

ROTHERHAM BOROUGH COUNCIL – REPORT TO HEALTH AND WELLBEING BOARD

1.	Meeting:	Health and Wellbeing Board
2.	Date:	28 November 2012
3.	Title:	Annual report of the Rotherham Tobacco Control Alliance 2011/2012
4.	Directorate:	Public Health

5. Summary:

Rotherham Tobacco Control Alliance is the strategic partnership group that leads on

- prevention of smoking uptake
- smoking cessation
- protection of the community from secondhand smoke
- regulation of tobacco products

The accompanying annual report outlines the activity undertaken by the Alliance and its constituent partners during 2011/2012.

6. Recommendations:

That the Health and Wellbeing Board note the content of the report.

7. Proposals and Details:

Rotherham Tobacco Control Alliance would like to highlight the following key messages to the Board:

- The number of 4-week quitters through NHS services was the highest ever achieved in the borough. Smoking prevalence, however, remains at 24%
- Smoking at delivery rates reduced to under 20% for the first time, and the service helped 194 women stop smoking during pregnancy
- Smoking rates among young people (11-15 year olds) are higher than the national average
- The availability of cheap and illicit tobacco remains an issue and undermines other work to reduce tobacco use
- Performance measures will change in 13/14 from 4-week quitters to smoking prevalence reduction
- Almost all tobacco-related funding is currently invested in stop smoking services

8. Finance:

N/A

9. Risks and Uncertainties:

Despite the good performance of our stop smoking services for a number of years, smoking prevalence has remained static at around 24%, a problem common across the region. As a result, a comprehensive review of tobacco control investment and commissioning priorities is underway across South Yorkshire, supported by the University of Sheffield, to identify how we should be directing the available resources to best achieve a reduction in prevalence. This work is expected to report in early 2013.

10. Policy and Performance Agenda Implications:

There are three smoking-related indicators in the Public Health Outcomes Framework:

- Smoking prevalence among 15 year-olds
- Smoking prevalence at the time of delivery (smoking in pregnancy rate)
- Smoking prevalence among adults

11. Background Papers and Consultation:

N/A

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