

LEICESTER CITY HEALTH AND WELLBEING BOARD DATE

Subject:	Leicester City Tobacco Control Strategy 2024-26
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EXECUTIVE SUMMARY:

Tobacco is the single most important entirely preventable cause of ill health, disability and death in this country and whilst Leicester has seen a year-on-year decline in smoking prevalence there are still approximately 56,000 adult smokers in the city. In 2019 the Government set a bold ambition for England to be smokefree by 2030. Unfortunately, current modelling suggests that the Smokefree 2030 target is likely to be missed by 9 years.

Smoking continues to place a major burden on the day-to-day business of the NHS, impairs population health outcomes and exacerbates inequalities. Smoking prevalence in Leicester has dropped below the regional average (14%) and remains just above the national average (12.7%) however, smoking attributable hospital admissions and smoking attributable mortality continue to both be significantly higher than the regional and national averages.

This strategy seeks to build on the local progress resulting from the previous 2020-2022 strategy by continuing to identify the need for ongoing tobacco control within Leicester City.

Our vision is to achieve “A smoke free Leicester – to make Leicester smoke free by 2030”.

Whilst many positive achievements have contributed to year-on-year reductions in prevalence, there is still a long journey ahead to achieve national ambitions. To reach a smokefree Leicester by 2030 Leicester City will need to be ambitious, innovative and unified in its approach. The key priorities locally will therefore be:

- Partnership working to address tobacco control within Leicester City
- Achieving a smoke free generation - when the number of smokers in the population reaches 5% or less
- Smoke free pregnancy for all
- Reducing the inequality gap for those with mental ill-health
- Deliver consistent messaging on the harms of tobacco across the system
- Continue to improve the quality of our services and understand impact through data collection

We will implement innovative approaches to reducing smoking prevalence such as creating system change through increasing workforce capability and collaborative

communication campaigns. There will be particular focus on high prevalence groups who are most at risk of tobacco-related harm, dispelling miss-information related to smoking tobacco and reducing the sale of illicit tobacco and e-cigarettes.

RECOMMENDATIONS:

The Health and Wellbeing Board is requested to:

- Endorse the Leicester City Tobacco Control Strategy 2024-26
- Work with Public Health Tobacco Control Team to promote smokefree sites
- Promote opportunities to train up staff in healthy conversations
- Provide an ongoing commitment from all to support quit attempts in all organisations