

LEICESTER CITY HEALTH AND WELLBEING BOARD
DATE: 28th April 2022

Subject:	Tobacco Control Strategy
Presented to the Health and Wellbeing Board by:	Amy Endacott – Tobacco Control Lead, Public Health
Author:	Amy Endacott

EXECUTIVE SUMMARY:

In 2019 the Government laid out their ambition to achieve a smoke free generation (where prevalence of smoking is 5% or less) by 2030. Smoking rates have been in decline both nationally and locally over the last 20 years and are currently at their lowest ever rates of 13.9% nationally, and 15.4% locally (although local survey data would indicate that the Leicester rate is higher than this). However, this trend has not translated across all groups, particularly those with mental health issues and those in routine and manual occupations, and smoking rates have remained unfairly high in these groups. A Tobacco Control Strategy for Leicester City was published in March 2021 which outlines how the Council intends to work towards the Government's 2030 ambition on a local level. It highlights four key aims which will be integral to driving down smoking rates:

- Partnership working to address tobacco control within Leicester City
- Achieving a smoke free generation
- Smoke free pregnancy for all
- Reducing the inequality gap for those with mental ill-health

The attached presentation will be used to highlight the contents of the Tobacco Control Strategy, including the local imperative to act, current efforts to tackle tobacco use, and future intentions.

RECOMMENDATIONS:

The Health and Wellbeing Board is requested to:

- Support the actions arising from the Tobacco Control Alliance through: promotion, sharing key communications, partnership working to achieve the goals, and encouragement of staff to attend relevant training.
- Provide representation on the Tobacco Control Alliance on an ongoing basis
- Support the development of a robust approach to helping smokers who have mental health conditions to quit which is empathetic to their unique needs:
 - Consider whether the CCG could invest into this area of work
- Embed tobacco control in COVID recovery work – protecting the most vulnerable in our society from the impacts of COVID, keeping people out of hospitals etc

