

WEST CHESHIRE TOGETHER LSP REPORT

Report title	Western Cheshire Tobacco Control Strategy
Description	The aim of the strategy is to tackle the significant health inequalities related to smoking in Western Cheshire. The strategy sets out actions for partners to reduce the prevalence of smoking by strengthening collaboration on tobacco control measures.
Document purpose	The strategy sets out the key actions for partners in Western Cheshire to ensure smoke free becomes the norm.
Circulation list	Western Cheshire Tobacco Control Alliance
Decision/Action required	Partners are asked to note the actions detailed in the strategy; promote a smoke free environment within their workplace and support other tobacco control measures by actively participating in the Alliance and achieving the Cheshire Charter The Tobacco Control Alliance is a sub group of the Health and Wellbeing Thematic Partnership.
Author	Alison Paul – Co-ordinator Western Cheshire Tobacco Control Alliance
Contact details	Alison Paul, Tobacco Control Alliance Coordinator, NHS Western Cheshire Tel: 01244 650430. alison.paul@wcheshirepct.nhs.uk
Publication date	17/03/2009
Target audience	The population of Western Cheshire. Please note that discussions are taking place with the Tobacco Control Lead from Central and Eastern Primary Care Trust to align agendas.
Cross reference	Local Area Agreement targets priority item (11) Children and Young People, young people's participation in positive activities and priority item (18) Adult Health and Wellbeing: Stopping Smoking.

Report narrative

Smoking is the largest preventable cause of premature death, half of those who

smoke will die from a smoking related disease. The negative health impacts of regular exposure to second hand smoke have now also been established. Smoking and second hand smoke have serious health, social and financial costs to individuals and society as a whole. Yet smoking remains commonplace, particularly amongst the most disadvantaged sections of our society. One in four of the adult population in Western Cheshire smoke, but in some areas it can be as high as two adults for every five.

Following lessons learnt from the Department of Health's National Support Team for Tobacco Control this strategy outlines local action to implement the national 10 High Impact Changes document for Tobacco Control. Multi-partnership working, good communication systems, effective planning and commissioning, denormalising smoking lifestyles and effective monitoring and evaluation are key measures.

Tobacco Control is more than urging people to stop smoking for their health and others. This strategy highlights our priority areas which are:

- Reducing smoking rates and health inequalities caused by smoking
- Reducing smuggled tobacco in our communities which is likely to prosper within the current economic climate.
- Protecting children and young people from smoking
- Leading by example the smoke free agenda
- Supporting smokers to quit and finding ways to make services attractive to people who may not think they can quit.
- Proving effective marketing and communications to support the tobacco control agenda.

Partners are encouraged to take an active role in the Tobacco Control Alliance and ensure smoke free environments for their workforces.