

Swindon Smokefree Alliance

Terms of Reference

1. Overview

These Terms of Reference reflect the role of the Swindon Smokefree Alliance in ensuring delivery of the national smokefree strategy (2017), at a local level for Swindon, which establishes a vision of eradicating tobacco harms - reducing smoking related morbidity and mortality, and reducing health inequalities.

2. Purpose of the group

The Swindon Smokefree Alliance is a collective partnership of stakeholders and local representatives. Its primary role is to provide strategic leadership to improve the health and well being of Swindon's population and to reduce the inequalities in health experienced by some communities, through tobacco control.

The aims of the Swindon Smokefree Alliance are to work collaboratively to:

- Protect children and prevent young people from taking up smoking
- Normalise a smokefree lifestyle
- Support smokers to quit
- Reduce illicit tobacco in the community
- Raise the profile of tobacco control through marketing and communications programmes
- Reducing health inequalities

3. Membership and organisational structure

The Swindon Tobacco Control Partnership is a collaboration between Swindon Borough Council (SBC), Dorset and Wiltshire Fire and Rescue Service (DWFRS), Great Western Hospital (GWH) and other public sector bodies, private organisations and community/voluntary groups with an interest in and/or a responsibility for tobacco control.

Representative area	Named lead
Consultant in Public Health SBC	
Public Health Programme Manager, SBC	
Deputy Commander, DWFRS	
Children and Young Peoples lead, Healthy Schools SBC	
Trading Standards SBC	
Maternity Services, GWH	
Cardiac Rehabilitation, GWH	

Tobacco Control Public Health England	
Programme Facilitator Cancer Research UK	
Swindon Clinical Commissioning Group	

Sub Groups can be established to address key issues/areas of work as identified.

4. Accountability

The Swindon Smokefree Alliance supports the Swindon Health and Well Being Strategy and the Health and Wellbeing Board aims and objectives.

These terms of reference do not remove accountability and governance arrangements already in place for individual organisations

Swindon Smokefree Alliance, with regard to final decision-making will be accountable to the relevant organisations represented on the partnership.

5. Objectives

The objectives of the Swindon Smokefree Alliance include:

- ❑ Develop and formally establish the Swindon Smokefree Alliance, ensuring a broad representation from the public, private and voluntary sector.
- ❑ Embed the principles of tobacco control across both children and adult health and social care provision.
- ❑ Provide advice and support to facilitate the effective implementation of the Swindon Tobacco Control strategy and associated action plans.
- ❑ Identify and secure funding opportunities to deliver on the Tobacco Control implementation plans.
- ❑ Maintain the momentum and involvement by partners and organisations to deliver the strategy and associated delivery plans.
- ❑ Ensure the work of the Swindon Smokefree Alliance is representative of all minority groups and does not discriminate against age, gender, disability, ethnicity or sexual orientation.
- ❑ Establish a robust system of collecting, sharing and reporting monitoring and evaluation data to track progress of the Swindon Tobacco Control strategy and plans.
- ❑ To share, develop and disseminate best practice between partners and with other organisations and to obtain best practice from other partnerships.

- To provide a cohesive response by voting members to national consultations on behalf of the Swindon Smokefree Alliance

6. Frequency of meetings

The Swindon Smokefree Alliance will meet quarterly.

7. Organisational arrangements

The Swindon Smokefree Alliance meetings will be chaired by the Consultant of Public Health.

The Swindon Smokefree Alliance will produce an annual progress report for review and consideration by alliance partner agencies.

8. Adoption of the Terms of Reference

Adopted at meeting held on 30 January 2020 at the Swindon Fire Station,

_____ (Name)

_____ (Signature)

(Name and signature of Chair of meeting)