



Health Partnerships Overview and Scrutiny Committee **5th April 2011**

Report from the Director of Strategy, Partnerships and Improvement

For Action

Wards Affected:
ALL

Progress report on the Brent Tobacco Control Strategy 2010-2013

1.0 Summary

- 1.1 In July 2010 the Health Partnerships Overview and Scrutiny Committee received a presentation on the borough's draft Tobacco Control Strategy. At that meeting members agreed that an update on the strategy's implementation should be brought back to the committee in April 2011 for members to question officers on progress. A report on this issue has been provided by NHS Brent and is attached at appendix 1 to this covering note.
- 1.2 The Tobacco Control Strategy was launched on the 29th November 2010. It has been developed to reduce smoking prevalence and the use of tobacco products in Brent. In line with the 'Healthy Lives, Healthy People: A Tobacco Control Plan for England' it is a comprehensive tobacco control programme that aims to deliver evidence based best practice initiatives to reduce the use of tobacco products in the borough.
- 1.3 There are four work streams in the strategy, and an update has been provided on each. The work streams are:
- Stopping the inflow of young people recruited as smokers
 - Motivating every smoker in Brent to quit
 - Protecting families and communities from tobacco related harm
 - Improving and maintaining partnership working
- 1.4 The report also contains information on the key risks associated with the delivery of the strategy.
- 1.5 Officers from NHS Brent will be at the committee meeting to answer members' questions on this issue. Tobacco control is a key element of the borough's public health programme and it is important that members are confident that the work that is taking place in Brent to tackle this issue is delivering the anticipated results.

2.0 Recommendations

- 2.1 The Health Partnerships Overview and Scrutiny Committee is recommended to consider the progress report on the borough's Tobacco Control Strategy and question officers from NHS Brent on its implementation.

Contact Officers

Phil Newby
Director of Strategy, Partnerships and
Improvement
Tel – 020 8937 1032
phil.newby@brent.gov.uk

Andrew Davies
Policy and Performance Officer
Tel – 020 8937 1609
andrew.davies@brent.gov.uk