

Smokefree Hampshire 2030 – a tobacco control strategy to end smoking in Hampshire



Hampshire
County Council



Hampshire
**Health and
Wellbeing**
Board

Content

Hampshire Tobacco Control Strategy

Vision, purpose, strategic priorities

Alignment with Hampshire Health and Wellbeing Board and Integrated Care strategic priorities

Hampshire Tobacco Control Alliance

Successes and next steps

Smokefree Hampshire 2030

why we must act

1

Smoking is the biggest cause of **preventable deaths** and key driver of **health inequalities** in Hampshire.

2

Young people growing up in a smoking household are **four times** more likely to start smoking.

3

Mothers under the age of 20 are **four times as likely** to smoke throughout pregnancy compared to those **aged 35 or over**.

4

Smoking is the biggest driver of the **10-20-year life expectancy gap** for those with **mental health conditions**.

Smokefree Hampshire 2030

Purpose and aim of the strategy

SMOKEFREE HAMPSHIRE 2030

Achieving a smokefree generation by 2030



ROADMAP TO 2030



FRAMEWORK FOR
ACTION




CLEAR AND CONSISTENT
ACTION

Vision

A decorative teal dashed line consisting of several short, parallel segments, curving from the top left towards the bottom left, framing the left side of the blue circle.

“Our **vision** is to create a Smokefree Hampshire, where all residents are free from the **health, economic and environmental** harms caused by tobacco”

A solid purple circle located at the bottom right edge of the large blue circle.

Strategic Priorities

Helping smokers to stop

We will work with our NHS and Community partners to:

- help smokers in our most disadvantaged communities to stop.
- support all pregnant women and their partners to stop.
- support embedding smoking cessation into patient pathways via NHS Long Term Plan.

Promoting Smokefree communities

We will ensure that people are protected from second-hand smoke and illegal tobacco by:

- supporting communities to make a smokefree environment the norm, using approaches such as campaigns and advocacy.
- working with a variety of partners to promote smokefree pregnancies, homes and key settings.

Preventing smoking uptake in young people

We will continue to support organisations already working with young people to prevent the uptake of smoking by:

- providing training, skills and resources to support young people to remain smokefree and vape free.
- delivering smokefree campaigns that are co-designed by young people.

Alignment with Health and Wellbeing Board and Integrated Care Strategies

Key priorities for improvement

We align with the ambition to narrow the gap between those with the best and worst health and wellbeing and to reduce preventable ill-health.

- Starting Well focus on reducing the number of women smoking in pregnancy
- Living Well priority to accelerate reductions in people smoking focusing on more deprived communities.

Clustering of key lifestyle risk factors/behaviours

We align with the recognition of the key lifestyle risk factors,

- taking a holistic approach with various partners, regarding tackling unhealthy risk factors, to reduce health inequalities
- using local networks and partnerships to ensure our smokefree related activities and services are joined up to meet communities' needs.

Building blocks of health

We align with the recognition of the wider determinants of health, to realise a smokefree Hampshire by:

- taking a broader view on what makes people thrive, to ensure that the healthier choice is the easier choice.
- working with partners - trading standards, social care, housing and education, on cross cutting themes.

Hampshire Tobacco Control Alliance

Aims of the alliance

- develop an integrated and comprehensive programme, to reduce health inequalities by focusing action on the key groups most impacted by smoking in Hampshire.
- implement the tobacco control strategy via the **Hampshire Tobacco Control Action Plan**
- a stronger emphasis on place-based working to reduce smoking prevalence in Hampshire, including and working closely with partners across Hampshire communities.

Successes and current outputs

- Smokefree Hampshire 2030 campaign – to encourage more smokers to quit and signpost to help to quit when they are ready
- Expanded offer of support for smokers to quit and increasing publicity of offer.
- Hampshire Tobacco Control Alliance launch meeting on 9th February. Very well attended with good engagement to develop the tobacco control action plan.

Next steps

- Reinvigorate and embed the Hampshire Tobacco Control Alliance as 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.
- Closely monitor and contribute to policy development around vaping in young people and develop and update our strategies accordingly
- Annual progress report to HIOW Health and Wellbeing Board



Simon Bryant
Director of Public Health,
Hampshire County Council

“With only seven years to secure a smokefree generation for Hampshire by 2030, **the time to act is now**”

10

Conclusion: Imagine a Hampshire without tobacco

- ✓ Fewer people dying of tobacco related illnesses
- ✓ Reduced illicit tobacco related crime
- ✓ More people living healthier lives and for longer
- ✓ Increased income for families of ex-smokers
- ✓ Reduced second-hand smoke-related illnesses in children
- ✓ Reduced smoking-related pregnancy complications
- ✓ Reduced tobacco-related litter and cleaner

“How can we work together to realise this vision?”

What would achieving this signify, professionally and personally?”