

TRAFFORD COUNCIL

Report to: Health & Wellbeing Board
Date: 2nd February 2018
Report for: Information
Report of: Julie Hotchkiss, Consultant in Public Health

Report Title

Update on the priorities of the Health and Wellbeing Board

Purpose

To update the Board on the progress of the priorities: reducing tobacco related harm, reducing harm due to alcohol, reducing the impact of poor mental health

Recommendations

To note the information within the report.

Contact person for access to background papers and further information:

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1. Reducing tobacco related harm

Outcomes – The latest estimates (2016) suggest that 12.6% of Trafford adults are current smokers, which is a decrease from 19.2% of the population in 2012, or put another way, a third of the people smoking in 2012 have since given up – a huge and statistically significant decrease. However there is no room for complacency as we still have around 23,000 smokers, and our residents still suffer the impact of previous high levels of smoking – Trafford has a higher level of lung cancer registrations than many other areas.

Last year Trafford reported far fewer smoking quits than other areas – which can be partly explained by the discontinuation of the Specialist Stop Smoking Service – not only because of their direct clients, but the support and training the specialists gave to pharmacists and primary care staff to support their clients to in their quit attempts and data collection.

A major concern is that people in more disadvantage circumstances are much more likely to smoke: this includes people living in deprived areas, and particularly those with long term mental illness –another of the Board's priorities (below). We are working on a new Prevention and Wellness service offer, which will include specialist stop smoking support amongst other lifestyle behaviour change and emotional wellbeing support. This will only “go live” in April 2019, so we are working on providing targeted stop smoking support to people with mental health problems through Greater Manchester Mental Health Trust, and also an outreach programme for people with severe respiratory disease, generally Chronic Obstructive Pulmonary Disease (COPD).

Successes include adoption of the Smoke-free School Gates initiative by many primary schools following trailblazer The Firs Primary School, in partnership with Our Sale West community group. Recently the CCG signed up to the NHS Pledge and we are about to initiate a multi-agency Tobacco Alliance.

2. Reducing harm due to alcohol

Alcohol remains a thorny issue - estimated 28% of Trafford adults – or around 51,000 - are drinking above the recommended levels; and the borough suffers as shown in the dashboard.

Unfortunately, there is little action we can undertake at the local level to make much population impact, as the greatest effect on levels of alcohol consumption is availability. When one can buy alcohol very cheaply, at numerous outlets, including home delivery, almost around the clock, we are fighting a losing battle. That is why we are lobbying hard for a Minimum Unit price, which would raise the price of the very cheap beer and cider thereby reducing consumption by the heavy drinker who has a low income.

We are about to start a major new initiative in Partington, where up to 25 local Alcohol Champions will be trained up and tackle alcohol issues in ways they see fit within their own communities. This is the Trafford implementation of a project

involving Greater Manchester Health and Social Care Partnership and Public Health England.

The new integrated substance misuse service covering Bolton, Salford and Trafford commenced on 15 January, building on the successes of the former services for people with alcohol dependence.

3. Reducing the impact of poor mental health

As described earlier those with long term mental illness have a much higher prevalence of smoking, we are working on providing targeted stop smoking support to people with mental health problems through Greater Manchester Mental Health Trust, and also an outreach programme for people which will include specialist stop smoking support amongst other lifestyle behaviour change and emotional wellbeing support.

A new primary care mental health service is being designed, which will provide service offers for people who fall under the threshold for services for people with severe mental health problems such as the psychoses, but would benefit from additional support. This will be very closely linked to the new Prevention and Wellness service offers.