Health Improvement Board Paper – Oxfordshire Tobacco Control Alliance 7th November 2018

Report on the purpose and actions of this new group

1.Summary

1.1 The Oxfordshire Tobacco Control Alliance (OCTA) provides focus and support to help stakeholders reduce tobacco usage in the county. Its aim is to raise the profile and impact of a broader tobacco control approach. This report will outline the purpose and actions of OCTA

2. Background

2.1 Tobacco Control is an umbrella term used to describe a broad range of activities aiming to reduce smoking prevalence. In 2017, the Government published a new Tobacco Control Plan for England[1] with a vision to pave the way for the first 'smoke free generation'

2.2 Oxfordshire has made great strides in reducing the harms caused by smoking in recent decades, the leading cause of preventable illness and premature death in England. The prevalence of adults who smoke in Oxfordshire is currently estimated to be around 11%, which is lower than the national prevalence of around 15%. Although this overall smoking prevalence continues to decline, and is what we want to see, the picture is not so positive for all groups and communities across Oxfordshire. For example, the level of smoking in routine and manual workers in the County is 24.4%, more than double the overall average. Smoking remains highest among populations who already suffer from poorer health and other disadvantages

2.3 If we are to achieve the first smokefree generation, at a local level, the Tobacco Control Plan for England recommended that areas come together to agree local ambitions around which collective action can be organised.

2.4 Between 2014 and 2018 there was no active tobacco control alliance after the original Oxfordshire Alliance of Smoking Issues was wound up. In recent years, efforts were traditionally focussed on providing a local stop smoking service rather than addressing the broader tobacco control agenda.

2.5 It is recognised, and recommended by WHO[2] that there needs to be a comprehensive approach to reducing smoking rates. This is achieved through the MPOWER model, which includes the following types of intervention:
- **M**onitoring tobacco use and prevention policies
- **P**rotect people from tobacco smoke
- **O**ffer help to quit tobacco use
- **W**arn about the dangers of tobacco

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[1]

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/630217/Towards_a_Smoke_free_Generation_-_A_Tobacco_Control_Plan_for_England_2017-2022__2_.pdf
[2] http://www.who.int/fctc/text_download/en/

- **E**nforce bans of tobacco
- **R**aise taxes on tobacco.

2.6 Tobacco Control involves creating the environments and norms, where children don't start smoking and adults are motivated and supported to quit.

2.7 Tobacco has a significant impact on a person's health, either as smokers or through second hand (or third hand) smoke. Illicit and illegal tobacco, may not meet safety standards and can increase the likelihood of fires, linked to organised crime and increase the possibility of young people coming into contact with criminals and is a potential safeguarding issue.

2.8 At a local Oxfordshire level, local stakeholders are working together to tackle illegal[3] and illicit[4] tobacco, providing smokers every opportunity to start a quit attempt and create smoke free environments, particularly for young people, to stop them starting (** of smokers started before they were 18 years*, 410 children start smoking each day in England*).

3. Purpose of the Oxfordshire Tobacco Control Alliance

3.1 The Alliance has been set up in line with national guidance[5],[6] and officers reviewed how other local authorities run their local TCAs. The Terms of Reference have been agreed and can be found in Appendix 1. Dr Eunan O'Neill chairs the Alliance and it meets three times a year. The Alliance will report to the Health Improvement Board, about the activity of the group.

3.2 The OTCA aims to
- Adopt best practices in reducing tobacco usage in Oxfordshire
- Motivate local stakeholders to participate in local tobacco control activity.
- Support the work of the stop smoking service
- Create environments and norms that prevent smoking uptake and stimulate and facilitate quit attempts.
- Work with a wide range of stakeholders whilst working on shared agendas and avoiding duplication
- Make novel connections between different professions and organisations.
- Agree a shared approach on what stakeholders will do to reduce tobacco usage, particularly where there are inequalities, whether it be by geography or social demographic group.
- Share national and local information that helps local stakeholders act, effectively and efficiently on tobacco usage.

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[3] Illegal – tax not paid
[4] Illicit – fake tobacco
[5] https://www.gov.uk/government/publications/alcohol-drugs-and-tobacco-commissioning-support-pack/tobacco-commissioning-support-pack-2019-to-2020-principles-and-indicators
[6] http://ash.org.uk/information-and-resources/local-resources/local-tobacco-alliance-resources-2/

3.3 The Oxfordshire Director of Public Health annual report for 2017/18[7] has recommended that:

➢ The Health Improvement Board should continue to monitor activities of local stop-smoking services and wider agencies to help people quit smoking and also not to start in the first place.
➢ The Oxfordshire Tobacco Control Alliance should develop coordinated plans to reduce the use of tobacco in Oxfordshire

4. Actions to date of Oxfordshire Tobacco Control Alliance

4.1 The OTCA has convened two meetings to date - 11th April 2018 and 13th September 2018. These meetings started to build relationships between stakeholders, which has included so far, Oxford NHS University Hospital Foundation Trust (midwifery service and public health), Oxford Health NHS Foundation Trust (health promotion unit and the respiratory service), District Councils (Cherwell District Council and Oxford City Council), Environmental Health, HMRC, Local Pharmacy Committee (LPC), Oxfordshire Clinical Commissioning Group (inequalities and access and planned care), Oxford University, Smokefreelife Oxfordshire (the Local Stop Smoking Service), Oxfordshire County Council (Public Health and Trading Standards), Thames Valley Cancer Alliance and Public Health England.

4.2 Invitations been extended to senior leadership at Oxford Health NHS Foundation and the mental health teams, OXLEP, maternity commissioners, mental health commissioners, NHS Pharmacy commissioners and the Local Medical Committee (LMC).

4.3 At the first OTCA meeting, members heard how Hertfordshire set up their Tobacco Alliance and what work they have completed, as well as the results of the NEMS survey, which provided information on the level and nature of illicit and illegal tobacco in Oxfordshire and across the South-East region. As part of building new relationships and identity of the group, the OTCA has collated a database of its assets.

4.4 The Tobacco Control Plan for England has recommended that local health and wellbeing partners participating in a CLeaR assessment (**C**hallenge, **Lea**dership and **R**esults) – a 'deep dive' self-assessment tool aimed to provide a stock take on current tobacco control work. It was agreed at the first meeting that one of the first actions of the OCTA will be to complete this for Oxfordshire. Partners within the OTCA were invited to contribute electronically between

4.5 In the second meeting the results of the CLeaR assessment were reviewed and members identified barriers and solutions.

4.6 Alliance members have also seen (and smelt) for themselves the amount of tar in a cigarette and learnt about Carbon Monoxide levels in the blood associated with smoking, as well as the impact of smoking on their lung age.

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[7] http://mycouncil.oxfordshire.gov.uk/documents/s43494/JHO_SEP2018R03%20-%20Independent%20Report%20of%20the%20Director%20of%20Public%20Health.pdf

5. Next steps for OTCA.

5.1 As the Alliance becomes more established it is intended to bring more stakeholders on board, such as Thames Valley Police and other departments of District Councils, such as street cleansing and littering. The Alliance would welcome any suggestions and named contacts for membership of the group.

5.2 The CLeaR assessment is due to be externally peer reviewed in March 2019. This will also identify actions, that will feed into a local strategy or action plan. Actions could include, signing the Local Authority[8] and NHS[9] Declaration.

5.3 The Oxfordshire CLeaR assessment will also be shared at the BOB STP, along with the other local authorities' assessments for the area.

5.4 At the meeting in September 2018, the Alliance identified the following actions to address the need for the Alliance to have better visibility.

- Explore logo/branding options for the Oxfordshire Tobacco Control Alliance.
- Raise the profile of smoking and tobacco issues, some suggestions include, share your tobacco/smoking good news stories. Be it through this alliance, internal team meetings or manager briefings. More widely, build some "noise/chatter" with posts, tweets, use "handles" to allow social media types to share the messages. Give OTCA members a heads up of any press releases you may be releasing. Talk to your social media comms leads to find out how to get messages shared. (All, by now and next meeting – likely early Feb)
- Develop a communications plan – decide on the common messages all can share
- Establish a task and finish sub group on savings reduced smoking rates can have on the team/organisation
- Establish a task and finish sub group on respective KPIs/targets etc related to smoking (may be part of or proceed the above point)

5.5 The next OCTA meeting is scheduled to be in February, where it is proposed to increase the knowledge and awareness round vaping/Electronic cigarettes, report on the branding/logo. The OTCA will convene a a task and finish group to develop a strategy which will be informed by the outcome of the peer review from the CLeaR process.

6. Recommendations
The Board are requested to consider the content of the paper regarding the OTSA and the activity of the group.

Kate Eveleigh, Health Improvement Practitioner
Eunan O'Neill, Consultant in Public Health

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[8] http://smokefreeaction.org.uk/wp-content/uploads/2017/06/Declaration.pdf
[9] http://smokefreeaction.org.uk/wp-content/uploads/2017/06/NHSstatement.pdf

Appendix 1 – Terms of Reference

Oxfordshire Tobacco Alliance

Terms of Reference

Purpose

The UK is a world leader in tobacco control but smoking remains the biggest preventable killer. Smoking, the effects of second hand smoke and illicit tobacco use are primary causes of preventable death and illness in Oxfordshire. Tobacco use has substantial financial costs outside of health, costing the wider society in England more than £13.9 billion. This includes significant costs to Local Authorities such as costs from increased social care needs as a consequence of smoking tobacco.

The Government published a new tobacco control plan in July 2017[10], to pave the way for a smoke free generation. The wide-ranging plan sets out to achieve the following ambitions by 2022:

- Reduce smoking rates from 15.5% to 12% or less
- Reduce the prevalence of 15 year olds who regularly smoke from 8% to 3% of less
- Reduce the prevalence of smoking in pregnancy from 10.7% to 6% or less.

Local stakeholders have a critical role in working collaboratively to achieve the ambitions of the national tobacco control plan and achieve a smoke free generation in Oxfordshire. The Oxfordshire Tobacco Alliance (OTA) will

- provide a platform for partners to advocate, coordinate and monitor activities and projects that contribute to creating a healthier Oxfordshire.
- serve as a forum for information exchange between partners.
- Link with regional and national control networks
- Commit resources to develop and implement local action plans

Membership

Membership of the Alliance includes but is not exclusive to
- Director of Public Health, Oxfordshire County Council (Chair)
- Oxfordshire County Council Portfolio Holder for Public Health
- Deputy Director of Public Health England Centre- Thames Valley (or nominated representative)
- Commissioning team for stop smoking services OCC
- Commissioning lead 0-19 years OCC
- OCC trading standards
- OCC Fire & Rescue Service
- Oxfordshire Clinical Commissioning Group

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[10] https://www.gov.uk/government/publications/towards-a-smoke-free-generation-tobacco-control-plan-for-england

- Oxfordshire Stop Smoking Services
- Oxfordshire School Health Nurse and College Health Nurse Services
- Oxfordshire Health Visitor Service
- Oxfordshire District Council Environmental Health teams
- Oxford Health NHS Foundation Trust
- Oxford University Hospitals NHS Foundation Trust
- Thames Valley Police
- HMRC
- Oxfordshire Healthwatch

Other advisers and organisations will be invited to attend when necessary.

Quoracy
- Director of Public Health OCC or delegate
- One other senior member of public health team OCC
- One other member from other partner agency

Frequency
The Oxfordshire Tobacco Alliance will meet three times a year. Extraordinary meeting will be called to deal with urgent issues.

Reporting
The Oxfordshire Tobacco Alliance shall report to the Health Improvement Partnership Board. Individual members will be responsible for reporting to their own organisation.