

public health

making good health happen

Worcestershire Tobacco Control Alliance

Terms of Reference

Overall Aim.

To bring together partners working in Worcestershire to reduce the harm caused by tobacco use, with a key focus on areas and populations of high prevalence.

Objectives.

To bring together key partners to achieve a greater impact in implementing a shared action plan, developing together a range of initiatives which will:

- stop the inflow of young people recruited as smokers;
- motivate and assist every smoker to quit;
- protect our families and communities from tobacco related harm;
- advocate on behalf of tobacco control.

Reporting arrangements and governance.

To present an annual report and action plan to:

- the Worcestershire Partnership (through the Health and Well-being Theme Group);
- District Local Strategic Partnerships.

To update the action plan quarterly and report to:

- the Worcestershire Partnership through the Health and Well-being Theme Group ;
- the Regional Tobacco Control team;
- District Local Strategic Partnerships (by sending six monthly reports to each District Council Leader for information and comment).

Frequency of Meetings.

Quarterly.

Membership.

NHS Worcestershire to provide administrative support.

Cllr John Smith and David Priestnall to serve as Chair and Vice-Chair.

Worcestershire County Council, Cabinet member, health improvement and health inequalities, Cllr John Smith;

NHS Worcestershire, non-executive director, health improvement and inequalities, David Priestnall;

NHS Worcestershire Department of Public Health, Frances Howie, Assistant Director of Public Health;

Worcestershire County Council Occupational Health team, Clive Werrett;

Worcestershire Hospitals Acute Trust;

Worcestershire Healthy Schools team, Adrian Bowden-Green;

Fire Service;
HM Revenue and Customs;
Worcestershire Regulatory Services, Steve Jordan;
Chamber of Commerce, tba;
Federation of Small Businesses, Angela Smith;
VCS organisation, tba. (Reporting back Via WAVOCC systems/cascade)
Co-opted members:
Regional Tobacco Control team, Paul Hooper;
Worcester Alliance, Cllr David Tibbett;
Worcestershire Heart Smart Homes team, Anthea Griffiths;
NHS Worcestershire Stop Smoking commissioning team, Julia North.

Performance Indicators.

To be amended, and to include:

- LAA target NI numbers of adults aged 16 years and over who set a quit date with NHS Stop Smoking Services and who have quit 4 weeks after that date;
- Compliance targets?;
- Trading standards target?;
- HMRC activity target?;
- Annual sickness absence rates from major employers from smoking related diseases?;
- Heart Smart Homes activity target?;
- Advocacy? (Numbers of press releases/local media coverage?)

Amended May 2010.