

## **TELFORD & WREKIN COUNCIL**

**HEALTH & WELLBEING BOARD:** 22<sup>nd</sup> January 2014

**TITLE:**

Local Authority Tobacco Control Declaration

**REPORT OF:**

Vicki Pike, Health Improvement Commissioner, Telford & Wrekin Council  
Helen Onions, Consultant in Public Health, Telford & Wrekin Council

**HEALTH & WELLBEING BOARD PRIORITY SPONSOR:**

Paul Taylor, Interim Director of Health, Wellbeing and Care, Telford & Wrekin Council

### **PART A) – SUMMARY REPORT**

#### **1. SUMMARY OF MAIN PROPOSALS**

The Local Authority Tobacco Control Declaration was initially developed by Newcastle City Council in May 2013. The declaration is an agreement which demonstrates a Council's commitment to reducing smoking prevalence and the impacts of smoking on communities. Warwickshire County Council was the first local authority to adopt the pledge and numerous other councils have since signed up to the principles. The declaration has been nationally endorsed by the Department of Health, the Chief Medical Officer, Public Health England and various other public health professional bodies. The councils who have signed up have identified a senior officer or Elected Member as the champion for the declaration.

A tobacco control strategy for Telford and Wrekin is being developed. The reconvening of the local tobacco control network across HWB partners and agreement of an action plan based on the ASH CLear self assessment for tobacco control are key elements of the strategy. The strategy will be completed during March 2014. By signing up to the tobacco control declaration the Health & Wellbeing Board are demonstrating their commitment to reduce the number of people who smoke as a key priority in Telford and Wrekin.

#### **2. RECOMMENDATIONS (AND TO WHOM ACTIONS APPLY e.g. CCG, Council)**

The Board is requested to:

Endorse and sign up to the principles set out in the Local Authority Tobacco Control Declaration

Recommend that Telford & Wrekin Council endorse and support the principles

#### **3. IMPACT OF ACTION - (How it is intended that action will make a difference)**

- Tackling tobacco is one of the most important things HWB partners can do to improve the health of people in Telford and Wrekin, given it is the number one preventable cause of premature death and disease within the Borough.

- One in two regular smokers are killed by tobacco – with half dying before the age of 70, losing an average of 21 years of life. A quarter of life-long smokers do not get to pick up their pension.
- By signing the declaration Telford and Wrekin will be joining with other local authorities and health and wellbeing boards across England by committing to coordinated action to cut smoking rates and tobacco use within local communities.
- It is not just a matter of signing the declaration and carrying on as usual, the tobacco control network will assess and evaluate our local action on tobacco, ensuring that local activity follows the latest evidence-based best practice. Areas for improvement will be identified and activities will be prioritised.

#### **4. SUMMARY IMPACT ASSESSMENT**

<b>COMMUNITY IMPACT</b>	Do these proposals contribute to a specific HWB Priority -	
	Yes	Reducing the number of people who smoke
	Do these proposals contribute to specific Co-Operative Council priority objective(s)?	
	Yes	To improve the health and wellbeing of our communities and address health inequalities
	Will the proposals impact on specific groups of people?	
	Yes	See equality and diversity section below
<b>TARGET COMPLETION/DELIVERY DATE</b>	<ul style="list-style-type: none"> <li>➤ The CLear self assessment was undertaken by the Telford &amp; Wrekin Tobacco control network in November – deadline for completion was December 2013</li> <li>➤ Tobacco control strategy and action plan to be agreed by March 2014</li> </ul>	
<b>FINANCIAL/VALUE FOR MONEY IMPACT</b>	Yes	The budget agreed for smoking cessation services and tobacco control work from the local authority public health grant is £713.6k for 2013/14. There are no specific financial implications from signing the Local Government Tobacco Control Declaration.
<b>LEGAL ISSUES</b>	Yes	The mandatory duty to ensure the provision of stop smoking services transferred to the Council in April 2013 in accordance with the provisions of the Health and Social Care Act 2012. If the Council decides to support the Local Authority Tobacco Control Declaration it will be the responsibility of officers to review all relevant council policies and contracts to check compliance with the terms of the declaration. Consequently if any updates are needed, the relevant Committees and/or Cabinet will be asked to review the applicable documentation with a view to making the necessary amendments where required.

<b>EQUALITY &amp; DIVERSITY</b>	Yes	<p>Smoking is a major cause of health inequalities, accounting nationally for half of the difference in mortality between the richest and poorest in our society. People who smoke are more likely to be from lower socio-economic groups and due to their increased risk of smoking-related disease have a reduced life expectancy. Smoking is also a key risk factor in foetal growth restriction, low birth weight and sudden infant death syndrome. The evidence is that people from our most deprived communities are more likely to smoke. Local JSNA intelligence has helped to inform service provision, with data supporting the stop smoking providers to design and deliver their services. As part of the new smoking cessation services contracts the providers are encouraged to recruit and support smokers from the following specific demographic subgroups:</p> <ul style="list-style-type: none"> <li>➤ Pregnant women</li> <li>➤ People from Ethnic Minorities</li> <li>➤ Unemployed people</li> <li>➤ People living in deprived areas</li> <li>➤ Young people under 25 years</li> <li>➤ People with mental health problems</li> <li>➤ People who are deaf, hard of hearing, blind or partially sighted</li> </ul>
<b>IMPACT ON SPECIFIC WARDS</b>	Yes	Ward-level data are collected as part of the JSNA and this intelligence is being used to identify and prioritise wards and GP practices with high levels of smoking.
<b>PATIENTS &amp; PUBLIC ENGAGEMENT</b>	No	All quit smoking clients are asked to complete a satisfaction forms as they leave the service or at 4 and 12 weeks quit. Further work to engage with pregnant women who smoke to ensure their views influence the future development of stop smoking services and tobacco control measures is currently being undertaken.
<b>OTHER IMPACTS, RISKS &amp; OPPORTUNITIES</b>	Yes	In order to reduce smoking a co-commissioning approach between the Council and the CCG is vital. The Council commissions stop smoking and preventative services and coordinates local tobacco control activities. The CCG commissions healthcare and maternity services, which need to use the Making Every Contact Count approach. This will ensure that every opportunity is taken to check patient's smoking status and local stop smoking services.

## **PART B) – ADDITIONAL INFORMATION**

### **1. INFORMATION**

The Telford and Wrekin Tobacco Control Network supports and coordinates the local tobacco control agenda. The network is made up of representatives from the Council's and public health and public protection teams, clinical leads from Shrewsbury & Telford Hospitals NHS Trust, the stop smoking service providers, Shropshire Fire and Rescue Service and HMRC. The group met on 25 November 2013 to undertake the Ash CLear self assessment. This excellent framework is specially designed for councils in England in the context of their new responsibilities for tobacco control. The CLear approach has been used as an opportunity to undertake structured reflection across the partnership in Telford & Wrekin. A new tobacco control strategy is now being produced, highlighting the strengths and areas for improvement, this will be brought to the HWB for discussion and approval in May 2014.

### **2. IMPACT ASSESSMENT – ADDITIONAL INFORMATION**

See summary impact assessment section on pages 2-3 for details.

### **3. PREVIOUS MINUTES**

- Health & Wellbeing strategy priority update September 2013
- Health & Wellbeing strategy priority position statement May 2013

### **4. BACKGROUND PAPERS**

Report prepared by Vicki Pike, Health Improvement Commissioner,  
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# Local Government Declaration on Tobacco Control

## We acknowledge that:

- Smoking is the single greatest cause of premature death and disease in our communities;
- Reducing smoking in our communities significantly increases household incomes and benefits the local economy;
- Reducing smoking amongst the most disadvantaged in our communities is the single most important means of reducing health inequalities;
- Smoking is an addiction largely taken up by children and young people, two thirds of smokers start before the age of 18;
- Smoking is an epidemic created and sustained by the tobacco industry, which promotes uptake of smoking to replace the 80,000 people its products kill in England every year; and
- The illicit trade in tobacco funds the activities of organised criminal gangs and gives children access to cheap tobacco.

## As local leaders in public health we welcome the:

- Opportunity for local government to lead local action to tackle smoking and secure the health, welfare, social, economic and environmental benefits that come from reducing smoking prevalence;
- Commitment by the government to live up to its obligations as a party to the World Health Organization's Framework Convention on Tobacco Control (FCTC) and in particular to protect the development of public health policy from the vested interests of the tobacco industry; and
- Endorsement of this declaration by the Department of Health, Public Health England and professional bodies.

## We commit our Council from this date

### .....to:

- Act at a local level to reduce smoking prevalence and health inequalities and to raise the profile of the harm caused by smoking to our communities;
- Develop plans with our partners and local communities to address the causes and impacts of tobacco use;
- Participate in local and regional networks for support;
- Support the government in taking action at national level to help local authorities reduce smoking prevalence and health inequalities in our communities;
- Protect our tobacco control work from the commercial and vested interests of the tobacco industry by not accepting any partnerships, payments, gifts and services, monetary or in kind or research funding offered by the tobacco industry to officials or employees;
- Monitor the progress of our plans against our

commitments and publish the results; and

- Publicly declare our commitment to reducing smoking in our communities by joining the Smokefree Action Coalition, the alliance of organisations working to reduce the harm caused by tobacco.