



REPORT TO: HEALTHIER STRATEGIC GROUP – 2 OCTOBER 2008

SUBJECT: A LOCAL TOBACCO ALLIANCE FOR MORAY

BY: NHS GRAMPIAN

A Local Tobacco Alliance (LTA), supported by ASH Scotland, is a coming together of all of those organisations that have an interest in reducing tobacco use. Alliances provide an opportunity to increase the effectiveness of smoking prevention and cessation activities by co-ordinating the work of those organisations thereby gaining maximum impact. As well as linking together organisations already engaged in tobacco reduction work Local Tobacco Control Alliances can attract a wider network of support from within the local community.

It is proposed that the a LTA is set up in Moray. The AHCCTG acts as the main working/steering group for Health in the Community Planning. The LTA would effectively be a cross-sector sub-group and working group of the AHCCTG dealing with Tobacco related public health issues.

National Background

Following the first two years of the Local Alliances project, ASH Scotland has been successful in securing funding from the Scottish Government and NHS Health Scotland to ensure the project continues for another three years. This will allow us to build on the work we have undertaken since April 2006.

The Local Alliances Officer will work towards the following objectives, set out for phase two of this project over the next three years.

1. To support local agencies in every region of Scotland to work together to meet national tobacco control targets and strategies through effective communication, information and hands-on support.
2. To support the development, reach and depth of local alliances so that they effectively engage the health sector, local authorities and voluntary organisations in each Health Board area.
3. To continue to support local alliances to share information and good practice, through high quality information and events which reach growing audiences.

4. To continue to develop effective links with relevant networks to ensure the project adds value to tobacco control activity and wider health promotion work at every stage.

Local Situation

There is considerable Tobacco control work in Moray.

- CHP Projects on Smoking for Pregnant Women, Young People and People experiencing Inequality
- SAS work
- The Pharmacy scheme

Substantial new work will arise from the Scotlands Future is Smoke Free initiative.

Focussing this work around a Local Tobacco Alliance would strengthen relationships locally and nationally.