




Healthy Communities and Older People's Block

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Director Housing and Social Care



- Development of the Healthy Communities and Older People's Partnership

- A Success Story: Swindon Smoke Free Partnership



Development of the Healthy Communities and Older People's Partnership Board

Purpose:

To provide a leadership role in
taking forward the health and
well being agenda in Swindon



Areas of Action

- Identification of Champion roles
- Support for progress of targets particularly PRGs
 - Affordable Warmth Co-ordinator
- Agreement of LAA2 priorities
- Preparing for implementing LAA2 priorities:
 - Health Inequalities Plan
 - Joint Strategic Needs Assessment
 - Assessing the impact of the 'Swindon Growth' agenda on health and social care needs
 - Community Engagement



A Success Story: Smoke Free Swindon Partnership

- Objectives of the Partnership:
 - To develop a comprehensive tobacco control programme – co-ordinating education, prevention, cessation and supply of tobacco products activities
 - To develop and sustain a strong local partnership
 - To promote, support, deliver and monitor tobacco control programmes



Why?

- Remains the biggest preventable cause of premature death (before 75 years) in Swindon
- 17% of people smoke in Swindon (24% nationally)
- 34% of people in some wards



1st July 2007

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Smoke Free Legislation

- Environmental Health and Trading Standards, SBC
- Wiltshire Police
- Wiltshire Fire Brigade
- Healthy Schools/Schools
- Swindon PCT Public Health team
- Swindon New College
- Swindon Town Football Club
- Swindon and Marlborough NHS Trust



Outcomes

- Smooth introduction of the legislation
- Minimal non compliance
- Minimal negative publicity
- Increased awareness, access and use of local NHS smoke stop service
- Increase in business stop smoking groups
- Fall of 2% from 2006 to 2007 smoking levels



“Since the legislation came into force regarding smoking in the workplace and public buildings, I have decided it was time to give up smoking, but needed help in doing this. That’s when I heard an advertisement on the radio giving the number to the NHS Stop Smoking service. And with help of Gina(stop smoke advisor) I am now someway into reaching my target of becoming a non smoker”

User of NHS Stop Smoking Service