

HAMPSHIRE COUNTY COUNCIL

Report

Committee	Cabinet
Date:	4 February 2025
Title:	Annual Report of the Director of Public Health 2024-2025 - Let's Make Smoking History
Report From:	Director of Public Health

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Purpose of this Report

1. The purpose of this report is to present Cabinet with the Annual Report of the Director of Public Health ahead of its publication.

Recommendation(s)

2. Cabinet is asked to:
 - Note the Annual Report of the Director of Public Health 2024-2025 – Let's Make Smoking History.
 - Endorse the ambition within the Annual Report which is to envision a future where tobacco use is no longer the norm across Hampshire and to work together to cultivate smokefree cultures, enhance quitting opportunities and work towards achieving the smokefree 2030 ambition of bringing down the Hampshire smoking prevalence to 5% and below

Executive Summary

3. Tobacco is still one of the biggest risks to the public's health and has claimed many lives over the last seven decades. It is the single most preventable cause of ill health and early deaths and health inequalities in Hampshire today.

4. This report seeks to set out the great strides we are making towards reducing smoking in our communities, and highlights some key successes, ie, continually increasing quit rates by embedding smokefree policies across Hampshire; co-producing educational resources for schools and deploying smokefree advisors to areas with the highest smoking rates.

Contextual information

5. The 2012 Health and Care Act placed a statutory duty on upper tier Local Authorities to improve and protect the health of their residents.
6. The Director of Public Health has a statutory duty to produce an annual report about the health of the local population. The content and structure of the report is decided each year by the Director of Public Health, based on key issue of health and wellbeing that would benefit from a focused review. The requirement placed on Hampshire County Council as the relevant local authority is to publish the report.
7. Previous reports have focussed on:
 - Tackling environmental factors is vital to addressing obesity in Hampshire County Council
 - Reducing Serious Violence
 - Shaping Place to Improve Health Outcomes
 - COVID-19: addressing inequalities in mental health and wellbeing across Hampshire County Council
 - A Golden Age – ageing well in Hampshire
 - Let's Not Wait – Enabling Hampshire's Children to be a Healthy Weight

Conclusions

8. Cabinet members are asked to note the content of the report.
9. Cabinet members are asked to endorse the ambition within the Annual Report which is to envision a future where tobacco use is no longer the norm across Hampshire and to work together to cultivate smokefree cultures, enhance quitting opportunities and work towards achieving the smokefree 2030 ambition of bringing down the Hampshire smoking prevalence to 5% and below.

REQUIRED CORPORATE AND LEGAL INFORMATION:

Links to the Strategic Plan

Hampshire maintains strong and sustainable economic growth and prosperity:	no
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:	no

Other Significant Links

Section 100 D - Local Government Act 1972 - background documents

The following documents discuss facts or matters on which this report, or an important part of it, is based and have been relied upon to a material extent in the preparation of this report. (NB: the list excludes published works and any documents which disclose exempt or confidential information as defined in the Act.)

Document

Location

None