

Local strategies to reduce smoking: Hertfordshire

Future of Tobacco Control, 7 July

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Thanks to Liz Fisher Head of Provider Services for developing this presentation

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Changing World for tobacco control

- Segmentation
 - E cigs
 - Shisha
 - Roll ups
 - Young people still initiating smoking
 - National campaigns
- Some things keep going, more things nuanced...continuity and innovation going forward

Having a strategic approach is vital to get impact and value

- **The What**

- Audience segmentation
- Layers and Phases – different approaches and interventions
- Complex strategies

- **The How**

- Vision, Leadership
- Planning
- Commissioning
- Partnership
- Prevention and Service together

Herts Ambitions 2015-2017

Reduce Adult smoking prevalence

- by 1% per year from 15.5% baseline*
- in Routine and Manual workers by 2% per year from the 25.7% baseline*

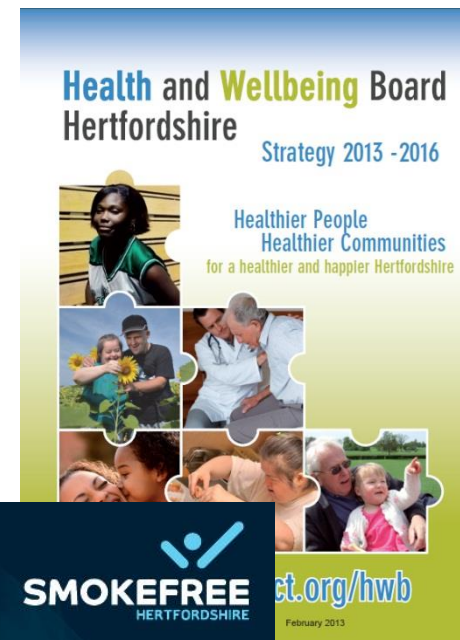
Reduce Young People uptake

- continuous reduction in REGULAR and OCCASIONAL smoking in 15 year olds to 5% by 2017 (from a baseline of 10% in 2014)

Reduce Smoking in Pregnancy

- smoking prevalence at the time of delivery (SATOD) is less than:
 - 5% for women registered with HVCCG (from a baseline of 6.6% in 14/15) and to
 - 7% for women registered with ENHCCG (from a baseline of 9.2% in 14/15).

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Key Ingredients: Vision & Leadership

- Political and senior officer support to reduce the harm from tobacco
- Clear tobacco control plan with clear lines of accountability
- Tobacco Control Management Board and Herts-wide Alliance
- County Council Tobacco Policy – cross party political commitment to reducing tobacco harm
- NHS statement of Support for Tobacco Control

Planning and Commissioning

- Integrated tobacco control and stop smoking services within public health
- TC plans agreed with Alliance members
 - CCGs – contracts with NHS Trusts including maternity, mental health and community services
 - District and borough councils - TC champions and elected members – TC action plans in place
 - Children Centres – Smokefree and protecting babies and children from second-hand smoke in SLAs

Partnership Working

- Strong partnerships across systems – NHS and LG
- Role of Trading Standards, HMRC and Police
- Tobacco Harm Reduction Guidance – being adopted by all partners
- Work to support regional and national tobacco control measures and recognise their impact on Hertfordshire
- Social marketing

Prevention and Service Together

- Both prevention and service delivery are core to what we do
- Prevention
 - coordinated approach through Alliance
 - young people's delivery group Herts Schools
 - Trading Standards – work on local intelligence to prevent sales to minors, illegal tobacco and remedial work with traders.
- Smokefree homes and cars

“The Big six” issues going forward

1. Continue to develop the Alliance,
2. Keep going with nuanced strategy – segment populations
3. Audit the impact of our harm reduction guidance
4. Increase footfall into stop smoking services
5. Improve identification and services for pregnant smokers
6. Evaluate and learn from our achievements and mistakes

Thank you

Any Questions?

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