

HAMPSHIRE COUNTY COUNCIL

Decision Record

Decision Maker:	Cabinet
Date:	4 February 2025
Title:	Director of Public Health Annual Report – Let’s Make Smoking History
Report From:	Director of Public Health

Contact name: Simon Bryant

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1. The decision:

- 1.1. That Cabinet note the Annual Report of the Director of Public Health 2024-2025 – Let’s Make Smoking History.
- 1.2. That Cabinet 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.

2. Reasons for the decision:

- 2.1. The 2012 Health and Care Act placed a statutory duty on upper tier Local Authorities to improve and protect the health of their residents. Directors of Public Health have a statutory duty to write an Annual Public Health Report to demonstrate the state of health within their communities. The focus of this year’s report is to make smoking history.
- 2.2. Tobacco is still one of the biggest risks to the public’s health that we face, and we know that over the course of the seven decades of smoking history, tobacco has claimed many lives. Hampshire is making great strides towards reducing smoking in our communities, however, there is still more to do.
- 2.3. In Hampshire, we support on average 3,500 people per year to quit smoking, through face-to-face programmes, telephone support and digital applications.

3. Other options considered and rejected:

- 3.1. No other options were considered and rejected.

4. Conflicts of interest:

4.1. Conflicts of interest declared by the decision-maker: None.

4.2. Conflicts of interest declared by other Executive Members consulted: None.

5. Dispensation granted by the Conduct Advisory Panel: N/A

6. Reason(s) for the matter being dealt with if urgent: N/A

7. Statement from the decision maker:

Approved by:

Date:

**Councillor Nick Adams-King
Chairman of Cabinet**

4 February 2025