

Health Scrutiny Committee – 27th March 2014

Report of the Lead Officer to the Committee

Committee's Review of Tobacco Control

Purpose of Report

1. To consider a summary of key findings, observations and draft recommendations arising from the Committee's scrutiny of tobacco control.

Background

2. Smoking is a major problem for public services both nationally and locally. Within Dudley it is estimated to be the cause of over 480 deaths per year; and is the single biggest determinant of inequality in life expectancy across communities.
3. Members wanted to investigate how the prevalence of smoking in the borough might be tackled and shape practical recommendations for developing and strengthening the work of the Council and health improvement partners in the area of tobacco control.
4. The review panel was established in October 2013 comprising Councillors: Ridney; Harris; and Rogers specifically to:
 - evaluate effectiveness of partnership working in reducing overall prevalence and assess outcomes of local strategy
 - spotlight challenging areas and discuss possible solutions involving partner organisations
 - assess measures geared to minimise uptake of smoking amongst young people and tackle consumption of illicit products across areas of high smoking prevalence
 - evaluate the current level of involvement and contribution of key public employers to the promotion of smoking cessation and prevention services for staff.
5. Two evidence sessions were subsequently held with key witnesses and experts in the field enabling members to gain a richer insight into tobacco control measures and priorities; to identify ways of securing even more successful outcomes.

6. Contributors included representatives from; Trading Standards; Housing Management; Public Health and the Family Nursing Partnership. Moreover Members were particularly grateful to the young people from 'Kick-Ash' whose views on services needed were very useful.
7. The attached document presents a summary of key findings, observations and draft recommendations emerging from the panel's scrutiny.
8. It is proposed that members endorse the recommendations based on the evidence received with a view of advancing the corresponding review action plan, in consultation with the membership of review panel, stakeholders and the Lead Officer.
9. It is envisaged the final action plan will be steered through the Overview and Scrutiny Management Board for approval for appropriate executive action.

Finance

10. This report outlines findings to date on tobacco reduction and control in accord with panel's terms of reference and outlines further options for accelerating this reduction.
11. Implementation of at least some of the recommendations may have financial implications (e.g. training costs) for the Council and health improvement partners however it is not possible to quantify costs at this stage.
12. Changes to services provided by the authority arising from the review would require further explanation and financial implications scrutinised further in the light of the Council's on-going budget development and financial planning process.

Law

13. Section 111 of the Local Government Act 1972 authorises the Council to do anything which is calculated to facilitate or is conducive or incidental to the exercise of any of its functions.
14. The Health and Social Care Act 2012 places the scrutiny of health, care and well-being services by local authority members onto a statutory footing.

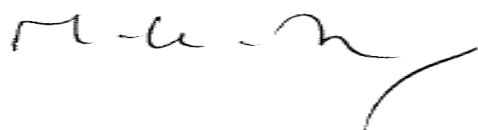
Equality Impact

15. The work of the Committee can be seen as contributing to the equality agenda in the pursuit of improving health and wellbeing for all. This implies a challenge to ensure that services meet the needs of all sectors of the community to make this an even greater reality in Dudley.

Recommendation

16. It is recommended that the committee:-

- note this report
- endorse the draft recommendations at appendix 1
- authorise the Lead Officer, in consultation with the Chair, Vice Chair and members of the review panel to oversee the final action plan based on the recommendations at appendix 1 then make the appropriate arrangements for Overview and Scrutiny Management Board consideration.



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LEAD OFFICER FOR HEALTH SCRUTINY

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Documents used in the preparation of this report:-

1. Terms of Reference and Annual Scrutiny Programme 2013-14. Health Scrutiny Committee July 16th 2013.