

HAMPSHIRE COUNTY COUNCIL

Report

Committee:	Health and Wellbeing Board
Date:	2 March 2023
Title:	Smokefree Hampshire 2030 – Achieving a smokefree generation for Hampshire by 2030
Report From:	Director of Public Health

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Purpose of this Report

1. The purpose of this report is to provide an update to the Hampshire Health and Wellbeing Board on the refreshed Tobacco Control Strategy for Hampshire. The purpose of the strategy is to outline Hampshire's roadmap to achieving Smokefree status by 2030.

Recommendations

That the Health and Wellbeing Board:

2. Note and support the refreshed Tobacco Control Strategy for Hampshire - Smokefree 2030
3. Support action to deliver on the Smokefree Hampshire 2030 strategic priorities, including building strong place-based partnerships to achieve our Smokefree ambition.

Executive Summary

4. This report seeks to provide an update to the Hampshire Health and Wellbeing Board on the newly refreshed Hampshire Tobacco Control Strategy – Smokefree Hampshire 2030.

The purpose of the strategy is to drive clear and consistent action to end smoking in Hampshire – this is considered to be a situation in which less than 5% of the Hampshire Adult Population are recorded as smokers.

The strategy aims to provide an evidence-informed framework for action, to support partners working to promote smokefree communities, to help Hampshire adult smokers to stop smoking and to support action to prevent young people from starting to smoke.

Next steps are to:

- Reinvigorate and embed the Hampshire Tobacco Control Alliance as a key mechanism for delivering the Hampshire tobacco control strategy.
- Continue to encourage more smokers to quit, highlighting the free and expert led support available, continue to promote smokefree communities and reduce uptake in young people
- Continue to update the Health and wellbeing Board on progress to successfully achieve Smokefree Hampshire 2030 via this strategy.

Contextual Information

5. Smoking is the biggest cause of preventable deaths and disease in Hampshire and a key driver of health inequalities.
6. This refreshed strategy - Smokefree Hampshire 2030, builds on the previous Hampshire Tobacco Control Strategy – A smokefree generation for Hampshire 2018-2021.
7. The strategy aims to achieve a smokefree generation by focusing on reducing smoking related health inequalities by helping those most impacted by smoking in Hampshire to become smokefree.
8. The implementation of this strategy will have a stronger emphasis on place-based working to reduce the Hampshire smoking prevalence, including working closely with in partnership across Hampshire communities.

REQUIRED CORPORATE AND LEGAL INFORMATION:

Links to the Strategic Plan

Hampshire maintains strong and sustainable economic growth and prosperity:	Yes
People in Hampshire live safe, healthy and independent lives:	Yes
People in Hampshire enjoy a rich and diverse environment:	Yes
People in Hampshire enjoy being part of strong, inclusive communities:	Yes

EQUALITIES IMPACT ASSESSMENT:

1. Equality Duty

The County Council has a duty under Section 149 of the Equality Act 2010 ('the Act') to have due regard in the exercise of its functions to the need to:

- Eliminate discrimination, harassment and victimisation and any other conduct prohibited by or under the Act with regard to the protected characteristics as set out in section 4 of the Act (age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation).
- Advance equality of opportunity between persons who share a relevant protected characteristic within section 149(7) of the Act (age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex and sexual orientation) and those who do not share it.
- Foster good relations between persons who share a relevant protected characteristic within section 149(7) of the Act (see above) and persons who do not share it.

Due regard in this context involves having due regard in particular to:

- The need to remove or minimise disadvantages suffered by persons sharing a relevant protected characteristic that are connected to that characteristic.
- Take steps to meet the needs of persons sharing a relevant protected characteristic that are different from the needs of persons who do not share it
- Encourage persons sharing a relevant protected characteristic to participate in public life or in any other activity in which participation by such persons is disproportionately low.

2. Equalities Impact Assessment:

2.1 An equalities impact assessment has not been completed for this item which is an update.