

Ashford Health & Wellbeing Board (AHWB)

Agenda Item No. 7(c)

Partner Quarterly Update KCC (Public Health)

Update from	Public Health
Quarter concerned	October to December 2014
What's going on in our world	<p>Healthy Weight Kent Healthy Weight workshop on 8th December inviting stakeholders and partners to inform future commissioning for Healthy Weight services. Simon Harris also attending to contribute and to develop an Ashford specific workshop to develop ideas and outcomes locally. Date of Ashford workshop to be confirmed.</p> <p>Smoke Free Parks and play spaces Kent Public Health and Ashford Borough Council are working together to pilot an initiative to keep children's play areas Smoke Free in Ashford. This will form part of Ashford's litter campaign. This work is continuing. Other district council's have expressed an interest and are keen to engage in this initiative.</p>
Success stories since last AHWB	<p>Babyclear Outcomes from the Babyclear, Smoking in Pregnancy service have identified increased referrals to stop smoking services. Referrals and support are provided by midwives and further support from Acute and CCGs are required to sustain the programme. A briefing paper is being prepared for CCGs and Clinical Groups.</p>
What we are focusing on for the next quarter <u>specific to the key projects</u>	<p>Healthy Living Pharmacies Accreditations for the Healthy Living Pharmacy programme will be awarded to successful pharmacies from February 2015. 12 of the 20 (60%) pharmacies in Ashford have expressed an interest in the accreditation. Accreditation will provide pharmacies with the HLP status, identifying them as delivering good practice and offering quality support and referrals to a range of health improvement areas (eg. Obesity, smoking, alcohol use). This has potential to impact upon the development of Community Networks and the Healthy Weight project in Ashford.</p>
Anything else relevant to AHWB priorities NOT mentioned above	<p>Tobacco Control Recent prevalence data has identified Ashford's smoking prevalence increase from 18% to 21.1% between 2013 and 2014. Routine and Manual worker smoking prevalence has also increased from 29.8% to 34.7% respectively. Ashford and Thanet are the only districts in Kent that have seen an increase in the two prevalence indicators within this period. Kent is higher than the Kent and national average for these indicators. This is a particular concern considering the health conditions associated with smoking and the economic impact it has for individuals and for services.</p>

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Domain	#	Indicator 2013	2013			2014		
			England	Kent	Ashford	England	Kent	Ashford
	12	Smoking Prevalence	19.5	20.9	18.0	18.4 ↓	19 ↓	21.1 ↑
Tobacco Control Profile data	47	Smoking Prevalence Routine & Manual Workers (From TCP 2012)	29.7	31.3	29.8	28.6 ↓	28.4 ↓	34.7 ↑

Strategic challenges & risks including horizon scanning?

Smoking rates

Increased smoking rates may be a concern for Ashford if the trend continues to increase, bucking the national and Kent trend for smoking.

Any thing else the Board needs to know

Signed & dated

8th December 2014

