

# Southend-on-Sea Borough Council

**Report of the Director of Public Health  
to  
Cabinet  
on  
10<sup>th</sup> November 2015**

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## Agenda

Item No.

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**Smoke Free Southend: A strategy to tackle smoking in Southend-on-Sea 2015- 2018**  
**People Scrutiny Committee**  
**Executive Councillor: Councillor Moyies**  
***A Part 1 Public Agenda Item***

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### **1. Purpose of Report**

- 1.1 To present 'Smoke Free Southend: A strategy to tackle smoking in Southend-on-Sea 2015-2018'.

### **2. Recommendations**

- 2.1 That Cabinet agree that 'Smoke Free Southend: A strategy to tackle smoking in Southend-on-Sea 2015-2018' is adopted in principle, and
- 2.2 That any minor amendments to the strategy are agreed by the Portfolio Holder for Health and Adult Social Care with the Director of Public Health, in response to feedback from the proposed consultation.

### **3. Background**

- 3.1 Smoking is the leading cause of preventable illness and premature death in Southend-on-Sea. Smoking tobacco is costly to individuals, the economy, and is the greatest single cause of health inequalities. Latest data from Public Health England shows that 21.8% of adults in Southend-on-Sea smoke, which is significantly higher level than the England average.
- 3.2 'Smoke Free Southend' provides a strategic framework and action plan to support the long-term vision for a healthier Southend-on-Sea through reducing the harmful effects of tobacco and working towards a smoke free future for our children.
- 3.3 The development of 'Smoke Free Southend' is in line with the national strategy 'Healthy Lives, Healthy People: A Tobacco Control Plan for England' (2011). The strategy has also been informed by a CLear self-assessment conducted in July 2015, which is an evidence-based approach for excellence in local tobacco control.

3.4 The overall aim of the strategy is to improve the health of everyone living and working in Southend-on-Sea by reducing exposure to tobacco in all its forms and the health inequalities associated with smoking.

3.5 'Smoke Free Southend' is guided by the following strategic priorities:

- Strengthen community action for tobacco control
- Reduce the uptake of smoking
- Reduce the exposure to second-hand smoke
- Help tobacco users to quit
- Reduce inequalities caused by smoking
- Adopt a harm reduction approach

3.6 An action plan has been developed to ensure delivery of the strategy's aims. This highlights the key actions, responsibilities for delivery and how success will be measured.

#### **4. Other options**

4.1 'Smoke Free Southend' provides a strategic framework and action plan to strengthen, coordinate and add value to work taking place across the borough that contributes to the tackling smoking agenda. The other option would be for such work to continue without a strategic framework to guide priorities. This approach would have a slower rate of progress, miss opportunities for the synergy created from joint working and be less efficient.

#### **5. Reason for recommendations**

5.1 The 'Smoke Free Southend' strategy and the associated action plan will help to improve the health and wellbeing of the local population and strengthen partnership working across the borough for this agenda.

It is also intended to reduce the prevalence of tobacco use in the longer term and therefore generate economies over time by reducing the cost burden of tobacco.

#### **6. Corporate Implications**

6.1 Contribution to Council's Vision & Corporate Priorities

Reducing the prevalence of smoking in the borough will lead to improved health and wellbeing and help to reduce health inequalities. A healthy population will reduce demands on services and provide a healthier workforce to contribute to the economic prosperity of the borough. A reduction in the number of smokers will also contribute to cleaner streets by reducing the amount of cigarette litter.

6.2 Financial Implications

The Council currently spends £400k on Stop Smoking services as well as an element of cost for Regulatory Services that relates to test purchasing on the sale of cigarettes to underage customers.

The 'Smoke Free Southend' strategy will deliver its action plan within the current public health ring-fenced budget allocation.

### 6.3 Legal Implications

Not applicable.

### 6.4 People Implications

The 'Smoke Free Southend' strategy 2015-2018, aims to ensure that all individuals resident in the borough have access to evidence-based smoking cessation services, and are able to live and work in an environment free from the harmful effects of tobacco.

### 6.5 Property Implications

Not applicable

### 6.6 Consultation

The 'Smoke Free Southend' strategy was considered at People Scrutiny Committee on 13<sup>th</sup> October as part of Pre-Cabinet Scrutiny, and was endorsed for submission to Cabinet with a couple of minor amendments. A consultation on the 'Smoke Free Southend' strategy 2015-2018 is planned for the autumn. The outcomes of the consultation will be incorporated into the 'Smoke Free Southend' strategy 2015-2018.

### 6.7 Equalities and Diversity Implications

The 'Smoke Free Southend' strategy 2015-2018 is an inclusive strategy for the population of Southend-on-Sea.

### 6.8 Risk Assessment

Failure to implement the 'Smoke Free Southend' strategy could have a negative impact on health outcomes in the local population.

### 6.9 Value for Money

The joined up approach delivered by the strategy creates a more efficient way of working and the opportunity to generate savings to the wider local economy in the longer term.

### 6.10 Environmental Impact

Reducing the number of smokers in the population will help to reduce the amount of smoking related litter in the streets and reduce exposure to second hand smoke in those areas where smoking is allowed under current legislation.

## 7. Documents used to inform this report

Southend-on-Sea Local Tobacco Control Profile, Southend Health and Wellbeing Strategy (2013-2015) and Health and Wellbeing Strategy Refresh (2015-2016).

**8. Appendix**

8.1 Appendix 1 – Smoke Free Southend: A strategy to tackle smoking in Southend-on-Sea 2015-2018