



NORTH YORKSHIRE HEALTH AND WELLBEING BOARD

Date: 3rd June 2015

Update on the North Yorkshire Tobacco Control Strategy 2015-2025

1. Purpose

This paper seeks to gain sign up from the Health and Wellbeing Board to the North Yorkshire Tobacco Control Strategy 2015- 2025 and outline next steps.

2. North Yorkshire Tobacco Control Strategy

2.1 Summary

Smoking continues to be the biggest preventable cause of ill health and early death in North Yorkshire, killing approximately 1,000 people per year across the county. 16.5% of the adult population smoke across North Yorkshire. The North Yorkshire Tobacco Control Strategy describes the local problems and impact of tobacco use and articulates a clear vision and the need for local action across five priority areas. This final draft has been produced following an 8 week consultation on the strategy conducted during November 2014 – January 2015. The consultation response showed strong support for the strategy, its aims, priorities and principles with respondents viewing the prevention and protection of children and young people as the top priority of the strategy. Following agreement from the Health and Wellbeing Board, an implementation plan will now be developed with partners and the Strategy finalised and launched in October 2015. The North Yorkshire Tobacco Control Steering Group will have oversight for monitoring delivery of the implementation plan and will report updates on progress to the Health and Wellbeing Board.

2.2 Overview of the strategy.

Vision: *'To inspire a smoke free generation in North Yorkshire'.*

Aims:

- To improve the health of the population of North Yorkshire by reducing smoking prevalence and exposure to second-hand smoke
- To reduce variation in health outcomes in North Yorkshire in the longer term by reducing the number of smoking related illnesses in the population.

Four key principles:

- A shared strategic approach among partners with clear vision and leadership
- A commitment to working together in partnership
- Evidence based practice and support of innovative working
- A focus on de-normalising smoking

Five priority areas:

1. Preventing children and young people from smoking
2. Normalise a smoke-free lifestyle
3. Reduce illegal tobacco in the community
4. Support smokers to quit (including in pregnancy)
5. Carry out marketing and communication programmes.



2.3 Next steps

- The Health and Wellbeing Board are asked to consider and support the priority areas.
- Health and Wellbeing Board members are asked to commit their organisations as signatories to the Strategy.
- The final Strategy and implementation plan will come to the Health and Wellbeing Board with a view to launching the Strategy in October 2015.

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