



TRAFFORD
COUNCIL

Trafford Health & Wellbeing Board Tobacco SMART Actions - Progress Update

21st July 2023

SMART Action

Develop a **Tobacco Alliance**, reporting to the HWBB, with clear membership and purpose by April 2023. The Alliance will ensure a coordinated, multiagency approach to reducing smoking prevalence and the harm from tobacco.

- Undertake the **CLEAR assessment tool** by May 2023 to create an evidence-based approach to tobacco control to ensure there is appropriate leadership, evidence based services and outcomes measured against national, regional and local priorities. This will indicate areas of strength, opportunities for development and improvements to local tobacco control.
- Produce a multi-agency, comprehensive **tobacco control plan** by September 2023, detailing the actions required to address the areas for improvement identified in CLEAR assessment tool. This plan will be monitored by the Tobacco Alliance with a clear framework to monitor outcomes.
- Develop a comprehensive **communications calendar** to be utilised and owned by all local partners engaged in tobacco control.

Trafford's Tobacco Alliance

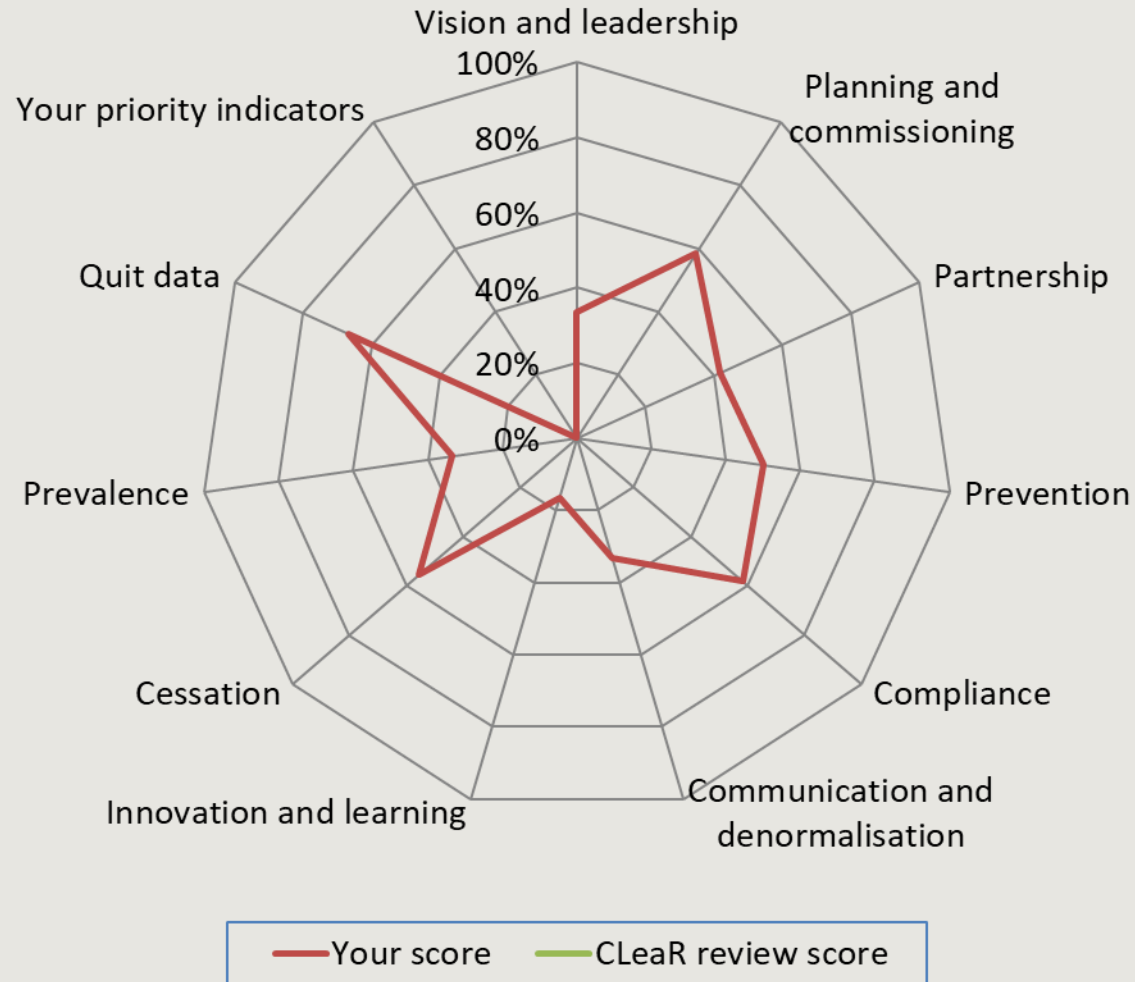
Remit of Trafford's Tobacco Alliance:

- The Trafford Tobacco Alliance is a collective partnership of stakeholders and local representatives. Its primary role is to provide strategic leadership to improve the health and wellbeing of Trafford's population and to reduce the inequalities in health experienced by some communities, through tobacco control.
- The Alliance will collaboratively support the strategic vision of making Greater Manchester Smoke Free by 2030. This will include facilitating the local delivery of evidence-based tobacco control work across Trafford to reduce smoking rates, minimise tobacco-related harm and contribute to reductions in health inequalities.

Membership:

Public Health	Trading Standards	NHS ICB	VCSFE sector	Pharmacies
Mental health	Environmental health	PCNs	Fire	Education
Police	Children's services	Hospitals	Housing	GM programmes
Licensing	School nursing	Community health	Communications	Early help

CLEAR assessment



Smoking Needs Assessment

- Adult smokers (2021) shows increase (11.1%), GP data (2022-23) shows 11.7% (2023)
- Smokers at time of delivery is 4.9% in 2022-23 meeting national target of 6%
- Adults in routine and manual occupations 23.4% vs England average of 24.5% (2021)
- People with substance dependence 36% in Trafford compared to 41% nationally (2022)
- SMI over three times that of routine population at 35% (2021)
- Trading standards young people survey shows 3% young people smoking and 10% vaping
- Survey also shows 90% Trafford young people never tried smoking and 77% never tried a vape
- Interventions by GP and pharmacy reduced over time since 2021

Tobacco Alliance Next Steps

Away day for Tobacco Alliance by September 2023 to determine:

- Priority areas and groups to target (based on needs assessment)
- Solutions to address gaps in CLEAR assessment

Resulting in:

- Draft vision
- Draft strategy
- Draft action plan

Next Steps for the HWBB

Note the contents of the paper/presentation

Agree the governance for the Tobacco Alliance with reporting on strategy/action plan progress to go to the Health Improvement Subcommittee

Sign off the Needs Assessment

Support the Tobacco Alliance by:

- Ensuring representation at the quarterly meetings
- Providing service contributions to the action plan

High Impact actions from Deep Dive

HWBB

- Agree a vision
- Establish a Tobacco alliance
- Agree governance

Tobacco Alliance

- Update the JSNA
- Complete a Clear assessment
- Identify high risk groups
- Agree a strategy and proposed actions, with agreed targets.

HWBB

- Agree to the strategy
- Review findings from the Clear assessment & JSNA update
- Agree a reporting mechanism for strategy/ action plan

Tobacco Alliance

- Develop action plan
- Identify partners to deliver on key actions
- Agree on a communication strategy and calendar

Partners

- Deliver on agreed action
- Report to the alliance on progress of actions against targets
- Report back to the tobacco alliance on emerging trends and issues

Areas for discussion:

How does the Health and Wellbeing Board ensure that partners prioritise this area of work?

How do we embed opportunities for smoking cessation and tobacco control across the entire health and social care system?

How do we balance local priorities within GM systems?

How do we ensure that the stretched resources and capacity that we have as a system are appropriately targeted?