

Task and Finish Specification

5.2 Reduce the harm and health inequalities caused by tobacco use.

Accountable Organisation	SSPCT (Staffordshire Public Health)														
Descriptive Title	Reduce the harm and health inequalities caused by tobacco use.														
Statement of purpose	A project is needed to address the difference in smoking prevalence and related harm between different sectors of the community in Tamworth.														
Background	<p>Although smoking prevalence appears to be decreasing in Tamworth it is still the leading cause of preventable morbidity and premature death. Smoking rates tend to be much higher in some social groups, including those with the lowest incomes. These groups suffer the highest burden of smoking related illness and death.</p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr style="background-color: #d3d3d3;"> <th></th> <th>18+ smoking prevalence* Oct 09 - Sept 10</th> <th>18+ smoking prevalence-routine & manual Oct 09-Sept 10</th> <th>Estimated number of deaths per year attributable to Smoking**</th> </tr> </thead> <tbody> <tr> <td style="background-color: #d3d3d3;">Tamworth</td> <td>23.0</td> <td>27.8</td> <td>100</td> </tr> <tr> <td style="background-color: #d3d3d3;">England</td> <td>21.0</td> <td>29.4</td> <td>81,400</td> </tr> </tbody> </table> <p>*The number of persons aged 18+ who are self-reported smokers in a sample from a composite survey covering the population of England, April 2009 to September 2010, including a subset of the routine and manual group. **Directly age-standardised rate of smoking attributable deaths per 100,000 population aged 35 years and over, 2006-08</p> <p>Other useful documents include:</p> <ul style="list-style-type: none"> • Staffordshire Tobacco Control Alliance Strategy and action plan 2010-2011 • Healthy lives, healthy people. A Tobacco Control Plan for England 2011 • Making a Difference, Staffordshire Health and Wellbeing Strategy 2010-2013 • Department of Health analysis of Office for National Statistics death registrations, 2007 • 2010 Health Profiles, Association of Public Health Observatories • Jamrozik K. Estimate of deaths attributable to passive smoking among UK adults: database analysis. • 2011 Local Tobacco Control Profiles for England, London Health Observatory. <p>In Tamworth Belgrave, Bolehall, Glascote and Stonydelph are estimated to have the highest prevalence of smoking. This specification identifies three objectives which will promote tobacco control across the whole district, but will be specifically aimed at encouraging routine and manual workers, and residents seeking financial advice (predominantly from deprived backgrounds) to access Stop Smoking Services; and to reduce exposure to secondhand smoke to babies and young children.</p>				18+ smoking prevalence* Oct 09 - Sept 10	18+ smoking prevalence-routine & manual Oct 09-Sept 10	Estimated number of deaths per year attributable to Smoking**	Tamworth	23.0	27.8	100	England	21.0	29.4	81,400
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Tamworth	23.0	27.8	100												
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Objectives	<ul style="list-style-type: none"> • To increase awareness and involvement of the business community in 														

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	<p>Tobacco Control activity.</p> <ul style="list-style-type: none"> • To increase the range of organisations and agencies involved in helping people to stop smoking. • Targeted promotional activity to reinforce messages around harms caused by Second-Hand Smoke.
Business Case	<p>Tobacco control needs to be “everybody’s business”, and focused, sustained and co-ordinated action on a number of fronts by a wide range of agencies, organisations and individuals can have a real positive impact on health inequalities, community safety, and reduce the economic burden on society and reduce the death, disease and disability that people throughout Tamworth suffer because of smoking activities.</p> <p>The Stop Smoking Services provide a proven method of increasing smokers chances of quitting successfully, but awareness and uptake of the services remains low. There are benefits to both public health and employers in supporting employees to quit (eg smokers are more likely to take sick leave, and to retire early, and smoking breaks themselves can be a source of resentment). Employers can also assist in taking a firm stance against distribution of illicit tobacco, much of which is known to occur within the workplace environment. The task and finish group will seek to find effective ways to engage with businesses within Tamworth District to promote and encourage take up of the Staffordshire Breathe Easy Award, which is a workplace health award scheme focussing on tobacco control issues.</p> <p>Many smokers from deprived communities seek help and support from a variety of organisations, particularly within the third sector, around financial issues. Smoking is itself a major drain on an individual’s finances, but tackling this as an area can be difficult to tackle by advisers. There are real opportunities to improve the quality and quantity of advice about smoking and finance, and potentially also to engage third sector organisations about funding opportunities that may be accessible through the Payment by Results commissioning system for Stop Smoking Services. The task and finish group will arrange an event with third sector and other appropriate organisations to raise the understanding of the wider financial aspects around quitting smoking, to explore opportunities for provide enhanced brief intervention training focussing on this aspect, and to explore possible opportunities for third sector organisations to benefit from the new Payment by Results tariff through provision of stop smoking services themselves, either independently or in association with an existing provider.</p> <p>The Smokefree legislation has done much to protect adults from the health risks from second-hand smoke (SHS), but babies and children in the home environment can still be exposed to significant risks if other members of the household smoke. Evidence suggests that there is a lack of recognition of the dangers of second-hand smoke in the home by many parents (including pregnant women), and more could be done to address this issue. The task and finish group will develop an appropriate promotional campaign with young families –working with social housing providers raising awareness of the dangers of SHS to children and babies, and encouraging the families to adopt their own family “policies” for smokefree homes and cars.</p>

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	How is this going to be achieved, details of delivery actions to meet the success criteria.
Implications for other workstreams	<ul style="list-style-type: none"> • Links to the Staffs Tobacco control alliance and Tobacco Control Service Level Agreement. • Links to health strategy, healthy housing strategy, and health opportunities in prevention • Links to GP referral, and stop smoking services • Links to leisure and healthy lifestyle programmes and activities. • Link to the Economic Regeneration Strategy?
Measures of Success	<ul style="list-style-type: none"> • Number of sign ups to the Breathe Easy Award in the next 12 months • Increased engagement with, and capacity for organisations to provide advice and referrals encouraging quit attempts , <ul style="list-style-type: none"> • Event to raise awareness of links between smoking and finance with third sector and other support agencies. • Number of workers trained in providing brief advice (IBA) to smokers. • Targeted campaign to raise awareness of dangers of SHS particularly with families with young children.
Sponsor/ Champion on TSP Mandate	Suzanne Jones Tamworth Strategic Partnership Board
Accountable Officer	Chris Stanley