Partnership, this would enable progress reporting through them.

6. Options for Consideration

- 6.1 The report is for information only.

7. Proposal(s)

- 7.1 Note the Berkshire West Tobacco Control Plan 2021-2023. The HWB will be kept informed on the work of the alliance.

8. Conclusion(s)

- 8.1 The alliance team has grown holistically, and we feel now is the time when we show more accountability to HWB Board Members, This could be reported via the Substance Misuse Harm Reduction Partnership. Our aim is to be more proactive in engagement with quit champions, inviting them to events and actively participate in development of the TCA, to ensure the activities we deliver on is as embedded into our communities at a very local level.. We need to adapt our reach to young people, to better engage with them, with the aim of growing a smoke free generation.

9. Consultation and Engagement

- 9.1 Directors of Public Health of each of the three Unitary Authorities responsible for the Berkshire West Tobacco Control Alliance, alliance members and Public Protection Manager Sean Murphy.

10. Appendices

Appendix A – Tobacco Control Action Plan 2021-23

Background Papers:

<https://ash.org.uk/information-and-resources/reports-submissions/reports/profile-of-16-17-year-old-smokers/>

<https://publicprotectionpartnership.org.uk/about-us/campaigns/tobacco-and-alcohol-education/>

<https://www.gov.uk/government/publications/tobacco-control-plan-delivery-plan-2017-to-2022>

<https://info.westberks.gov.uk/jsna>

Health and Wellbeing Priorities 2019/20 Supported:

- ☒ Give every child the best start in life
- ☐ Primary Care Networks

Health and Wellbeing Strategic Aims Supported:

The proposals will help achieve the following Health and Wellbeing Strategy aim(s):

- ☒ Give every child the best start in life
- ☐ Support mental health and wellbeing throughout life
- ☒ Reduce premature mortality by helping people lead healthier lives
- ☐ Build a thriving and sustainable environment in which communities can flourish
- ☒ Help older people maintain a healthy, independent life for as long as possible

The proposals contained in this report will help to achieve the above Health and Wellbeing Strategy aim by providing a delivery plan and associated project plans around stopping young people from becoming smokers, assisting every smoker to quit smoking, protecting families and communities from tobacco related harm and supporting effective tobacco enforcement.

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