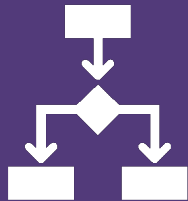


Public Health Workforce Campaign Update





- Smoking remains the biggest single cause of preventable death and ill-health in England
- Costs to the economy and wider society estimated at £17 billion a year
- Smoking is responsible for 80,000 deaths a year and 1 in 4 of all UK cancer deaths
- Chosen as the focus of the campaign in 2023



- Seven organisations provided a progress update with a combined workforce of c29,000 staff.

- Interventions included;
- Promotion of national campaigns
- Signing of the NHS Smokefree Pledge
- Creation of a smokefree site
- Signposting to smoking cessation services
- Targeted training for managers to support staff quitting smoking.



- Focus on smoking cessation proved timely
- Substantial inequalities in smoking in Wiltshire, prevalence in adults in routine and manual occupations reported at just over 23%
- NHS Core20PLUS5 programme identifies routine and manual workers as a PLUS group in Wiltshire





Future commitment

- Organisations have shown great application when implementing workplace interventions over the past two years, both in terms of addressing mental and physical health
- **Board partners should continue interventions that support the collective workforce and align with the themes of the Wiltshire Joint Local Health and Wellbeing Strategy**
- Our 65+ population currently represents just over a fifth of the overall population but by 2040 this age group will make up nearly a third. As people live longer, they will be expected to work for longer with one or multiple health conditions
- Evidence highlights a rise in work-limiting conditions that are being driven by sharp increases in reported mental ill health, particularly among younger workers
- Across the whole workforce, musculoskeletal and cardiovascular conditions remain the most common form of work-limiting health condition

Next steps

The recommendations for consideration are:

- Good health and wellbeing remain essential to successful, sustainable workplaces. The health and wellbeing of any workforce is an organisational priority and even more so given its priority at a national level, the links to the Joint Local Health and Wellbeing Strategy and the continuing increase in health inequalities
- A focus on all areas of workplace health is paramount. As such each organisation represented on the Health and Wellbeing Board is asked to maintain its commitment to this important agenda
- **Each organisation should commit to the following:**
 - **Continue to invest in workplace health**
 - **Continue to build on the excellent work done thus far on supporting both mental and physical health in the workplace and share best practice**
 - **Increase employment opportunities by adopting the anchor institute principles**