

West Sussex County Council

Proposed Executive Decision for **7 February 2019** call-in deadline **5 p.m. on 18 February 2019**

The following proposed decision has been endorsed by the Cabinet Member and will come into effect at the end of the call-in period unless the call-in procedure is activated.

Decision Title & Ref No:	Tobacco Control Strategy for West Sussex AH13 18/19
Cabinet Member responsible for Decision	Mrs Jupp - Cabinet Member for Adults and Health
West Sussex Plan priority	A Safe, Strong and Sustainable place
Electoral Divisions	
Key Decision	Yes
Purpose	<p>The County Council is working in partnership with stakeholders to co-produce a West Sussex strategy for tobacco control. The strategy will detail the West Sussex ambition to lead tobacco control actions which will reduce health inequalities and yield economic benefits. The plan is intended to cover the period 2019-2022; a timeframe aligned with the National Tobacco Control Plan</p> <p>The previous West Sussex Tobacco Plan was launched in 2014 and this plan ended in 2018 so it needs to be replaced. The previous plan addressed the local implications of national policy at the time; broadening action from stopping smoking to wider tobacco control. The proposed future strategy will target deprived areas and people with the greatest need based on best population data and evidence of effectiveness. It will take into account changes in context since the previous plan including resources available to stakeholders, the draft Health and Wellbeing Strategy, future plans for social care and the NHS (such as the NHS long term plan) and the Sustainability and Transformation Partnership Case for Change. It will be informed by learning from other areas (including innovations). The strategy will highlight how each stakeholder can support tobacco control as part of a whole system approach (in line with the West Sussex Public Health vision).</p> <p>Awareness of the West Sussex Tobacco Control Strategy will be raised on No Smoking Day 13th March 2019, at an event in an area of the county with a high smoking prevalence.</p>
Decision	The Cabinet Member for Adults and Health approves and supports the proposal for the development of a West Sussex Tobacco Control strategy 2019-2022 with stakeholders.

Interest and nature of interest declared	None
Service Contact	Sue Carmichael, Public Health Lead - Tel: 033 022 28707
Democratic Services/ Call-in Contact	Erica Keegan Tel: 033 022 26050
Background Papers	See report for details