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<b>Report To:</b>	<b>Inverclyde Alliance Board</b>	<b>Date:</b>	<b>1 October 2018</b>
<b>Report By:</b>	<b>Louise Long Corporate Director (Chief Officer), Inverclyde HSCP</b>	<b>Report No:</b>	
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<b>Subject:</b>	<b>REFRESHING THE INVERCLYDE ALLIANCE TOBACCO CONTROL STRATEGY AND ACTION PLAN</b>		

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## **1.0 PURPOSE**

1.1 The purpose of this report is:-

- I. To seek approval from the Alliance Board on the proposed process for the refreshing of its Tobacco Control Strategy and Action Plan and
- II. To bring to the attention of the Alliance Board the recent publication of the Scottish Government's 'Raising Scotland's Tobacco-free Generation: Our Tobacco Control Action Plan 2018', requiring a local response.

## **2.0 SUMMARY**

2.1 Smoking continues to be the leading preventable cause of ill-health and premature death in Scotland and Inverclyde and, despite the ongoing reductions in the number of smokers, there are still around 10,000 smoking-related deaths every year (Office of National Statistics & Information Systems Division, 2016). Around a fifth of all deaths in Scotland are tobacco-related.

2.2 In Scotland, smoking prevalence amongst the adult population has reduced from 28% of adults in the baseline year, 2003, to 21% in 2016 (Information Systems Division, 2017). There has been a four percentage-point reduction in smoking prevalence since 2012.

From an Inverclyde perspective, the smoking prevalence data for the period 2013 to 2016 suggests a 5% reduction in smoking prevalence for adults (16-64), with reductions in males of 3.9% and females of 4.4% for the same reporting period.

The proportion of 13 and 15-year olds in Scotland who reported being regular smokers in 2013 was the lowest since the data series began in 1982 (2% of 13-year olds and 7% of 15-year olds).

Comparative data, focusing on Inverclyde, is not yet available and is dependent on the next publication of the Scottish Schools Adolescent Lifestyle and Substance Use Survey (SALSUS).

2.3 In response to the then Scottish Government's National Strategy (Creating a Tobacco Free Generation: A Tobacco Control Strategy for Scotland), Inverclyde Alliance published its first Tobacco Control Strategy and Action Plan in December 2015.

This set out clear aims for a community planning approach, through a range of actions, to address

tobacco use as a public health issue and honouring the responsibility placed on local authorities and their partners to drive forward the tobacco control agenda through the development of local tobacco plans.

- 2.4 In June of this year, the Scottish Government published its Raising Scotland's Tobacco-free Generation: Our Tobacco Control Action Plan 2018'. This action plan aims to exploit the significance of highlighting that since the publication of their previous strategy in 2013, the first children of a move towards a tobacco-free generation turn five years old. There is a requirement for there to be a local response.

### **3.0 RECOMMENDATIONS**

It is recommended that the Alliance Board:

- a. Notes the content of this report and approves the process for the refreshing of its Tobacco Control Strategy and Action Plan.
- b. Agrees to engage with the consultation proposals outlined below.
- c. Agrees to receive further updates on the processes, with a view to agreeing the refreshed Tobacco Control Strategy and Action Plan.

**Louise Long**  
**Chief Officer, Inverclyde HSCP**

## 4.0 BACKGROUND

- 4.1 Smoking continues to be the leading preventable cause of ill health and premature death in Scotland, with around 10,000 smoking-related deaths every year. Around a fifth of all deaths in Scotland are tobacco-related. Moreover, the risk of developing smoking-related diseases increases with how long and how much someone has smoked. These risks fall substantially if smoking is stopped, even for long-term smokers.

In Scotland, smoking prevalence amongst the adult population, has reduced from 28% of adults in the baseline year, 2003, to 21% in 2016 (Information Systems Division, 2017). There has been a four percentage-point reduction in smoking prevalence since 2012.

From an Inverclyde perspective, the smoking prevalence data for the period 2013 to 2016 and respective age ranges are –

	2013 (%)	2016 (%)	Diff (%) (+/-)
Adults (16+)	24.9	20.8	-4.1
Adults (16 – 34)	25.2	18.2	-7
Adults (35 – 64)	28.2	24.3	-3.9
Adults (65+)	17.2	16.6	-0.6
Adults (16-64)	27.1	22.1	-5
Males (16+)	26.3	22.4	-3.9
Females (16+)	23.7	19.3	-4.4

*Source: Scotland's Public Health Observatory Tobacco Control Profiles.*

- 4.2 The proportion of 13 and 15-year olds in Scotland who reported being regular smokers in 2013 was the lowest since the data series began in 1982 (2% of 13-year olds and 7% of 15-year olds).

Comparative data, focusing on Inverclyde, is not yet available and is dependent on the next publication of the Scottish Schools Adolescent Lifestyle and Substance Use Survey (SALSUS), which is due to be published later this year.

However, data from the Inverclyde Child and Youth Health and Wellbeing (2013) survey reported that overall 82% of young people had not tried smoking. However, the proportion who had not tried was less when age was taken into account. 93% of S1 and S2 pupils had not tried smoking compared to 69% of S5 and S6 pupils. Currently smoking in S1/S2 pupils is 1%, S3/S4 7% and S5/S6 9% report as currently smoking.

One of the main concerns was for the young people who reported that second-hand smoking was an issue, with 42% of pupils saying that someone else smoked at their home. In Glasgow, this figure was 57%. All pupils were asked how often they have to breathe in second hand smoke. 7% said this happened every day; 14% said 'often'; 56% said 'rarely' and 22% said 'never'. Thus, overall 78% were exposed to environmental tobacco at times.

- 4.3 In March 2013, the Scottish Government launched its National Strategy (Creating a Tobacco Free Generation: A Tobacco Control Strategy for Scotland) which is a 5-year strategy aimed at addressing tobacco use across Scotland. The overarching aim was to create a tobacco-free generation by 2034, defined as a smoking prevalence of 5% or less. This was supported by actions across the key themes of prevention, protection and cessation. While preventing young people from taking up smoking and protecting people against second hand smoke are crucial to achieving the 2034 goal, there is also a significant contribution to be made in supporting current smokers to give up.
- 4.4 The local response to this national strategy was the publication of the Inverclyde Alliance Tobacco Strategy and Action Plan in January 2016. This partnership approach honoured the Inverclyde

Alliance commitment to drive forward this important agenda, through the development of action plans.

This strategy sets the detail for the introduction of a local implementation group, consisting of Inverclyde Alliance partners, to set local policy as well as deliver upon a unified agreed action plan.

4.5 In terms of progress, there has been significant activity, within Inverclyde, to address tobacco use, the following are examples of local activity:

- Availability of smoking cessation services delivered by trained smoking cessation practitioners, within the community, hospital and maternity settings.
- Inverclyde was the first local authority in Scotland to successfully pilot Smokefree play parks with this initiative being rolled out across the full local authority area. This was refreshed in 2017, and new signage erected.
- A specific smoke free policy has been developed for Looked After and Accommodated Children (LAAC) following good practice evidence base developed by NHS Greater Glasgow and Clyde (NHSGGC).
- Inverclyde was the first local authority to initiate smoke free family events.
- The Inverclyde Alliance recently signing up to the Action on Smoking (ASH) Charter, pledging to –
  - Refresh its Tobacco Strategy and Action Plan, directly responding to the recent publication of the Scottish Government's 'Raising Scotland's Tobacco-free Generation: our tobacco control action plan 2018'.
  - Facilitate the establishment of the Inverclyde Tobacco Alliance.
  - Take a lead role in encouraging other partners, local organisations and businesses, who have yet to sign-up to the ASH Charter.

4.6 In June 2018, the Scottish Government published its updated 'Raising Scotland's Tobacco-free Generation: Our Tobacco Control Action Plan 2018'. A key feature of the document is the prevention of smoking in young people. The action plan aims to exploit the significance of highlighting that since the publication of the Scottish Government's 'Creating a Tobacco-Free generation: A Tobacco Control Strategy for Scotland' (2013)', the first children of this strategy tobacco-free generation turn five years old.

Furthermore, it places children and young people at the heart of the plan, suggesting the action plan helps protect them through their pre-teen years and prepares the way for helping them choose not to smoke later in their teens. The Scottish Government aim is to create a tobacco-free generation - when these children turn 21. Additionally, the Scottish Government, through this action plan, want to protect children and their families from second-hand smoke, encourages smokers to try to stop smoking through newly branded and newly focused cessation services.

Appendix 1 provides a summary of the key elements of the action plan, which is also available at <https://www.gov.scot/Resource/0053/00537031.pdf>.

4.7 As part of the recent NHSGGC Public Health Review, the Heads of Planning and Health Improvement and Health Improvement Managers undertook a rapid review of Smoking Cessation Services in order to ascertain whether there were benefits in undertaking a redesign of services. The rapid review exercise concluded that both the effectiveness and efficiency of the service delivery model could be improved through increased co-ordination and integration across services. A transformational programme of change is underway and this has the aim of creating a unitary smoking cessation service bringing together HSCP Smokefree services in Inverclyde/West Dunbartonshire/East Dunbartonshire/Renfrewshire and East Renfrewshire, to be managed by Smokefree Services at NHSGGC's Public Health Directorate. There will also be a standardised approach to working across pharmacy; community; maternity; acute; prisons and mental health services.

In terms of Inverclyde, this equates to 1.9wte members of staff who will transfer to NHSGGC's Public Health Directorate and it is anticipated this will work will complete within the next few months.

## 5.0 CONSIDERATIONS

5.1 In considering all the above, there is the requirement for the Alliance to refresh its Tobacco Strategy and Action Plan, with a view to enhancing its community planning approach, with the overarching output that working towards a Smokefree generation remains the responsibility of the Alliance and that everyone has a part to play.

5.2 Support Inverclyde HSCP to undertake an area-wide rapid evidence review of the previous Alliance strategy and action plan, informing future strategic and operational delivery.

This will be a retrospective audit and systematic review of the actions in the previous Alliance strategy, measured against performance, discussions with partners on their experiences in delivering against the actions and what were some of the key successes. It will also highlight areas for improvement that can be included in the refreshed strategy.

5.3 In light of point 5.2, consider a wider consultation process, including partners, stakeholders, community groups and members of the public to ensure that what we will say in our refreshed plan meets the needs of Inverclyde's communities. This will take the format of an event, being planned for November this year

5.4 In responding to the recent signing of the ASH Charter, facilitate a process that ensures the pledge commitments are developed.

## 6.0 PROPOSALS

6.1 It is proposed that the Inverclyde Alliance approves the considerations and approach mentioned above and agrees to take a progress report, once there is the required agreement of the refreshed strategy.

6.2 Once further information is known about the consultation process, the Inverclyde Alliance partners agree to support the event.

## 7.0 IMPLICATIONS

7.1 Legal:	None at this time of this report
Finance:	None at the time of this report
Personnel:	None at this time of the report
Equality and Diversity:	An EQIA will be developed for refreshed strategy and action plan.
Inequalities:	None at this time of the report and consideration in working with NHS Health Scotland to act as 'critical friend' ??
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## 8.0 CONSULTATIONS

8.1 None required at the time of this report and consideration will be given to 5.3 above.

## 9.0 LIST OF BACKGROUND PAPERS

- 9.1 Appendix 1 – Briefing: Scottish Government – ‘Raising Scotland's Tobacco-free Generation: Our Tobacco Control Action Plan 2018’.



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