

## Ashford Health & Wellbeing Board (AHWB)

### Partner Quarterly Update for KCC Public Health – Quarter 4: January to March 2016

What's going on in our world	<p><b>Stop Smoking Campaign –</b> Developments for a newly commissioned Kent-wide campaign to help raise the profile of stop smoking services and to develop new ways that can help people quit (such as quit packs and e-cigarette support). Ashford District has seen the sharpest increase in smoking prevalence in Kent in the last year so campaign resources will be targeted in the Ashford district as well as other areas of high prevalence.</p> <p><b>Smoking in Pregnancy –</b> Kent Public Health and East Kent Hospitals University Foundation Trust are co-appointing a midwife with a specialism of reducing smoking in pregnancy. The post will be appointed in April and will support and train midwives to implement the babyClear programme and network with other relevant health professionals to tackle smoking in pregnancy prevalence in the East Kent Hospitals Trust.</p>
Success stories since last AHWB	
What we are focusing on for the next quarter <u>specific to the key projects</u>	<ul style="list-style-type: none"><li>- Integrated commissioning model for Health Improvement services across Kent</li><li>- Suicide prevention campaign</li><li>- District Alcohol Action Plan</li><li>- Reducing Smoking Prevalence</li><li>- Local Obesity Strategy</li></ul>
Anything else relevant to AHWB priorities NOT mentioned above	
Strategic challenges & risks including horizon scanning?	Public Health anticipate further cost savings to be made in 2016.
Any thing else the Board needs to know	
Signed & dated	14/03/16