



**HEALTH & WELLBEING BOARD**

**Friday 30 September 2015**

**North Yorkshire Tobacco Control Strategy 2015-25**

**1 Purpose of the Report**

- 1.1 To present the North Yorkshire Tobacco Control Strategy and implementation plan
- 1.2 The Health and Wellbeing Board are asked to endorse the actions that member organisations can make that will contribute to the vision 'to inspire a smoke free generation'
- 1.3 To agree to formally launch the strategy

**2 Background**

- 2.1 The Tobacco Control Strategy for North Yorkshire was received by the Health and Wellbeing Board on 3 June 2015 for comment. An overview of the strategy was given including the overarching vision, aims, principles and the five priorities.
- 2.2 The Health and Wellbeing Board members were asked to consider and support the priorities.
- 2.3 In advance of this meeting all members received the strategy and were asked to commit their organisation as a signatory.
- 2.4 The final strategy and implementation plan are presented to confirm Health and Wellbeing Board support before a launch can take place.

**3 Implementation Plan**

- 3.1 An implementation plan for the Strategy has been produced that will sit alongside the strategy (**appendix 2**). This identifies key actions for each organisation.
- 3.2 We are developing an outcomes framework to monitor progress against agreed indicators. The Public Health team have done work to establish the baseline for these indicators as well as the projected performance over the next ten years if current trends continue. This will inform the proposed targets for monitoring progress.
- 3.3 It is proposed that the Strategy Implementation Plan will be monitored by the North Yorkshire Tobacco Control Steering Group, chaired by a

Consultant in Public Health. This Group will also make recommendations for review of the Strategy should the need arise.

- 3.4 An annual report will be produced for partners highlighting progress against the Strategy outcomes and reviewing actions for the coming year for the ten-year duration of the Strategy.

#### **4 Next steps**

- 4.1 The Health and Wellbeing Board approve the North Yorkshire Tobacco Control Strategy and implementation plan for launch throughout October.

#### **5 Appendices**

- 5.1 Appendix 1 – North Yorkshire Tobacco Control Strategy
- 5.2 Appendix 2 – North Yorkshire Tobacco Control Action Plan

**Emma Davis**  
**Health Improvement Manager**

**Dr Lincoln Sargeant**  
**Director of Public Health for North Yorkshire**

22 September 2015